

Privacy Policy

This Privacy Notice provides details about how your personal information will be collected, used, shared, and stored in connection with the use of the Samsung One App and the Samsung One Website (which are referred together as “Samsung One” in this Privacy Notice).

This Privacy Notice is supplemental to the general Samsung Privacy Policy (which can be found at www.samsung.com/uk/info/privacy and explains the privacy practices of Samsung Electronics (UK) Limited, a company incorporated under the laws of England and headquartered at Samsung House, 2000 Hillswood Drive, Chertsey, Surrey KT16 0RS (together “Samsung”, “we”, “us”, “our”) with respect to the information collected through Samsung One.

In case of any inconsistency or conflict between the terms of this Privacy Notice and the general Samsung Privacy Policy, the terms of this Privacy Notice shall prevail.

Samsung Electronics (UK) Limited is the data controller for the processing of personal data in connection with Samsung One.

1. What types of information will Samsung collect about you?

When you use Samsung One as a registered user, we collect the following categories of information:

- Name
- Contact details
- Year of birth
- Channel and store name
- Employer and employment information such as job title, ID number, department
- Photographs
- Training taken in Samsung One and points / rewards received

2. How is the collected information used?

Samsung will use the collected information described above for the following purposes:

- Operation of Samsung One
- Maintenance of Samsung One
- Retaining contact information individuals interested in future iterations of Samsung One in other territories
- Providing training
- Fulfilment of promotions
- Sending targeted communications (for example in relation to a Samsung product launch)
- Liaising with your employer (or company you represent, if you are self-employed or employed by an agency) and discussing sales performance and your engagement with Samsung One.

Samsung’s legal basis to process personal data includes processing that is:

- a) necessary for the performance of the contract between you and Samsung (for example, to provide you with services and to identify and authenticate you so you may use certain services);
- b) necessary to comply with legal requirements (for example, to comply with applicable accounting rules and to make mandatory disclosures to law enforcement);

- c) necessary for Samsung's legitimate interests (for example, to manage our relationship with you and to improve the services); and
- d) based on obtaining your separate consent (for example, to provide you with marketing information) which may subsequently be withdrawn at any time by contacting us via the details set out in section 9 (How to Contact Us) of this Privacy Notice, without affecting the lawfulness of processing based on consent before its withdrawal.

3. How can you delete information obtained by Samsung?

Except for information we are required to keep by law, or which is necessary to record our performance of our obligations to you, information about you that is collected and processed by Samsung will be deleted when you delete your Samsung One account. You may also request the deletion of such data at any time by contacting us via the details set out section 9 (How to Contact Us) of this Privacy Notice.

4. To whom do we disclose your personal information?

We may disclose data relating to your use of Samsung One with your employer (or the company you represent, if you are self-employed or employed by an agency). We may disclose your information internally within our business to the relevant teams such as, without limitation, the customer services team, the legal team, and where you have chosen to receive marketing messages, the marketing teams. We may also disclose your data to third party service providers which Samsung uses to assist in the hosting, operation and maintenance of Samsung One, the sending of communications to you, and the analysis of data. We will not disclose your information to third parties for their own independent marketing or business purposes without your separate consent. Where you have provided your personal data to Samsung because you are interested in the launch of Samsung One in another territory, we may disclose your personal data to the Samsung subsidiaries relating to your territory so that they can contact you about the local version of Samsung One, once it has been established.

5. How We Protect Your Personal Information

We maintain administrative, technical, and physical safeguards designed to protect the personal information we obtain through Samsung against unlawful or unauthorised destruction, interference, loss, alteration, access, disclosure, or use. However, please note that despite our reasonable efforts to protect your information, no system or wireless connection is completely secure.

6. International Data Transfer

Your use of Samsung One may involve the transfer, storage, and processing of your information outside of your country of residence, consistent with this policy. Such countries may include, without limitation, the Republic of Korea and the United States of America. 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, to ensure that your personal information remains protected. Further information about this can be obtained by contacting us via the details set out in section 9 (How to Contact Us) of this Privacy Notice.

7. Retention of Personal Data

We take appropriate steps to ensure that information about you is only retained based on the following logic:

- at least the duration for which the information is used to provide you with the Samsung One service (if you are inactive for more than 24 months, we will automatically delete any personal data we hold on you);
- as required under law, a contract, or with regard to our statutory obligations; or
- only for as long as is necessary for the purpose for which it was collected, is processed, or longer if required under any contract, by applicable law, or for statistical purposes, subject to appropriate safeguards.

8. Your Rights and Choices

You are entitled, in accordance with applicable law, to object to or request restriction of the processing of your personal information, to exercise your right of data portability and to request access to, rectification, or removal of your own personal information.

Please note, however, that if you decline to allow Samsung to collect or share certain information, you may not be able to use all of the features available through Samsung One.

You may also lodge a complaint with a supervisory authority if you consider that our processing of your personal data infringes applicable law.

9. How to Contact Us

If you have any specific questions about this Privacy Policy or our use of your personal information, please contact us (Data Controller) at:

Data Protection Officer

Samsung Electronics (UK) Limited

Samsung House, 2000 Hillswood Drive, Chertsey, Surrey KT16 0RS

Or by emailing: dataprotection.seuk@samsung.com

You can also contact us by visiting our Privacy Support page (www.samsung.com/request-desk).

You may also lodge a complaint with a supervisory authority if you consider that our processing of your personal data infringes applicable law.