

## Panasonic Privacy Notice

### [For Users outside of EEA]

1 The User's Personal Data (as defined in 2) is handled by;

Entity: Panasonic Corporation

Personal Data protection manger: P2Cast information manager

2 The User understands and agrees that Panasonic collects the User's personal information 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 ("Personal Data") through the Service and its associated service and utilizes the Personal Data for the following purposes:

- (1) To provide associated information for the Service;
- (2) To obtain permission to use the Personal Data for the purpose other than the purpose provided herein;
- (3) To use the Personal Data within the scope and purpose otherwise permitted by the User;
- (4) To implement the Service and its associated service.

3 Panasonic may subcontract the handling of the Personal Data to any third party to the extent necessary for the purposes mentioned in the preceding Article 2. refer of P2 CAST SERVICES TERMS OF USE (FULL-FLEDGED LICENSE).

4 Panasonic shall not disclose or supply the Personal Data which was obtained through the Service and its associated service to any third party (including other User), except for the following cases:

- (1) The User discloses or agrees to disclose the name, address, e-mail address and other Personal Data to third parties;
- (2) The collected Personal Data is provided or supplied to third parties by the method or form of masked data which was stripped of all personal identifiers for the marketing and questionnaire purposes;
- (3) The disclosure of Personal Data by any law or regulation, or by an order of any governmental or administrative body is duly requested;
- (4) Panasonic and its group companies reasonably determines that it is necessary to disclose the Personal Data to protect life, health and property of the User, Panasonic, its group companies or any third party;

or

- (5) It is necessary for the Service and its associated service to be operated.

5 The User may request Panasonic to stop using and providing its own Personal Data through the procedure specified by Panasonic, and Panasonic shall promptly consent to the request. However, the foregoing provision shall not be applied to the items (2) through (5) of Article 4.

6 The User may request Panasonic to disclose and check its own Personal Information which was registered for the Service for confirmation through the procedure specified by Panasonic. In the event that the User finds any discrepancy in the Personal Data, the User may request Panasonic to correct or delete such Personal Data.

7 Panasonic shall pay reasonable attention to privacy protection of the User and its Personal Data.

## [ 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:

1. [Who are we?](#)
2. [What is Personal Data?](#)
3. [What Personal Data does Panasonic collect about you?](#)
  - A. [Personal Data you provide directly about yourself](#)
  - B. [Information about your use of the Services](#)
4. [On which legal basis do we process Personal Data?](#)
5. [Why do we use your Personal Data?](#)
6. [To whom and where do we disclose your Personal Data?](#)
7. [What do we do to keep your Personal Data secure?](#)
8. [What are your rights and how can you exercise them?](#)
9. [How long do we store your Personal Data?](#)
10. [Third-party links and products on our Services](#)
11. [Cookies](#)
12. [Changes to this Privacy Notice](#)
13. [Representative](#)

### 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, 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?**

#### **Essential cookies**

These cookies are essential to make our website work or to provide necessary functions relating to the services you request or to enable communications. They allow us to provide you with a seamless internet experience. We also use them for security purposes.

#### **Personal data except essential cookies**

##### **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.

#### **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.

##### **I. 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.

##### **II. 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.

##### **III. 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;

#### **Essential cookies**

We rely on our legitimate interests for processing personal data collected through our first-party

essential cookies.

#### **Personal data except essential cookies**

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:

#### **Essential cookies**

to make our website work or to provide necessary functions relating to the services you request or to enable communications. They allow us to provide you with a seamless internet experience. We also use them for security purposes.

#### **Personal data except essential cookies**

- 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. Cookies**

### **A. What are cookies?**

Panasonic, as well as certain other third parties that provide content, advertising, or other

functionality on our Services, may use cookies and other technologies in certain areas of our Services. Cookies are small text files which may be placed on your device when visiting our website. It can be read by the web server which put the cookie on your hard drive. We may use cookies to store your preferences and settings, help you with signing in, provide targeted advertisement and to analyse your browsing experience on our website.

Please note that you can modify your browser so that it notifies you when cookies are sent to it. If you do not want to receive cookies, you may also refuse cookies altogether by activating the relevant settings on your browser. Please note that if you choose to refuse all the cookies, some features of the Services may not be accessible to you or not work properly. Finally, you can also delete cookies that have already been sent.

#### **B. Further information on cookies**

For further information on cookies and how Panasonic and other third parties use them, and for details of how cookies can be disabled, please see our Cookie Policy.

### **12. 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.

### **13. 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](mailto:datenschutz@eu.panasonic.com)

## **[For Residents in California, U.S.]**

This CCPA Appendix complements Panasonic Privacy Notice and tells you what your rights and our obligations are in relation to the processing of your Personal Data in accordance with the California Consumer Privacy Act (the "CCPA").

If there is any discrepancy between the terms of this CCPA Appendix and those of Panasonic Privacy Notice, this CCPA Appendix will prevail.

We may change this CCPA Appendix from time to time. The "Date last updated" mention at the top of this page states when the CCPA Appendix was last updated and any changes will become effective upon our posting of the revised CCPA Appendix to the extent permitted by applicable laws.

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

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

1. [What is Personal Data?](#)
2. [What Personal Data do we collect about you?](#)
3. [On which legal basis do we process Personal Data?](#)
4. [What are your rights and how can you exercise them?](#)
5. [Disclosure of Personal Data](#)
6. [Sale of Personal Data](#)
7. [Contact Information](#)

### 1. What is Personal Data?

For the purposes of this CCPA Appendix, "Personal Data" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. For example, Personal Data includes, but is not limited to, audio, electronic, visual, thermal, olfactory, or similar information or inferences drawn from other Personal Data to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends among other things.

### 2. What Personal Data do we collect about you?

Categories of Personal Data collected:

Name, Email address, A specific Panasonic product/device identification number that you purchased, payment details, location data, online identifier (e.g. cookies and your IP address)

Categories of sources:

You provide directly

Business or commercial purpose(s) for collecting Personal Data:

- (1) To provide associated information for the Service
- (2) To obtain permission to use the Personal Data for the purpose other than the purpose provided herein
- (3) To use the Personal Data within the scope and purpose otherwise permitted by the User
- (4) To implement the Service and its associated service.



Categories of third parties with whom we share personal data:

Service contractor

3. On which legal basis do we process Personal Data?

We process Personal Data of residents in California in compliance with the CCPA. If we are to use your Personal Data for purposes other than the purposes we notified on or before collecting your Personal Data, we will notify the new purposes to you and obtain your express consent.

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

A. What are your rights?

(1) Your rights under the CCPA include, the right to know about your Personal Data that we collect, use, the right to request the deletion of your Personal Data.

(2) We will not unreasonably discriminate against you for exercising the rights such as the right to know about Personal Data information under the CCPA by using methods including but not limited to the following:

- I. Denying to provide goods or services to you
- II. Charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties
- III. Providing a different level or quality of goods or services to you
- IV. Suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services

B. Exercising your rights (right to know and right to request the deletion of your Personal Data)

If you wish to exercise the right to know or the right to request the deletion of your Personal Data under the rights of A(1) above, please contact us by using the following means in addition to the communication means described in Panasonic Privacy Notice. Upon receiving your request to exercise such rights, we will require you to submit your [name and e-mail address] in order to verify your identity.

- I. By telephone (Toll-free telephone number)  
+1-855-772-2891
- II. By online request form  
<https://na.panasonic.com/us/ccpa-privacy-request>

We will confirm receipt of your requests to exercise your rights within 10 business days in the same manner in which the request was received and provide information about how we will process the request and the limit of our response. We will respond to requests to know and requests to delete within 45 days, and if we exceed the period, we will notify you and respond within 90 days from the day that we receive the requests. If we cannot verify your requests within the 45-day time period, we may not process your requests.

We will record your requests and store them for 24 months.

If you use an authorized agent to submit a request to know or a request to delete, the authorized agent is required to submit to us a written permission proving the authorized agent is permitted to do so and the authorized agent's own identity verification document(s).

#### 5. Disclosure of Personal Data

We have not and will not disclose your Personal Data to any third party for a business purpose.

#### 6. Sale of Personal Data

We have not and will not sell your Personal Data to any third party.

For the purposes of this CCPA Appendix, "sell" means selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, your Personal Data by us to another business or a third party for monetary or other valuable consideration.

#### 7. Contact Information

You may contact us with questions or concerns about this CCPA Appendix and your choices and rights under CCPA at:

Company name: Panasonic Corporation

Company address: 2-15 Matsuba-cho, Kadoma City, Osaka Prefecture 571-8503, Japan

Company email address: [proav@ml.jp.panasonic.com](mailto:proav@ml.jp.panasonic.com)

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