

## Samsung account Privacy Notice

Effective [January 16, 2024]

At Samsung Electronics Co., Ltd. (“Samsung”), we know how important privacy is to our customers. We created this Privacy Notice to make sure you understand how we collect and use your personal information for Samsung account and its services and features, as listed below and described in this Privacy Notice (collectively, our “Samsung account Services”).

Our Privacy Policy at <https://account.samsung.com/membership/terms/privacypolicy> also applies to your use of our Samsung account Services. Our Privacy Policy contains more information about how we use your data. It also includes information about your rights (including rights to seek access to or make correction of the personal information we hold about you), how you can make a privacy complaint, and how to contact us. Please read our Privacy Policy in addition to this Privacy Notice. However, this Privacy Notice shall always prevail over the Privacy Policy in relation to how we use your information for our Samsung account Services.

Samsung account is your one-stop personal account used to access and enjoy some of our Samsung Services. These Samsung account Services include:

### Samsung account

Some Samsung apps and services (such as Samsung Cloud) require a Samsung account. With a Samsung account, you can enjoy many of these services and apps. In addition, certain third-party apps and services may allow you to link your Samsung account with that third-party’s account for easier log-in or enhanced features (please refer to the “Account and Service Linking” section below).

### Sync and Back-Up Features:

- Sync and back-up data : You can back up or sync your data on your mobile devices (using Samsung Cloud) and Smart TVs.
- Call & text on other devices : Enjoy seamless communication by syncing text messages in the Messages app and phone calls on your secondary mobile Galaxy devices when logged into the same Samsung account.

### Membership Benefits

- Save Payment Information : Save your credit card so you can enjoy easier checkout when making purchases across various Samsung services, apps, and websites.
- Samsung Rewards : Accumulate rewards points when making purchases of

participating Samsung services and products.

- Samsung Members App : You can connect and interact with other Samsung account users on our social media platforms, such as our Samsung Members Community. Here, you can communicate with other Samsung account users on our online forum and register your owned products, as well as contact us through our customer communication channel.
- Group Sharing and Quick Share : Easily share files with other Samsung account users.
- Samsung Visit-In : Receive location-based marketing promotions and offers from participating Samsung and third-party stores near you.

## Security Services

- Samsung Pass : Store your log-in information and contact information for easier log-in or checkout.
- SmartThings Find/Samsung Find : Locate devices, such as your phone, wearables and tablet with the help of SmartThings Find/Samsung Find, as well as, with your permission, sharing the location of your devices with other Samsung account users, if you choose to do so.
- Secure Wi-Fi : Protect transmitted data on public networks.
- Digital Key : Store participating keys (such as home or building entrance or car keys) on your phone.
- Knox Matrix : Securely store your keys used by some Samsung services based on a PIN, password, or pattern set on your lock screen.

## Advanced intelligence

Get intelligence features within certain apps or services. Check out the advanced intelligence section below for more details.

## Voice Assistant

Once you create a Samsung account, you can easily control supported devices by voice command using Bixby Voice. Bixby Voice will be ready to control your device via voice command when you activate it, such as by pressing the Invoke button or saying “Hi, Bixby.” The status indicator on your device, such as an on-screen indicator or flashing LED, lets you know when Bixby Voice is activated. Please see the Voice Assistant section below to see the types of data Bixby Voice collects.

## WHAT INFORMATION DO WE COLLECT?

When you create a Samsung account with us, we ask for information to help you get set up, such as your name, nickname, date of birth, gender, phone number, password and email address.

In addition, when you contact customer service about our Samsung account Services, your communications, including any information you provide regarding your identity and the product or service you're contacting us about, will be collected.

Once you set up your Samsung account and log in, you can use various convenient features on your devices, such as the Samsung account Services mentioned above. You can see the features available to you in the Samsung account settings. When using Samsung account and the Samsung account Services, we collect and maintain information about you as detailed below.

If you do not provide the required information, you may not be able to create a Samsung account or access all of the Samsung account Services or features that may otherwise be available.

#### Information While Using Samsung account and our Samsung account Services

In order for you to use our Samsung account Services, certain information needs to be collected by us, as explained below.

#### Sync and Back-up Features:

- Sync and back-up data : You can sync, back-up and restore your data on mobile devices and Smart TVs. For example, you can choose to back-up or sync certain data to our cloud service (such as Samsung Cloud for your mobile devices). The data you choose to back-up or sync will automatically be sent to and stored by Samsung. This data may include downloaded apps, Call and Text history, your Contacts list, appointment and alert settings you have saved such as Calendar, Notes, Clock and Reminders entries, your Gallery, Bookmarks on Samsung Internet. For Smart TVs this data may include post code and broadcast information (such as service provider, channel information and antenna type) and device, Smart TV (including PIN) and Samsung account profile information, settings and configurations. For Gallery sync, this feature is offered through Microsoft OneDrive. If you turn on syncing on one device where you are logged into your Samsung account, sync will automatically turn on in your other devices where you have logged into your Samsung account. You can manage your sync preferences in the Samsung account settings in any of your devices.
- Call and text on other devices : By enabling Call & text on other devices, we collect information such as Contacts and call and message logs so you can experience multi-device communication by letting you send or receive calls or messages on your secondary device(s). Your messages and calls will also need to be collected to sync that data to your secondary device(s).

#### Membership Benefits:

- Save Payment Information : When you register your credit card to your Samsung

account for easier payment options, we collect information such as credit card number, name, and expiration date to enable purchases. When you save information, like your address, for faster checkout when you make purchases on your mobile device, Smart TV or Samsung websites, we collect such information you choose to submit.

- **Samsung Rewards** : By having a Samsung account, various coupons, discounts and gift cards are available to you if you choose to use this feature. You are also eligible to receive rewards points when purchasing various Samsung products and services. The rewards available to you, including points, and how and where you spend or redeem them are collected by us.

- **Samsung Members App** : Content you provide through or on the Samsung Members Community, such as your profile information, posts and comments (including media you upload) and information on the products you register (including warranty information), as well as communication (including information you submit) with our customer team and other Samsung Members Community members (including the content of personal messages) is collected.

- **Group Sharing** : Group Sharing allows you to easily send or share files and other information, such as contacts, profile information, notes, reminders, and calendar schedules to other Samsung account users, as well as displaying profile images in your contacts list and when you receive calls. We collect the media and information you choose to send, as well as your contacts and profile information (including profile information of your contacts). Other Samsung sharing features which are not a part of Samsung account will also use your contacts and profile information to allow you to share media and information through those features.

When you join a group and share media and files (such as when you join a group to share notes, reminders, calendar entries, or gallery media), these entries will be visible to all other members of the group. You can delete or edit gallery, calendar, and reminder entries at any time while you are a member of the group. For shared note entries, you may edit and delete entries if granted permission by the group leader. Other members may be able to edit or delete your shared entry.

If you leave or are removed from a group, your shared entries which have not been deleted will remain in the group for other members to see and edit.

- **Quick Share** : The Quick Share feature, available on certain Galaxy devices, enables you to quickly share photos, videos, and files. Quick Share can be used to share content between Galaxy devices in close proximity to each other via the device-to-device method. Quick Share can also be used to share content by sending a link that can be used to access the shared content using any internet-connected device. When using this method, we collect the content you share, which will remain available for 3 days before it is automatically deleted. You can also add extra protection, such as file encryption, by using the private sharing option, which allows you to set an expiration date and revoke access to your content. By using this feature, the content you share with a recipient will be deleted from our server immediately after the recipient receives and downloads it. Please note that content sent by private sharing will be held on an encrypted server for up to 7 days until either the recipient downloads the content, or the content expires in 7 days, whichever is earlier.

- **Samsung Visit-In** : When you are near participating Samsung or third-party stores offering benefits or coupons, information about the store offering benefits or coupons will be collected. With your separate consent, your device's location information, such

as GPS signal or information about nearby Wi-Fi access points and cell towers, is sent to us when you choose to enable this feature.

#### Security Services:

- **Samsung Pass** : When you save your information (e.g., name, phone number, email, mailing or shipping address) to easily fill in and use for various participating Samsung or third-party apps, websites, or services. Also, you can choose to back up user IDs & passwords, which enables you to log in using biometric authentication to those apps, websites, or services without having to remember your ID or password. The number of successful and unsuccessful authentication attempts is also collected. Biometric information is only stored on your device and Samsung does not collect or have access to this information.
- **SmartThings Find/Samsung Find** : SmartThings Find/Samsung Find allows you to locate your devices when you consent to the processing of location information, including lost devices that are not connected to a network. When you request the location of any of your devices logged in to your Samsung account or other Samsung devices that connect to your Samsung account (such as your wearable device), and if the device is turned on and you have agreed to Samsung's processing of your location information, the location of each device is sent to Samsung to show your device(s) on a map. In certain instances (such as when you want to share the location of your device with other users when using Samsung SmartThings), SmartThings Find/Samsung Find allows you to share your device's location with other Samsung account users.

SmartThings Find/Samsung Find also has several optional features which you can turn on, as described below.

- Send Last Location** : Your device's last location will be automatically sent to Samsung whenever your device's battery reaches a critically low level (5% or lower) to help you find the device even after it's turned off.
  - Offline Finding** : This feature will activate if your device remains disconnected from its mobile or Wi-Fi network after a certain period of time. You will be able to locate it using Bluetooth with the help of other nearby Samsung devices, which also have Offline Finding enabled. By enabling this feature, your device will also help others find their lost devices around you by using your device's location. No information about you will be visible to others, nor will others' information be visible to you. Your device, together with other enabled devices, will simply create a Bluetooth network to work together and locate the lost device.
- **SmartThings Find** : SmartThings Find may require you to register to Samsung SmartThings in order to use certain SmartThings Find features. For more information about how Samsung SmartThings processes your information, please review the Samsung SmartThings Privacy Notice available here: [Privacy Notice](#).
  - **Secure Wi-Fi** : Data transmitted from your device when using a public network, for example at a coffee shop or airport terminal, will have an extra layer of security during its transit. Secure Wi-Fi offers various subscription plans depending on the amount of data you need protected. When you do subscribe to one the Secure Wi-Fi subscription

plans, information related to that subscription plan (such as which product purchased and how and when the product was purchased) will be collected.

- Digital Key : Information related to the keys, such as the manufacturer, device information, and key information are collected.
- Knox Matrix : Store your keys used in some Samsung services securely on the server and make them accessible only on authenticated device(s). It extracts authentication information by processing the PIN, pattern, or password set on the lock screen. This authentication information is collected and cannot infer the PIN, pattern, or password.

## Advanced intelligence

With advanced intelligence, certain apps or services will use your inputs to provide intelligence features. Some of the apps or services process your data solely within your device, while others require the collection of your data, such as your account information, device and app information, and your inputs (including text or media files), to produce results. For example, some of the apps or services may provide translations for selected inputs or may provide recommendations for you. You can check which apps and services offer advanced intelligence by going into your Samsung account settings and clicking the advanced intelligence tab.

Prior to using the advanced intelligence feature within an app or service that requires the collection of your data, you will be informed prior to your initial use of such feature.

For apps or services where advanced intelligence requires the collection of your data, some of those apps or services may provide the option to use advanced intelligence without your data being collected in its settings.

## Voice Assistant

Bixby Voice will collect data needed to carry out your commands, such as voice inputs and information related to the apps or services that are affected by the command (e.g., your Calendar app if you ask Bixby to add a date to your calendar). Bixby Voice also offers various optional features that collect certain information when you use such features. To see more details about the types of data Bixby Voice collects and how that data is used, please see the Bixby Voice Privacy Notice.

## Account and Service Linking:

Certain third-party apps or services may allow for the linking of your Samsung account to that third-party's account which allows for easy log in. In addition, you may also have the option to link certain Samsung account Services with third-party apps or services to access enhanced existing features or whole new features all together, for example when you link Samsung Cloud with Microsoft One Drive, you can begin backing up files to One Drive. The information collected, and how that information will be used, will be

shown to you prior to any account or service linking. Third-party websites, apps, services, and features may operate independently from us and may have their own privacy notices or policies. We recommend that you review them to ensure that you understand how they process your information, as well as review this Privacy Notice to know how we process your information. To the extent that any such linked or shown website, app, service, or other feature is not owned or controlled by us, we are not responsible for its content, use, or privacy practices.

In addition to the information above, Samsung collects the following information about your use of our Samsung account Services through software on your devices and by other means as set out below in more detail:

- **Device and Service Information:**

- i. Hardware information, such as hardware model, device name, device configuration and settings, connected devices, sales code, MCC (mobile country code); MNC (mobile network code), and when your device was first used or purchased, will be collected.

- ii. Software information, such as software versions and configurations, and your operating system version, will be collected.

- iii. Identifiers, such as IMEI, IP address, serial number, MAC address, and other unique device or service identifiers (such as Android ID, cookies, Smart TV identifiers, variable unique device ID, and service ID), will be collected.

- **Log and Usage Information :** Diagnostic, technical, error, and usage information such as the time and duration of your use of the Samsung account Services or any their features, traffic usage, and touch interaction and other inputs will be collected. If you use Digital Key, your UWB (ultra-wideband), BLE (Bluetooth Low Energy), and NFC (near-field communication) communications will also be collected (e.g. communication between devices like your mobile and earbuds and to enable communication for digital key between the mobile device and the lock mechanism); and

- **Location Information :** With your separate consent, your device's location information, such as GPS signal or information about nearby Wi-Fi access points and cell towers, will be sent to us when you use other location-based Services.

We also may collect other information about you, your devices and apps, and your use of the Samsung account Services in ways that we describe to you at the time of collection or otherwise with your consent.

We may use third-party analytics services, such as Google Analytics and Firebase Analytics. The information we obtain may be disclosed to or collected directly by these providers and other relevant third parties who use the information, for example, to evaluate use of the Samsung account Services and to help improve the Samsung account Services. This includes, for example, information on the features you use or click, or how much of the Samsung account Services you use and when you them. To learn more about Google Analytics, please visit

<https://www.google.com/policies/privacy/partners/>. To learn more about Firebase Analytics, please visit <https://firebase.google.com/policies/analytics>.

## HOW DO WE USE YOUR INFORMATION?

We collect and use your personal information for the following purposes:

- To identify and authenticate you so you may securely use our Samsung account Services;
- To provide you with our Samsung account Services;
- To improve and customize your experience with our Samsung account Services, such as delivering content and responses tailored to you and the way you interact with our Services;
- To link your Samsung account to connected third-party devices, apps, features, or services when you request;
- To respond to your requests, inquiries, and instructions made through or about our Samsung account Services;
- With your separate consent, to deliver advertising, including customized advertisements, sponsored content, and promotional communications;
- With your separate consent, your location may be used to notify you when you are near participating Samsung or third-party stores offering benefits or coupons;
- To allow you to interact with and use participating Samsung and third-party apps and services;
- To operate, evaluate and improve our Samsung account Services and our business (including developing new products and services; enhancing and improving our products and services; managing our communications; analyzing our products, services and customer base; conducting market research; performing data analytics; and performing accounting, auditing and other internal functions);
- To protect against, identify, and prevent fraud and other criminal activity, claims and other liabilities; and
- To comply with and enforce applicable legal requirements, relevant industry standards and our policies, including this Privacy Notice and the Privacy Policy.

We use and combine the information we collect about you from our Samsung account Services with data from other services or features you use, your devices, and other sources (including cookies data) such as when you use your Samsung account to log-in to other Samsung apps, as well as information about your online activities on websites and connected devices over time and across third-party websites, devices, apps, and other online features and services for the purposes above. In addition, when you have separately consented to receive marketing communications from us, we may combine information (including cookies data) we collect about you from the Samsung account Services with data from other Samsung services or features, including to provide you with customized advertisements.

## WHO DO WE SHARE YOUR INFORMATION WITH?



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

- Affiliates : other Samsung Electronics Group companies which we control or own;
- Business partners : partners who we work with to provide our Samsung account Services, such as when you link accounts or services with our business partners in order to provide you with new or improved features. These business partners are responsible for their own use of your personal information and you should review their privacy notices for further information about their information management practices;
- Service providers : carefully selected companies that provide services for or on behalf of us, such as cloud platform providers who maintain data on our behalf. These providers are also committed to protecting your information and must enter into legal agreements with Samsung before we share personal data with them;
- Other parties when required by law or as necessary to protect the Samsung account Services : for example, it may be necessary by law, legal process, or court order from governmental authorities to disclose your information. They may also seek your information from us for the purposes of law enforcement, national security, anti-terrorism, or other issues that are related to public security;
- Other parties in connection with corporate transactions : we may disclose your information to a third-party as part of a merger or transfer, acquisition or sale, or in the event of bankruptcy to other data controllers; and
- Other parties with your consent or at your direction : in addition to the disclosures described in this Privacy Notice, we may share information about you with third parties when you separately consent to or request such sharing.

Some of the above entities may be located in other countries, including in South Korea, the Philippines, Singapore, Malaysia, the United States of America, Germany, China, the Netherlands, Vietnam, India, Poland, Japan or Denmark.

#### UPDATES TO THIS PRIVACY NOTICE

This Privacy Notice may be updated to let you know about changes in how we collect and process your information in the Samsung account Services or changes in related laws. The date when the document was last updated is shown at the top of this Privacy Notice.