

# Part 1: Introduction and general information

## Data protection information

### About us and our website

Our contact details are available on the company information page.

This website is operated by BSH Sprzęt Gospodarstwa Domowego Sp. z o.o. of Warsaw, Al. Jerozolimskie 183, 02-222 Warsaw. To contact the company, please use the details provided on the company information page.

In connection with your use of our website, BSH will process your personal data to the extent and on the terms specified in this notice.

For all matters relating to the processing of personal data by our website, you can contact our Data Protection Officer, whose details can be found at the end of this notice.

### Our principles

The protection of your personal data is important to us, which is why we ensure that your data is processed carefully and in accordance with the applicable legal regulations. We have implemented organisational and technical security measures to protect our websites from the risks associated with the processing of personal data. We also require our partners to use measures with at least the same level of security.

### What log data we record as standard

If you use our website that is not access-secured, you do not need to reveal your identity. By default, however, we record every use of our website, which helps us prevent attacks on our website, correct errors, and respond to security breaches. For more information concerning the log data we record, please see the section “How we process your data (website display, logs, cookies, monitoring, etc.)” section.

## Which of your data we can process

We respect your privacy and only process your data when we are permitted to do so by law. A summary of the legal bases on which we process your data is provided in the final section of this notice. The processing of your personal data may be carried out on the basis of our legitimate interest, on the basis of your freely given consent, or in order to perform a contract concluded with you, to the extent that you use our website and the processing is necessary for us to take actions in accordance with your request or for us to provide you with our services. Examples of data processing for the purpose of our legitimate interest include the log data (logs) we collect to ensure, among other things, that our website works without errors, data concerning technical issues related to the display of our website, data that helps support the additional features of our website, and the data you provide when you contact us. Whatever the situation, we always inform you about our processing of your personal data and take your rights and interests into account. If you have questions concerning our processing of your personal data, you will find information about your rights in this regard in the “Contact Us” section of the website.

In the following sections, we have described the bases on which we process data. In these sections, you will find detailed information on how your data is collected, processed, and used on our website (i.e. information concerning the type, scope, and purpose of data processing).

What else you should know:

Users under the age of 16 should only provide us with personal data with the consent of a parent or legal guardian. The applicable data protection legislation may specify different age limits in this regard.

Our website may contain links to other websites that do not belong to us. We have no influence over how your data is processed on these websites or over their compliance with data protection legislation. It is therefore important that you read the data protection information provided on these websites.

## Part 2: Data processing on our website

# How we process your data (website display, logs, cookies, monitoring, etc.)

## Website display, log data (logs)

To be able to display our website in your browser, we use various technical devices to ensure that all content (text, images, video clips, etc.) is always up-to-date. In order to ensure that the operation of our website, including its loading speed, is continuously improved, we use technical services that enable us to provide the content necessary to display our website (so-called content delivery networks, CDNs). CDN service providers act on our behalf and in accordance with our instructions, on the basis of their contracts with us. The data collected in this way is only used to display the content of the website in your browser and is deleted as soon as its temporary storage necessary for this activity is over.

For technical reasons, every time your browser opens our website, it automatically sends information to our web server (log data). We store some of this information in logs. This includes:

- access date,
- access time,
- website URL,
- the version of the HTTP protocol used,
- files that have been opened,
- amount of data transferred,
- type and version of web browser,
- type of operating system,
- IP address (in an anonymised form).

Log data (logs) do not contain personal data and do not reveal your identity. We only analyse log data (logs) if this is necessary in a specific case, in particular to remove errors in the operation of our website or to clarify security incidents (prevention of attacks on our website). We store log data (logs) indefinitely, as auxiliary material for the administration of the website.

In addition, it may be necessary for us to collect information about the IP address of your device, as well as to record data in order to remove faults or store evidence relating to security breaches. This data is deleted as soon as the error has been removed or the security incident has been resolved, or if the purpose of the processing has become obsolete for other reasons. In the event of a security incident, we will pass on log data (to the extent permitted and necessary

under the applicable regulations and determined on a case-by-case basis) to the investigating authorities.

We always store this type of log data (logs) separately from other data that relates to the use of our website.

#### Use of our website in the capacity of a business partner

Through our website, we provide various services to our business partners and provide them with information to improve our business relationships. In addition to access to information, our partners also have access to comprehensive cooperation services or order processing services via our website.

As a rule, this is done by registering on the Business Partner Portal via our partner website, [ocp.bsh-group.com](http://ocp.bsh-group.com).

At your request, we will provide you with information concerning your data in our possession. We will also promptly correct any inaccurate information and delete the information you have indicated, provided that its deletion is not prohibited by the legal regulations that require us to retain it for a specific time. To do so, please use the contact details provided at the end of this data protection notice.

#### Our social media profiles

We process personal data that is provided to us after it has been collected in connection with your visit to a particular social networking website (e.g. a Facebook fanpage, an Instagram/Pinterest account) on a confidential basis and always in accordance with legal regulations.

The operator of the respective social networking website and BSH are responsible for the processing of your data within our social media profiles (see examples below). To the extent the processing of this data takes place within the scope of our responsibility, we are at your disposal with respect to questions concerning data protection and the exercise of your rights in accordance with this data protection notice.

## Data processing by social networking websites

Social networking websites process your personal data immediately after you use them.

Processing is associated, among others, with the following processes:

- viewing a page or a message or a video on a page,
- signing up and unsubscribing as a fan of a particular page,
- marking a page or message with a like, dislike, or a similar reaction,
- recommending the site in a message or comment,
- commenting on, sharing, or writing a reply to a message (including the type of reply),
- hiding activity on a page or reporting spam,
- clicking, on another website, including a website outside of the social networking website, on a link leading to a specific page,
- moving the mouse cursor over a name or profile picture to see a preview of the content,
- using the features offered by the operator of the social networking website, including a page, a telephone number, a “plan route” button, or another button,
- informing whether the use is logging in from a computer or a mobile device.

We have no influence over the processing of data by the operators of social networking websites.

## Data processing by us

On our page within a social networking website, we have access to the following categories of data through the website’s operator:

- The operator grants us access to statistical analyses that provide information about the use of our page within the social networking website. This data does not enable us to carry out analyses of the use of our website by individuals. We only have access to aggregated data (e.g. number of visits, likes, page followers, regions from which they come, their age groups, gender, etc.) that relates to visitors to our website and how they use it. We are not provided with access to individual user data on which the analysis is based.
- We can specify the target audience of our social media profile or the individual articles we publish. The settings are based on general parameters (e.g. age group, language, region, interests) that allow us to tailor our

content to specific groups. It is not possible for us to refer to or identify individual persons on the basis of the data we receive from the operator of the social networking website.

- If you contact us directly through the operator of the social networking website or in another way that implies a conscious transfer of personal data (e.g. directly joining our profile on a social networking website), we will store and process this data for the purposes for which you provided it to us.

Please note that we have no influence over the processing of your data (in connection with its transmission to social networking websites by their operators).

To find out what personal data is collected by each social networking website, how it is processed, and what data protection rights you have against the network operator, please refer to the information available at the following addresses:

a) Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA;

<http://www.facebook.com/policy.php>; Facebook has signed up to the EU-US Privacy Shield

b) Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA;

<https://twitter.com/privacy>; Twitter has signed up to the EU-US Privacy Shield;

c) Instagram, which is operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland; <https://help.instagram.com/519522125107875>;

d) Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland;

<https://policy.pinterest.com/en/privacy-policy>;

(e) Snapchat—in the Member States of the European Union (EU) and the European Economic Area (EEA) and in Switzerland: SNAP GROUP LIMITED, 7-11 Lexington Street, London, United Kingdom of Great Britain and Northern Ireland, W1F 9AF; and in other countries: SNAP Inc, 2772 Donald Douglas, Loop North Santa Monica, CA 90405, USA; SNAP Inc has signed up to the EU-US Privacy Shield;

(f) LinkedIn—in the Member States of the European Union (EU) and the European Economic Area (EEA) and in Switzerland: LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland; in other countries: LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA; LinkedIn Corporation has signed up to the EU-US Privacy Shield;

(g) Xing SE, Dammtorstrasse 30, 20354 Hamburg, Germany;  
<https://privacy.xing.com/en/privacy-policy>.

Information concerning the EU-US Privacy Shield is available at  
<https://www.privacyshield.gov/EU-US-Framework>.

## What types of cookies we use and how they work

### Cookies

A cookie is a small text file stored by a website on your computer, phone, or any other device. A cookie contains data about your use of the website. Cookies cannot be used to run programmes or transmit viruses to your computer. Cookies are created when you visit our website, by means of a pixel code, or via a web beacon tool. Cookies can only be read by the web server of the same domain through which they were created. We use cookies and other similar mechanisms to learn about how users use our website and for marketing purposes, including displaying advertisements to them elsewhere on the Internet.

When you first access our website, we ask you to agree to the installation of cookies other than those necessary for the functioning of our website.

You can also browse our website without cookies. Web browsers are often configured to accept cookies. To prevent your browser from using cookies, you can deactivate them in your browser settings and delete the cookies that have already been created. You can find information on how to disable or delete cookies via the help function of your browser.

Disabling/deleting cookies may result in the malfunction of the individual functions of our website. Cookies that may be necessary for certain functions of our website to work are described below. Disabling/deleting cookies only applies to the browser in which these actions

are performed. Therefore, the action of disabling/deleting cookies must be repeated in other browsers.

In addition to the above, there are various ways to prevent the creation of specific cookies: by selecting them in the window that appears when you enter our website or individually, with respect to the particular service providers whose tools we use for specific purposes. The latter option is directly related to the tool in question.

### Session cookies

In providing our website, we use session cookies, which we store on your terminal device when you visit our website, regardless of which option you select in the window that appears when you enter it. These files are always automatically deleted when the browser (programme) is closed. This enables us to offer various functions on our website thanks to the information stored in cookies.

We use session cookies that do not contain personal data for the following purposes:

- ensuring error-free display of audio and video content (e.g. playback of videos from Vimeo and YouTube),
- temporary storage of certain information about the user (e.g. the contents of a shopping basket or a web form),
- improving the user-friendliness of the website and measuring statistical coverage.

Session cookies containing personal data that we use for specific purposes:

- session cookies which temporarily store certain information that identifies or authenticates a user (e.g. a session ID to temporarily store the contents of a shopping basket).

Session cookies are automatically deleted when you close your browser; no later, however, than at the end of the period for which they were created.

### Persistent cookies

Persistent cookies remain stored on your device even after you have closed your web browser. We use the information stored in these cookies to offer convenient features on our website (e.g. storing certain preferences or language settings), but also to collect data about user behaviours



on our website in order to improve it (e.g. error detection) and to personalise the advertisements displayed.

Persistent cookies containing personal data that enable us to collect information about your behaviour are only processed with your consent, which you can give during your first visit to our website by selecting the relevant option in the window displayed. You can withdraw your consent to the processing of your behavioural data at any time by deleting all of the cookies stored in your browser. In this case, however, you may have to make a new decision regarding the use of cookies for the purposes indicated above, as a window asking for your consent will be displayed again when you enter our website.

You can also withdraw your consent to the use of individual analytical/marketing tools, in accordance with the information below. Your blocking of specific cookies will be considered a revocation of consent and will mean that we no longer process your data in this respect.

The data contained in permanent cookies is stored until the end of the period specified in them or until they are deleted or you withdraw your consent.

The technologies used by us and our partners to analyse user behaviours are described in detail below:

#### Web analytics tools that use user profiles

We use web analytics tools for the purposes of advertising, marketing research, and getting user feedback in relation to the operation of our website (and, if applicable, the newsletter). For these purposes, we use analytical cookies or Java scripts, which allow us to collect and process data about your first visit to our website and any see if you have clicked the links contained in the newsletter. The collection of data about your use of our website and the creation of your profile in this respect takes place using a cookie identifier. Your IP address is not collected or anonymised immediately after collection. Therefore, it is not possible to directly determine your identity on the basis of this identifier.

Below you will find additional information about web analytics tools and how to prevent or limit their collection and processing of your data.

### Adobe Analytics (Adobe Advertising Cloud)

For web analytics purposes, we use Adobe Audience Manager and Adobe Tracking (hereinafter: “Adobe Analytics”), which are offered by Adobe Systems Software Ireland Ltd., Riverwalk, Citywest Business Park, Dublin 24, Ireland (hereinafter: “Adobe”). Information about your use of our website is transmitted to Adobe’s servers and is then analysed and sent to us in the form of aggregated data. This data enables us to identify general trends in the use of our website.

We do not connect the resulting usage profiles to your name or combine them with other data that could reveal your identity (e.g. e-mail address). Data concerning the use of our website is stored in the service for no more than 37 months after collection.

Opt-out option: To prevent the collection of data about your use of our website, please use the relevant Adobe website. Information on how Adobe Analytics cookies work and instructions on how to block them are available at <http://www.adobe.com/privacy/opt-out.html>.

### Adobe Test & Target

Adobe Test & Target (a service provided by Adobe Systems Software Ireland Ltd., 4-6 Riverwalk, Citywest Business Park, Dublin 24, Ireland, hereinafter: “Adobe”) operates on the basis of A/B testing. This means that visitors to our website are shown a version of the website that differs from the original version (e.g. with changed graphics or content). A comparison of the two versions provides information on which version users prefer. When using Adobe Test & Target, the information concerning you that is processed must not lead to your identification. IP addresses are also anonymised, which means that your IP address is truncated before Adobe Test & Target processes this information in any way. We do not connect the resulting usage profiles to your name or combine them with other data that could reveal your identity (e.g. e-mail address).

Data concerning the use of our website is stored in the service for no more than 37 months after collection.

Opt-out option: To block the collection of your usage data, go to <http://bsh.tt.omtrdc.net/optout>. Information on how Adobe Test & Target cookies work and instruction on how to block them are available at <https://www.adobe.com/privacy/opt-out.html>.

## Mouseflow

To improve the quality of our website and the services offered through it, we record the mouse movements and clicks of randomly selected users of our website, with their IP addresses being anonymised.

We use the services provided by Mouseflow ApS, Flaesketoerret 68, 1711 Copenhagen, Denmark, to collect the usage data referred to above.

We do not connect the resulting usage profiles to your name or combine them with other data that could reveal your identity (e.g. e-mail address). Usage data is deleted three months after collection.

Opt-out option: If you do not want your usage data to be collected, please use the Mouseflow company website available at <https://mouseflow.com/opt-out/>.

## Marketing based on "usage profiles"

We use various marketing tools on our website if you give us your consent to do so, e.g. by selecting the relevant option in the window displayed when you enter our website. These tools enable us to provide you, while you stay on our website, with information about our products which may be of interest to you and which are available on our website and on other websites. For this purpose, we collect and process data about how you use our website, e.g. data concerning the sub-pages visited, navigation patterns, products purchased, etc. The collection of data about the use of our website and the creation of a profile in this respect based on this

data is carried out with as little data as possible and using a cookie identifier or other technologies.

We also use marketing tools provided by our partners. These partners process your data at their own risk. Below you will find information about the technologies we use and the partners who offer them, as well as information on how to prevent the collection and processing of the data described above. The marketing tools we are responsible for are described separately.

These tools operate in line with the principle of displaying, on our website and on third party websites, advertisements that may be of interest to users, improving the performance of advertising campaigns, and ensuring that the same advertisement is not displayed to a user more than once. In addition, we can record whether advertising activities have fulfilled their purpose (conversion). This occurs when a user has viewed an advertisement placed by us and then purchased a product on our website using the same browser.

When you visit our website, your browser automatically establishes a direct connection to the server of the respective service provider. This informs this service provider that a particular part of our website has been visited or that an advertisement has been clicked on. Then the service provider sends us the relevant report.

If you register on the website of the given service provider, they may record on your account the fact that you have made a visit to our website. Even if you do not register in this way or, despite registration, do not log in, your IP address will technically be transmitted to the service provider as part of the aforementioned technical process if this is technically necessary for the service to be provided. For example, some service providers also create user profiles for unregistered users or users that are not logged in. These profiles are not linked to the service provider account on the basis of the data provided. You can avoid this by not using the related content on our website (e.g. third party videos).

We also use technology to improve the quality of our advertising. This applies to ads that are displayed to users who are potentially interested in the advertised products and services and to users belonging to groups with specific, but abstract characteristics (so-called special groups).

Below, we provide information about the providers of such marketing tools, their data protection rules and how, in the case of certain providers, to permanently block the collection of usage data. In addition, to prevent your browser from using cookies, you can also deactivate cookies directly in your browser and delete cookies that have already been created. However, these actions will not delete the user profiles that have already been created by the service provider; they will only prevent further collection of user data.

### Google Ad Server

We use an online marketing tool called “Google Ad Server” (formerly “DoubleClick”) provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter: “Google”).

Usage data will be deleted 540 days after collection. For more information about DoubleClick, visit <https://www.google.com/doubleclick> or see Google’s general privacy policy: <https://www.google.com/intl/en-us/policies/privacy>.

We use the online marketing tools offered by Google at our own risk. To this end, we have entered into a data protection agreement with Google, on the basis of which our customers' data may only be processed on the basis of our instructions, may not be passed on to third parties and must be sufficiently protected technically.

Opt-out option: To permanently block the collection of usage data, Google offers a plug-in for various browsers: <http://www.google.com/settings/ads/plugin>. To prevent interest-based advertising only, you can block the use of third party cookies or cookies from the “www.googleadservices.com” domain or use the following link: <https://www.google.de/settings/ads..>

### Facebook Pixels and Custom Audiences

We use the “Facebook Pixels and Custom Audiences” online marketing tool provided by Facebook Inc., Hacker Way, Menlo Park, CA 94025, USA, and Facebook Ireland Ltd., 4

Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland—in the case of EU citizens (hereinafter: “Facebook”).

Facebook processes your data under its own responsibility, in accordance with its usage data processing policy. You can find information about the ads displayed by Facebook and about Facebook pixels on the following pages: <https://www.facebook.com/policy> and <https://www.facebook.com/business/help/651294705016616>.

Opt-out option: To permanently block the collection of usage data, use this link: [opt-out link]. As a registered Facebook user, you can also see what types of ads are displayed to you on Facebook. You can do this here: <https://www.facebook.com/settings/?tab=ads>.

### Google Ads & Remarketing

Our website uses the “Google Ads & Remarketing” online marketing tool offered by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter: “Google”). Google has signed up to the EU-US Privacy Shield (<https://www.privacyshield.gov/EU-US-Framework>). We use the online marketing tools offered by Google at our own risk.

The cookies used as part of this service generally expire after 30 days and are not intended to directly identify users. Google only provides us with statistical reports. Google processes your information in accordance with its data usage policy. More information can be found at <https://www.google.com/intl/en-us/policies/privacy>.

Opt-out option: To permanently block the collection of usage data, Google offers a plug-in for various browsers: <http://www.google.com/settings/ads/plugin>. To switch off interest-based advertising, you can block the use of third party files and cookies from the “www.googleadservices.com” domain or use the following link: <https://www.google.com/settings/ads>. Interest-based ads can also be switched off at <http://www.aboutads.info/choices>, provided that the service provider has joined the self-regulatory “About Ads” campaign.

### Oracle BlueKai

Our website uses the “Oracle BlueKai” data management platform (“DMP”) offered by ORACLE Deutschland B.V & Co. KG, Riesstrasse 25, 80992 Munich (hereinafter: “Oracle”).

We use the DMP as a marketing tool to provide you, on our website and on the websites of other service providers, with information about our products that you may get interested in while you are on our website. Oracle provides us with statistical reports for this purpose.

The DMP also contains usage profiles concerning different devices and contexts (the “DMP data”), which enable us to obtain information about the users of our websites. Oracle processes DMP data in accordance with its data use policy:

<https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>. We do not use the DMP data to directly identify you.

Opt-out option: To permanently block the collection of usage data, use the following links:

<https://datacloudoptout.oracle.com/#optout> or <http://www.youronlinechoices.eu/>.

## Marketing Cloud Services

Our website uses the “Nielsen Marketing Cloud” data management platform (“DMP”) offered by The Nielsen Company (UK) LLC, Nielsen House, Oxford Business Park South, John Smith Drive, Oxford OX4 2WB, United Kingdom of Great Britain and Northern Ireland (hereinafter: “Nielsen”).

We use the DMP as a marketing tool to provide you, on our website and on the websites of other service providers, with information about our products that you may get interested in while you are on our website. Nielsen provides us with statistical reports for this purpose.

The DMP also contains usage profiles concerning different devices and contexts (“DMP data”), which enable us to obtain information about the users of our websites. DMP data is processed by Nielsen in accordance with its data use policy. Additional information can be found at <https://www.nielsen.com/us/en/legal/privacy-statement/exelate-privacy-policy/nielsen-marketing-cloud-privacy-notice/>. We do not use DMP data to identify you directly.

Opt-out option: To permanently block the collection of usage data, use these links:

<https://sites.nielsen.com/legal/privacy-statement/exelate-privacy-policy/opt-in-opt-out/>,

<http://optout.aboutads.info/?c=2&lang=EN>,

<http://optout.networkadvertising.org/?c=1>

or

<http://www.youronlinechoices.eu/>.

### Social networking websites and similar networks and services

The content posted on our website can be shared on social networking websites thanks to the relevant integrated buttons. All buttons for sharing content on social networking websites are integrated in the form of simple hyperlinks rather than plug-ins developed by the owners of these websites. This ensures that your data is not automatically sent to the servers of social networking websites once you have entered our website. In addition, if you share content from our website, we only send the information that is necessary to share this content (e.g. a link to the content you wish to share). In this context, we do not send personal data.

At the same time, simple links to our websites can be found on social networking websites. If you click on a link leading from our website to a particular social networking website or if you log in to that website to share content from our website, your data will be processed by the owner of that website.

If you are registered and logged in to other networks or services that require registration (e.g. Vimeo, YouTube) when using our website, these networks and services may collect usage information and save your settings, e.g. for the playback of videos. However, this data is only collected by the given network or service, under its responsibility, and processed by the given service provider.

For information on the purpose and scope of data collection and further processing and use by the owner of the respective social networking website, as well as your rights



and settings that help protect your privacy, please consult the data protection information provided on the respective social networking website.

### Situations in which we transfer your data to other entities

In running our website, we work with a number of service providers. We select these service providers carefully and enter into an appropriate contract with each of them to protect your data.

The service providers we work with in this respect are:

- providers of hosting services, including the related technical services (e.g. performance monitoring and measurement, content delivery networks),
- service providers who provide additional functionalities for our website (e.g. product videos, browsing catalogue),
- software development service providers,
- service providers who provide sales and marketing services,
- hotline service providers.

We will only share your data with other recipients if this is necessary for the performance of a contract concluded with you, if we have or the data recipient has a legitimate interest in the disclosure of your data, or if you have given your consent to the respective data transfer. In such a case, your data will be processed in accordance with the data protection legislation applicable to the recipient of your data. These recipients include service providers and other members of our group of companies. In addition, data may be shared with other recipients if we are obliged to do so under legal regulations or final administrative decisions or court rulings.

### Point of contact for questions concerning data protection

If you have any questions about data protection or how to exercise your rights, you can use the details below to contact our Data Protection Officer directly:

Data Protection Officer

E-mail: [Data-Protection-Pl@bshg.com](mailto:Data-Protection-Pl@bshg.com)

The Data Protection Officer can also be contacted by sending correspondence to:

BSH Sprzęt Gospodarstwa Domowego sp. z o.o.

Inspektor Ochrony Danych

Al. Jerozolimskie 183, 02-222 Warsaw

## Amendments to this data protection information

This data protection notice reflects the current method of processing of data on our website. If any changes are made, this notice will be updated accordingly. An up-to-date version of the data protection notice is always available on our website, so you can see the extent of the data we process.

## Part 3: Rights of users

Supplementary information in accordance with REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation)

### Legal basis for data processing

We process your personal data for the purposes indicated in this notice on the following legal bases:

- Article 6(1)(b) of Regulation (EU) 2016/679:
  - use of our website,
- Article 6(1)(f) of Regulation (EU) 2016/679:
  - technical issues related to the display of the website (e.g. content delivery networks),
  - additional functions of our website (e.g. product videos, browsing catalogue),
  - data recorded in log files,
  - our contact data,
  - session and permanent cookies necessary for the use of the website,
  - session-based statistics,
- Article 6(1)(a) of Regulation (EU) 2016/679:

- permanent cookies that record how the website is used,
- network analytics and marketing activities:
  - Adobe Analytics,
  - Channel Sight,
  - Mouse flow,
  - DoubleClick,
  - Facebook Pixels and Custom Audiences,
  - Google Ads & Remarketing,

## Your rights

Below you will find a description of your rights in relation to our processing of your personal data.

## Unsubscribe from promotional messages

If you wish to withdraw your consent to receiving ads electronically, you can:

- use the link at the bottom of the respective e-mail;
- send an email to [Data-Protection-PL@bshg.com](mailto:Data-Protection-PL@bshg.com), stating “Unsubscribe from receiving marketing information by e-mail” in the subject line and providing your name and e-mail address;
- or use the dedicated form available at <https://datarequest.bsh-group.com/en/how-to?c=en>.

## Exercising your data protection rights

In order to exercise your data protection rights, you can contact us via the contact channels below:

- Consumers: (i) fill out the request form available at <https://datarequest.bsh-group.com/en/how-to?c=en>; (ii) send the request to [Data-Protection-PL@bshg.com](mailto:Data-Protection-PL@bshg.com); or (iii) send the request to our postal address: BSH Sprzęt Gospodarstwa Domowego sp. z o.o., Al. Jerozolimskie 183, 02-222 Warsaw. The recommended channel of contact is the application form available at <https://datarequest.bsh-group.com/en/how-to?c=en>.
- Dealers, suppliers, service providers, and their employees: (i) send the request to [Data-Protection-PL@bshg.com](mailto:Data-Protection-PL@bshg.com) or (ii) send the request to our postal address: BSH Sprzęt Gospodarstwa Domowego sp. z o.o., Al. Jerozolimskie 183, 02-222 Warsaw.

## Your data protection rights

- The right of access to your personal data: at your request, we will provide you with information about your data that we process.
- The right to rectify and supplement your personal data: at your request, we will rectify incorrect data and supplement incomplete data (taking into account the purposes of the processing).
- The right to erase your personal data: at your request, we will erase your personal data that we process. However, some data will only be erased after the expiry of the mandatory retention period, which in some cases may be required under the applicable legal regulations or which may be necessary in order to fulfil our contractual obligations towards you.
- The right to restrict the processing of your personal data: in certain legally defined cases, we may restrict the processing of your personal data if you make such a request to us. Data is then processed to a limited extent.
- The right to withdraw consent: you can withdraw your consent to data processing at any time, effective as of the moment of withdrawal. The withdrawal of consent does not affect the lawfulness of the processing based on consent before its withdrawal.
- The right to object to the processing of your personal data: you may object at any time to the processing of your data, effective for the future, if we process your data on the basis of Article 6(1)(e) or Article 6(1)(f) of Regulation (EU) 2016/679. If you object, we will stop processing your data, unless there are compelling legitimate grounds for continued processing. In the case of the processing of your data for direct marketing purposes, making an objection will result in the cessation of the processing of your data.
- The right to portability of your personal data: in the cases specified in legal regulations, you may request that your personal data that you have provided to us be transferred to you or sent directly to another controller in a commonly used machine-readable format.
- The right to lodge a complaint with a supervisory authority: you may lodge a complaint concerning data processing by us with a data protection supervisory authority, including the authority that supervises personal data protection in Poland (the President of the Office for Personal Data Protection): Office for Personal Data Protection, [www.uodo.gov.pl](http://www.uodo.gov.pl).

Transmission of data to entities based outside of the EEA

We also transfer personal data to entities that are based outside of the EEA, in so-called third countries. In such a case, prior to sharing your data, we make sure that the recipient provides an adequate level of data protection (e.g. on the basis of an adequacy decision issued by the European Commission with respect to the country concerned or a contract concluded with the recipient of your data that includes the standard contractual clauses adopted by the European Commission) or that you have given your consent to the sharing of your data.

In the case of transfers pursuant to Article 46, Article 47, or subparagraph two of Article 49(1) of Regulation (EU) 2016/679, we will, at your request, provide you with an indication of the appropriate or adequate safeguards that we apply and with information on how you can obtain a copy of these safeguards from us. To do so, please use the contact details provided in the section of this data protection notice entitled "Point of contact for data protection questions".

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