

IKEA Democratic Design Days 2018 Privacy statement

Thanks for sharing!

The IKEA vision is to create a better everyday life for the many people. That's a big job, and something we at IKEA of Sweden AB take seriously.

Who are the many people? You are! Whether you're an IKEA customer, co-worker or business partner, the IKEA vision is all about you. So naturally we want to get to know you better.

One way we do that is by collecting your personal information. If you're reading this, you're probably curious what information we collect and how we use it. Read on to find out.

Without your information, our job would be a lot harder. So thanks for sharing! We hope to make your everyday life better in return.

1. How we respect your privacy

Our approach at IKEA of Sweden AB is to be as open and transparent as possible about how we collect and use your information.

First, we let you know exactly what information we collect and why. You can read all about that in the next section.

Second, we let you know what we do with your information. Who do we share it with? What do they do with it? You can read about that in section 3.

Third, we protect your information and let you know how long we keep it. Read about that in sections 4 and 5.

Finally, we let you know your choices when it comes to your personal information, including who to contact if you have questions or requests. Read about that in sections 6 and 7.

2. What information we collect and why

We want to make your IKEA experience great! To do that we collect several types of information about you.

Types of information **Source, purpose and legal basis**

Name, contact details and employer information

We get this information from different IKEA entities around the world. We need it for administration and communication purposes during the IKEA Democratic Design Days, and afterwards for the purpose of upholding our professional relationship, to be able to facilitate evaluation of the IKEA Democratic Design Days, and to be able to invite you to other events we might have. We process the information on the legal basis of our legitimate interest. We only use your professional contact details and we believe our interest in being able to contact you to administrate and evaluate the event is legitimate.

Travel plan, hotel bookings, special needs, allergy's

We get this information from you. We use it for the purpose of facilitating your travel, accommodations and food during the IKEA Democratic Design Days. We process the information on the legal basis of our legitimate interest in being able to organize the IKEA Democratic Design Days and helping our guests, and we will remove the information shortly after the event.

Photo/video featuring you

We collect this information by ourselves or through a third party photo agency that will be documenting the IKEA Democratic Design Days. It will primarily be group shots, or overview shots of our different venues. We use the information internally for learning and evaluation purposes and externally (by publishing it on different platforms such as social media) for the purpose of informing the general public of our business. We process the information on the legal basis of our legitimate interest. As everyone will attend the event as part of their profession, and we will only use overview pictures (not singling anyone out) we believe our interest in being able to learn from the event, and being able to inform the many people of our business is legitimate.

Your opinions

We collect your opinions about the IKEA Democratic Design Days from you if you choose to give them to us, either in relation to the event or by filling in a survey afterwards. We will anonymise all opinions sent to us, and then share and process it internally for evaluation purposes. We process the information on the legal basis of our legitimate interest in being able to learn from your experience of our event.

3. Who we share your information with

We do not sell or trade your information to third parties, but we share with others who can help us achieve the IKEA vision. That can be other IKEA companies, service providers or business partners. We're all committed to keep your information safe and secure.

We may share personal information with others:

Within IKEA:

IKEA is one brand but many companies. Each plays a special role to achieve the IKEA vision. We may share your information with other companies operating under the IKEA brand.

Service providers:

We may also share your information with authorised IKEA service providers. Usually these are companies that store information or provide IT services.

Business partners:

We often work together with other companies that can help us achieve the IKEA vision. These companies might for example help us learn more about how people live or how to improve the IKEA product Range. Other companies might help us with media, marketing and social media.

The many people:

As we described above, we will publish selected videos and photos from the IKEA Democratic Design Days on online platforms such as social media. If you visit one of our venues during the IKEA Democratic Design Days, you might feature as part of an overview shot of the venue.

4. How we keep your personal information safe

We protect your information from all kinds of threats: destruction, loss, alteration, unauthorized disclosure or access. We do this in a variety of ways depending on where we store and use it.

International transfers

We are a part of a global group of companies, and we have service providers and business partners in many parts of the world. In some cases, we might have to transfer your information to one of these companies located outside the European Economic Area. We do our best to keep your information safe in these cases.

We often rely on so-called adequacy decisions from the EU. This means that the EU believes a country's own laws or agreements provide adequate protection for your personal data. For example, we may want to store your information in the United States. In this case, we may rely on the Privacy Shield Network, an agreement between the EU and US governments.

Some countries don't have an adequacy decision. If we share with a company outside the Inter IKEA Group, we often sign an EU Model Contract Clause with the recipient. These are legal texts provided by the EU government.

5. How long we keep your personal data

Here you can see how long we intend to keep your information. Should you wish for us to delete it before the times we have set you have the right to ask this of us. You can read more about this right in section 6 "Your privacy rights" below.

Name, contact details and employer information

We will keep this information until the following IKEA Democratic Design Days (2019) so that we may invite you again.

Travel plan, hotel bookings, special needs, allergy's

We will delete this information at the conclusion of the IKEA Democratic Design Days (no later than one month after the event).

Photos & videos featuring you

For internal learning and development purposes we will keep the information up to three years as it may form part of learning tools that we develop.

For external publication purposes we will keep the information until the following IKEA Democratic Design Days (2019).

Your opinions

We will anonymise any opinions you supply us with regarding your experience of the IKEA Democratic Design Days immediately when we receive them, and then keep them in an aggregated form indefinitely for internal learning and development purposes.

6. Your privacy rights

You have many rights regarding your personal information. Read more about them below. If you would like to exercise them or learn more, feel free to contact us! You can find contact detail at the end of this statement. Please note that some of the rights may not be applicable to your situation.

Right of access

- You have the right to know what personal information we process and why. That's why we inform you in advance about our processing activities via this statement. If you have any questions, or would you like to learn more about what information we process from you, you are always welcome to contact us and we will provide you with further information.
- Right to rectification
 - If you believe we store wrong information about you, such as your name or address, you can ask us to correct this.
- Right to erasure / right to be forgotten
 - You have the right to tell us to permanently erase your personal information from our records. You can do this for example if you believe there's no longer any need for us to keep it. Or, if you previously have given your permission, you can just decide to withdraw it.
- Right to restrict the processing activities
 - You have the right to restrict our processing activities in certain situations. This means we will continue to store your information, but we'll temporarily stop any other processing. Why would you want to do this? For example if you've asked us to fix incorrect information. In this situation you may want us to stop processing until the information is correct.
- Right to data portability

- In certain situations you have the right to ask us to send your personal information in digital form to you, so that you can forward it to someone else.
- Right to object
 - You have the right to object to the processing of your information, even when we have a legitimate legal reason to process it. You can do this when we process your information on the basis of our legitimate interest, and you believe that your personal interest outweighs ours. If you do not want us using your information for direct marketing purposes, including profiling, we will comply in any case.
- Right to withdraw consent
 - If we process your personal information based on your consent, you have the right to withdraw your consent anytime.
- Right to lodge a complaint with a supervisory authority
 - If you aren't satisfied with the way we treat your personal information, you have the right to lodge a complaint about us to the national supervisory authority.

7. Who to contact?

If you have questions about our privacy statement or practices, please feel free to get in touch. You can contact us at:

IKEA.RangeSupply.Privacy@ikea.com

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