

Panasonic Privacy Notice [For EEA residents]

This Privacy Notice is intended to tell you how we use any information we collect about you (called Personal Data as defined below) and what your rights and our obligations are in relation to the processing of your Personal Data, in accordance with the General Data Protection Regulation (the “GDPR”).

This Privacy Notice applies to the use of our *P2 Cast services* (“Services”) and will apply whether you access our Services using a computer, mobile phone, tablet or other devices.

Please click on the links below for further information on our privacy practices:

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1. Who are we?

- I. Media Entertainment Business Division, Connected Solutions Company, a division of Panasonic Corporation, 2-15 Matsuba-cho, Kadoma City, Osaka Prefecture 571-8503, Japan is responsible for the processing of your Personal Data acting as controller (“Panasonic”, “we”, “us”, or “our”);

II. We are part of the Panasonic Corporation, headquartered in Kadoma, Osaka Prefecture, Japan;

III. We have a number of Affiliates who can be found here
<https://www.panasonic.com/global/corporate/profile/group-companies.html#renketsu>

2. What is Personal Data?

For the purposes of this Privacy Notice, "**Personal Data**" consists of any information that relates to an identified or identifiable individual (such as you). For example, information which identifies you may consist of your name, address, telephone number, photographs, payment details, a specific Panasonic product/device identification number that you purchased, location data, an online identifier (e.g. cookies and your IP address). Information which does not identify you on its own but that we link to you also qualifies as Personal Data.

3. What Personal Data does Panasonic collect about you?

A. Personal Data you provide directly about yourself

Some Services we offer enable/require you to directly provide us with Personal Data relating to you.

I. When you create an account on our websites, applications

When you create an account or profile on a Panasonic website or application, we ask you to provide certain Personal Data, including your name and email address. You will use your account and your password to login to a Panasonic website or application.

II. When you register a product or device with Panasonic

If you choose to register the relevant product or device with us in order to benefit from certain features, we may collect Personal Data about you such as your name, email address and information about the Panasonic product or device you purchased, such as its serial numbers (or other product/device identifier) and the date of purchase.

III. When you communicate with Panasonic

When you contact us or interact with our customer support representatives via email, we may collect Personal Data about you, such as your name, mailing address, phone number, email address and contact preferences, as well as information about the Panasonic products or devices you purchased, such as their serial numbers and date of purchase. We may also create logs/reports that are useful in diagnosing product or application performance related issues to capture information relating to such issues.

B. Information about your use of the Services

We collect information about your use of our Services through software on your Panasonic product/device and other means, or your use of our online applications. For example, we collect:

- I. **Product/device information** - such as your hardware model, product/device and other unique device identifiers, IP address, operating system details, and settings of the device you use to access the Services.
- II. **Log information** - such as the time and duration of your use of the Service, search query terms you enter through the Services, and any information stored in cookies that we have set on our application.
- III. **Location information** - such as your product or device's GPS signal or information that is transmitted to us when you use certain Services. Some of our location-enabled Services require your Personal Data for the feature to work.
- IV. **Other information** - about your use of the Services, such as the online applications you use, the websites you visit and how you interact with content offered through our Services.

4. On which legal basis do we process personal data?

We are not allowed to process Personal Data if we cannot rely on a valid legal ground. Therefore, we will only process your Personal Data when the processing is necessary to perform our contractual obligations towards you or to take pre-contractual steps at your request.

5. Why do we use your Personal Data?

We may use the Personal Data we collect for the following purposes:

- I. **Create an Account/Log in on our Websites, Applications** – to enable you to log in to such websites, applications;
- II. **Provide our Services** – to provide our Services or any specific feature that you may request, including to enable us to fulfil our obligations under any contract with you;
- III. **Registering products/devices** – to register your devices or products or any of our Services;
- IV. **Customer Support Services** – to provide customer support services for our Services, or to deal with any other support queries you may have (such as complaint handling);
- V. **Legal Obligations** – to comply with our legal obligations under European Member States laws or under European Union law;
- VI. **Security** – to protect our customers (e.g. to prevent spam or attempts to defraud users of our Services); to operate and maintain the security of our Services (e.g. to prevent or stop an attack on our systems or networks); or to protect the rights or property of Panasonic, including enforcing any terms or agreements governing the use of our Services;
- VII. **Updates** – to communicate with you, including communicating with you about your account or transactions with us, giving you important information about your products, devices, application or other Services, sending you notices about any material changes to our Privacy Notice;
- VIII. **Combining Personal Data** – to combine Personal Data we collect from you, for example to allow us to provide better support services and more personalised content;

- IX. **Corporate Transaction** – to manage corporate transactions involving our company, including reorganisation, merger, transfer, sale, joint venture, assignment or other disposition of all or any portion of Panasonic's business, assets or stock, including, without limitation, in connection with any bankruptcy or similar proceeding.

6. To whom and where do we disclose your information?

A. Third parties recipient of the Personal Data

We may disclose your information to the following entities:

- I. **Panasonic Affiliates**
We may need to transfer your Personal Data to other Panasonic Affiliates to provide the Services you require or any other services/assistance. All Panasonic Affiliates are required to follow the privacy practices set forth in this Privacy Notice.
- II. **Selected Partners**
We may share your Personal Data with our business partners, including wireless carriers. These partners may use your Personal Data to provide you with Panasonic Services you request (such as, video content), make predictions about your interests and may provide you with promotional materials, advertisements and other materials.
- III. **Third parties when required by Law or to Protect our Services**
We will disclose your Personal Data to comply with applicable Member State or European Union law or respond to valid legal process, including from law enforcement or other government agencies.
- IV. **Other Parties in Connection With Corporate Transactions**
We may disclose your Personal Data to a third party (or other Panasonic Affiliate) as part of a reorganisation, merger, transfer, sale, joint venture, assignment or other disposition of all or any portion of Panasonic's business, assets or stock, including, without limitation, in connection with any bankruptcy or similar proceeding.

B. International Transfer of Personal Data

The Personal Data that we collect from you may be stored and processed in your region, or transferred to, stored at or otherwise processed outside the European Economic Area ("EEA"), including but not limited to or in any other country which do not offer an adequate level of data protection as recognised by the European Commission and where Panasonic or its Affiliates, subsidiaries or service providers maintain facilities.

Where we transfer your Personal Data outside the EEA, we will ensure that suitable safeguards such as appropriate transfer agreements and mechanisms (such as the EU Model Clauses) are in place to help ensure that our third party service providers provide an adequate level of protection to your Personal Data. You may request additional information in this respect and obtain a copy of the relevant safeguards upon request through sending a request to the contact indicated in section 8 below.

7. What do we do to keep your Personal Data secure?

A. General

Panasonic have put in place appropriate technical and organisational measures to safeguard the Personal Data we collect in connection with our Services. These measures take into account:

- I. the state of the art of the technology;
- II. the costs of its implementation;
- III. the nature of the data; and
- IV. the risk of the processing.

The purpose thereof is to protect against accidental or unlawful destruction or alteration, accidental loss, unauthorized disclosure or access and against other unlawful forms of processing.

However, please note that although we take appropriate steps to protect your Personal Data, no website, product, device, online application or transmission of data, computer system or wireless connection is completely secure and therefore we cannot guarantee the security of your Personal Data.

B. Encryption

All Personal Data you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password that enables you to access certain Services, you are responsible for keeping this password confidential and we ask you not to share your password with anyone.

C. Other security measures

Information security, including the protection of Personal Data is organized in a global Panasonic Program called "Information Security Management" (ISM). The related aim, standards and implementation measures are organized in globally valid policy, standards and guidelines. All central European IT systems are externally assessed and fall under the information security management rules applicable under the ISO 27001 certification. The program in all its parts follow a strong yearly PDCA (Plan-Do-Check-Act) approach to secure the confidentiality, integrity and availability of all data (including your Personal Data) for the whole information lifecycle from collection to destruction of such data.

8. What are your rights and how can you exercise them?

A. What are your rights?

Panasonic will collect, store and process your Personal Data in accordance with your rights under any applicable data protection laws.

Your rights under the GDPR include, the right to access a copy of your Personal Data, the right to request the correction or the update of any inaccurate Personal Data and the right to object to the processing of your Personal Data under the conditions set out in the GDPR.

You also have the right to request the erasure of your Personal Data and, where you have consented to the processing of your Personal Data, you have the right to withdraw such consent at any time (without this withdrawal affecting the lawfulness of the processing prior to such

withdrawal). In addition, you also have the right to data portability in certain cases. This is the right to request the return of the Personal Data you have provided to us in a structured, commonly used and machine-readable format and to request the transmission of such Personal Data to a third party, without hindrance from us and subject to your own confidentiality obligations.

B. Exercising your rights

If you wish to exercise any of the above rights, please contact us by using ~~any of the~~ communication means below.

I. By email:

proav@ml.jp.panasonic.com

We will respond to your request without undue delay and no later than one month from receipt of any such request, unless a longer period is permitted by applicable data protection laws.

C. Complaints

If you are not satisfied with how we process your Personal Data, you may also file a complaint with the competent supervisory authority, in addition to your rights outlined above.

9. How long do we store your Personal Data

We will retain your Personal Data for the period necessary to fulfil the purposes for which your Personal Data has been collected as outlined in this Privacy Notice unless a longer retention period is required by law. When your Personal Data is no longer required for the purpose it was collected or as required by applicable law, it will be deleted and/or returned to you in accordance with applicable law.

10. Third-Party Links and Products on Our Services

Our websites, applications and products may contain links to other third party websites that are not operated by Panasonic, and our websites or your products and devices may contain applications that you can download from third parties. These linked sites and applications are not under Panasonic's control and as such, we are not responsible for the privacy practices or the content of any linked websites and online applications. If you choose to use any third party websites or applications, any Personal Data collected by the third party's website or application will be subject to any existing privacy policy of that third party. We strongly recommend that you take the time to review the privacy policies of any third parties to which you provide Personal Data.

11. Changes to this Privacy Notice

Panasonic may change this Privacy Notice from time to time. The "Date last updated" mention at the bottom of this page states when the notice was last updated and any changes will become effective upon our posting of the revised Privacy Notice.

Where required by applicable law, we will request your consent to any such changes. We will provide this notice by email or by posting notice of the changes on the Panasonic website or through any relevant Services.

12. Representative

Panasonic Marketing Europe GmbH, Hagenauer Strasse 43, 65203 Wiesbaden, Germany, acts as representative of the data controller if you reside in a member state of the European Economic Area.

If you have any questions regarding the collection, processing, or use of your Personal Data, please contact:

Panasonic Marketing Europe GmbH, Hagenauer Strasse 43 65203 Wiesbaden Germany

Or by email: datenschutz@eu.panasonic.com

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