

## Samsung Ad Manager Privacy Notice

Effective Date: December 1, 2024

Samsung Electronics Co., Ltd. and its affiliates ("**Samsung**," "we") know how important privacy is to its customers ("you", "your"), and we strive to be clear about how we collect, use, disclose, transfer and store your information. This Samsung Ad Manager Privacy Notice ("Privacy Notice") provides an overview of Samsung's information practices with respect to personal information collected through the Samsung Ad Manager (the "**Business Service**").

This Privacy Notice may be updated periodically to reflect changes in Samsung's data processing practices with respect to the Business Service or changes in applicable law. We will indicate at the top of this Privacy Notice when it was most recently updated. If we update the Privacy Notice, we will let you know in advance about changes we consider to be material by placing a notice on the Business Service or by emailing you, where appropriate.

### **What information do we collect about you when you use Ad Manager?**

We may collect various types of personal information in connection with the Business Service.

- We may collect personal information that you provide, such as your name, address, e-mail addresses, telephone numbers, and contact details, credit card or other payment method information, business address, ZIP code, job title and position, company, language, registration details, verify your business and any communications you send or deliver to us;
- We may collect data about your use of the Business Service, including the time and duration of your use; information stored in cookies that we have set on your device; and information about your device settings;
- We may collect information about the advertising campaigns your company conducted and other information provided in connection thereto; and
- With your consent, we may use Samsung pixels or allow the use of third-party pixels which are certified by Samsung to track and measure the performance of campaigns you run on the Business Service.

### **How do we use your information?**

We may use information we collect for the following purposes:

- to provide products and services that you (or your company) requested and to activate your campaigns;
- to respond to your questions or requests for information;
- to provide campaign measurement reports;

- to offer better and more customized products and services that take into account your company's purchasing history and service record and other relevant information;
- subject to your consent where required by applicable law, to inform you about new products and services;
- for assessment and analysis of our market, customers, products, and services (including asking you for your opinions on our products and services and carrying out customer surveys);
- to understand the way your company uses the Business Service so that we can provide improvements and develop new features;
- to provide maintenance services and to maintain a sufficient level of security on the Business Service;
- to protect the rights, property, or safety of Samsung, or any of Samsung's respective affiliates, business partners, employees or customers, for example, in legal proceedings, internal investigations and investigations by competent authorities;
- to process any campaign data in a manner consistent with consumer consents that Samsung obtains on the Samsung account, Samsung SmartTV and/or Samsung mobile devices; and
- to offer audience segments based on Samsung first-party and proprietary information.

#### **To whom do we disclose your information?**

We will disclose your information internally within our business and the following entities, but only for the above purposes.

- Samsung affiliates;
- third parties when necessary to provide you with requested products and services. For example, we may disclose your payment data to financial institutions as appropriate to process transactions that you have requested;
- companies that provide services for or on behalf of us, such as companies that help us with the billing process; customer and product analysis, creative asset generation, user studies and testing;
- other parties: (i) to comply with the law or respond to compulsory legal process (such as a search warrant or other court order); (ii) to verify or enforce compliance with the policies governing the Business Service; (iii) to protect the rights, property, or safety of Samsung, or any of Samsung's respective affiliates, business partners, or customers; (iv) as part of a merger or transfer, or in the event of a bankruptcy;
- with other third parties when you consent to or request such sharing; and
- with partners and ad networks. These partners with your consent may set their own cookies and pixel tags on your campaign, and may collect information about the user in keeping with consents Samsung obtains from the consumer.

**What do we do to keep your information secure?**

We have put in place reasonable physical and technical measures designed to safeguard the information we collect in connection with the Business Service.

**Where do we transfer your information?**

Your use of the Business Service may involve transfer, storage and processing of your information outside of your country of residence, consistent with this Privacy Notice. Please note that the data protection and other laws of countries to which your information may be transferred might not be as comprehensive as those in your country. We will take appropriate measures, in compliance with applicable law, which are designed to ensure that your personal information remains protected.

**What are your rights?**

Under the laws of some jurisdictions, you may have certain rights with respect to your personal information, including the right to request details about the information we collect about you, delete information collected about you, and to correct inaccuracies in that information. In compliance with applicable law, we may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

If you request deletion of personal information, you may not be able to access or use the Business Service, and residual personal information may continue to reside in Samsung's records and archives for some time, but Samsung will not use that information for commercial purposes. Where permitted under applicable law, Samsung reserves the right to keep your personal information, or a relevant part of it, if Samsung has suspended, limited, or terminated your access to the Business Service for violating the Samsung Ad Manager Platform Terms of Service, when necessary to protect the rights, property, or safety of Samsung, or any of Samsung's respective affiliates, business partners, employees or customers.

To submit a privacy rights request, where applicable, please contact us as specified in the **Contact** section below.

**How long do we keep your information?**

We take reasonable steps designed to ensure that we retain information about you only for so long as is reasonably necessary for the purpose for which it was collected, as described in this Privacy Notice or any other notice provided at the time of collection, taking into account statutes of limitation and records retention requirements under applicable law, as well as our records retention requirements and policies.

### **Third-Party Links and Products on Our Services**

Our Business Service may link to third-party websites and services that are outside Samsung's control. We are not responsible for the security or privacy of any information collected by websites or other services. You should exercise caution, and review the privacy statements applicable to the third-party websites and services you use.

### **Cookies, Beacons, Pixels and Similar Technologies**

We, as well as certain third parties that provide content, advertising, or other functionality on the Business Service, may use cookies, pixel tags, beacons, and other technologies when you activate your advertising campaigns.

#### *Cookies*

Cookies are small files that store information on your device. They enable the entity that put the cookie on your device to recognize you across different websites, services, devices, and/or browsing sessions. Cookies serve many useful purposes. For example:

- Cookies can remember your sign-in credentials so you don't have to enter those credentials each time you log on to a service.
- Cookies help Samsung and third parties understand which parts of the Business Service are the most popular because they help Samsung to see which pages and features visitors are accessing and how much time they are spending on the pages. By studying this kind of information, we are better able to adapt the Business Service and provide you with a better experience.
- Cookies help us and third parties provide you with relevant content by collecting information about your use of our Business Service and other websites and apps.

When you use a web browser to access the Business Service, you can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is sent. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences. The operating system of your device may contain additional controls for cookies.

Please note, however, that some Business Service may be designed to work using cookies and that disabling cookies may affect your ability to use those Business Service, or certain parts of them. The Business Service are not designed to respond to "Do Not Track" signals received from browsers.

#### *Other Local Storage*

We, along with certain third parties, may use other kinds of local storage technologies, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage, in connection with the Business Service. These technologies are similar to the cookies discussed above in that they are stored on your device and can be used to store certain information about your activities and preferences. However, these technologies may make use of different parts of your device from standard cookies, and so you might not be able to control them using standard browser tools and settings. For information about disabling or deleting information contained in Flash cookies, please click [here](#).

**To California Residents**

If you are a California resident, for more information about your privacy rights, please see the California Consumer Privacy Statement section of the Samsung Privacy Policy for the U.S., available at: <https://www.samsung.com/us/account/privacy-policy/>.

**Contact Us**

For privacy requests from California residents who are the personnel of a company that uses Ad Manager, [click here](#).