



Welcome to IKEA Democratic Design Days 2019!

We, IKEA of Sweden AB ("IKEA"), are delighted to welcome you to IKEA Democratic Design Days.

We will during or in connection with IKEA Democratic Design Days collect film, footage, sound, text, quotes and other material (the "**Material**"). We intend to use the Material in marketing of IKEA Democratic Design Days by global publication online on webpages and social media as well as in printed media. By attending IKEA Democratic Design Days you confirm that:

- you are willing to participate in the recording of Material;
- you give IKEA, the unlimited right to use, show and distribute the Material, in part or in full and consent to IKEA's use of your name and picture in marketing, regardless of format or way of publication or broadcasting; and
- that IKEA has the right to modify the Material, including but not limited to editing of photographs, film and sound sequences.

If you do not want to be filmed or photographed please let us know and you will receive a red sticker to visibly put on your chest to mark your decision in this regard to our photographers.

As a result of your participation in IKEA Democratic Design Days, IKEA will also process your personal data as further set out in IKEA's Privacy Statement for Participants in IKEA Democratic Design Days. By attending IKEA Democratic Design Days you consent to:

- IKEA's transfer of the Material to countries outside the European Economic Area by way of publication online, on television and in printed media; and
- IKEA's transfer of the Material to IKEA's business partners and IKEA companies around the world, for the purpose of publication and administration of the Material in accordance with IKEA's Privacy Statement for Participants in IKEA Democratic Design Days, including transfers to countries which do not have an adequacy decision from the European Commission.

By providing IKEA with information on your ground transportation needs and food and accommodation preferences that might reveal special categories of personal data, you consent to IKEA's processing of your special categories of personal data (e.g. allergies, religion or disabilities).

I am aware of that I have the right to withdraw my consent at any time, in part or in full and that I, when attending IKEA Democratic Design Days, can choose not to be photographed or filmed. Contact details in relation to withdrawal of consent can be found in section 7 in IKEA's Privacy Statement for Participants in IKEA Democratic Design Days.

IKEA Privacy Statement for Participants in IKEA Democratic Design Days

Thanks for sharing!

The IKEA vision is to create a better everyday life for the many people. That's a big job, and one 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 data. If you're reading this, you're probably curious about what personal data we collect and how we use it. Read on to find out.

Without your personal data, 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 personal data.

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

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

Third, we protect your personal data 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 data, including who to contact if you have questions or requests. Read about that in sections 6 and 7.

2. What personal data we collect and why

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

Types of personal data**Source, purpose and legal basis**

Name, contact details, job title/function, employer information and need for translator

You provide us with the personal data in connection with signing up to participate in IKEA Democratic Design Days. We need this personal data for communication purposes (including information via e-mail) in connection with IKEA Democratic Design Days, for administration of your participation in IKEA Democratic Design Days (e.g. for providing a name-tag), and afterwards for the purpose of upholding our business relationship. We process the personal data on the legal basis of our legitimate interest in being able to administrate your participation in IKEA Democratic Design Days, inform you of other events and otherwise for doing business with you.

Film, footage, sound, text, quotes and other material depicting or featuring you, collected during or in connection with IKEA Democratic Design Days and your name

We collect this personal data ourselves or through a third party supplier that will be documenting IKEA Democratic Design Days. We use this personal data for marketing purposes by global publication on various channels, including online channels. We also transfer your personal data to business partners and IKEA companies. The publishing and transfer of your personal data is based on the legal basis of your consent which you give by participating in IKEA Democratic Design Days.

We also use the personal data for internal research and product & service development (e.g. improving content for publication) purposes as well as for historical reference on the legal basis of our legitimate interest to learn from the experience, to develop our products and services as well as to keep historical references in order to be able to over time see trends.

Special food request

If you provide us with information on your special food preferences we will process this personal data for providing food according to your special food request during IKEA Democratic Design Days. Your

personal data will not be shared with our food suppliers. We process this personal data on the legal basis of our legitimate interest in providing food according to your special food request during IKEA Democratic Design Days. However, if your special food request reveal information about so-called special categories of data (such as religious beliefs, data concerning health (e.g. allergies), we will instead base the processing of such data on your consent which you give by providing us with information on your special food preferences.

Flight booking details, ground transportation needs, passport information, information about your accommodation, and credit card details

You provide us with this personal data. We process the personal data for administration and/or booking purposes during IKEA Democratic Design Days. We process the personal data with the basis of our legitimate interest in making your participation during IKEA Democratic Design Days as pleasant as possible and being able to plan your participation. However, if the personal data you provide reveal so-called special categories of data (such as data concerning health or disabilities), we will instead base the processing of such personal data on your consent which you give by providing us with this personal data.

About our balance of interests assessment

When we rely on our legitimate interest as a legal basis for our processing of your personal data we have made a balance of interests assessment, through which we have determined that our legitimate interests for the processing outweighs your interest and fundamental rights not to have your personal data processed. You are welcome to contact us if you want to know more about how we have done this assessment.

3. Who we share your personal data with

We do not sell or trade your personal data to third parties, but we share it with others who can help us achieve the IKEA vision. We're all committed to keep your personal data safe and secure.

To achieve the purposes set out above, we may share your personal data with others:

Within IKEA: IKEA Communications AB, a Swedish company with registration number 556275-2955 with address Västergatan 18, 343 36 Älmhult, Sweden, that creates and produces IKEA communication for customers and other IKEA organisations (best known for the IKEA catalogue – the largest single printed publication in the world) will process your personal data as controller in its own right in accordance with this Privacy Statement.

IKEA is one brand but many companies. Each plays a special role to achieve the IKEA vision. We may share your personal data with other companies operating under the IKEA brand, including companies within the INGKA Group and Inter IKEA Holding B.V. and its subsidiaries who will process your personal data as controllers or as processors as the case may be.

Service providers: We may also share your personal data with authorised IKEA service providers, who will process your personal data as IKEA's processors.

Business partners: We often work together with other companies that can help us achieve the IKEA vision. These companies might for example help us with media, marketing and social media. These companies will process your personal data as IKEA's processors.

4. How we keep your personal data safe

We protect your personal data 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 personal data to one of these companies located outside the

European Economic Area. We do our best to keep your personal data safe in these cases. But technology can make it challenging, especially social media.

For transfers of your personal data to countries outside the European Economic Area we rely on so-called adequacy decisions from the European Union (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 personal data in the United States (US). 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 and then we often sign EU Model Contract Clauses with the recipient. These are legal texts provided by the European Commission.

As already mentioned, we intend to publish film, footage, sound, text, quotes and other material depicting or featuring you online on webpages and social media as well as printed media or as features on TV and similar. This means that your personal data is instantly accessible and transferred to countries all over the world. For this particular type of transfers, adequacy decisions will not be applicable everywhere, and we cannot have EU Model Contract Clauses in place with every receiving party. Instead we rely on the legal basis of your consent.

5. How long we keep your personal data

Here you can see how long we intend to keep your personal data. Should you wish for us to delete your personal data before the time periods 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.

We might store your personal data longer than stated below if it is necessary because of legal requirements that we are subject to.

Please note that the personal data that has been published online might be downloaded and spread by individuals. In such cases we do not control the source and will be unable to delete the personal data.

Name, contact details and employer information

We keep your personal data for as long as you have an ongoing relationship with IKEA. When the personal data has outlived its use, we will delete it.

Film, footage, sound, text, quotes and other material depicting or featuring

you, collected during or in connection with IKEA Democratic Design Days and your name

We keep this personal data for as long as this is relevant for use by IKEA for the purposes as indicated in this Privacy Statement.

Special food request

We will keep information about your special food request until the end of IKEA Democratic Design Days.

Flight booking details, ground transportation needs, passport information, information about your accommodation and credit card details

We will keep your flight booking details, ground transportation needs, information about your accommodation and credit card details for a period of one (1) month after the end of IKEA Democratic Design Days.

6. Your privacy rights

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

Right of access

You have the right to obtain confirmation as to whether or not we process your personal data, and, if we do, request access to your personal data as well as information in relation to our processing. If you have any questions or would like to learn more about what personal data we process, you are always welcome to contact us and we will provide you with further information.

Right to rectification

If you believe we store incorrect personal data, such as misspelt or previous name or address, you can ask us to correct this.

Right to erasure / right to be forgotten

You have the right to request that we permanently erase your personal data from our records.

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 personal data, 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 personal data. In this situation you may want us to stop processing until the personal data is correct.

Right to data portability

In certain situations you have the right to ask us to send your personal data in digital form to you or directly to another controller.

Right to object

You have the right to object to the processing of your personal data, even when we have a legitimate legal reason to process it. You can do this when we process your personal data on the basis of our legitimate interest, and you believe your personal interest outweighs ours. If you do not want us using your personal data for direct marketing purposes, including profiling, we will comply in any case.

Right to withdraw consent

In case the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of processing based on consent before this withdrawal. Please note that all aspects of an initiated marketing campaign cannot be stopped once initiated upon a withdrawal of consent.

Right to lodge a complaint with a supervisory authority

If you aren't satisfied with the way we treat your personal data, you have the right to lodge a complaint against us to the relevant 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