

## Privacy Information Statement

### Personal Data held by Epson for Promotions

Edition 1.0 17/05/2018 *Draft 2*

This statement gives information about your personal data held by Epson for Promotions

Epson holds (and will hold in the future)

- Basic contact information such as your name, e-mail address, telephone number provided by you when registering for the Promotion
- Information about the Promotion you are participating in including proof of your purchase (if a condition of the Terms)
- Information gathered from Epson's own systems about your use of the Epson websites and about Epson's interactions with you. This includes information gathered through cookies<sup>1</sup> and other similar tools.

"Epson" (the '**controller**' of the information) is :

Epson Europe B.V.( Data Protection Administration)  
Azie Building, Atlas Arena,  
Hoogoorddreef 5,  
1101BA Amsterdam Zuid,  
The Netherlands.  
E-mail: [privacy@epson.eu](mailto:privacy@epson.eu)

The purpose for processing personal data about you

(**'Processing'** means anything Epson does with the information about you including gathering it, holding it, using it and disclosing it.)

The only purpose for which Epson will process your personal data is the administration of the Promotion.

The legal basis for this purpose is that it is necessary for the performance of a contract with you.

Epson will hold your personal data until 3 months after the administration of the Promotion is complete. It will then be deleted except to the extent that there is a legal obligation to preserve for

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<sup>1</sup> Cookies are data files that are placed on a device when it is used to visit a website. These cookies may be used for many purposes, including tracking user preferences and web pages visited while using the Service. You may disable cookies using your browser's preferences. However, some features of Epson's websites may not function properly or may operate slowly if you disable the cookies. In addition, please be aware that if you choose to block cookies, some advertising preferences that are dependent on cookies may not be able to be respected.

In addition, Google Inc's Google Analytics is used to collect and analyse usage history etc. Google Analytics uses First Party Cookies to record information about your access. Please refer to Google Inc's privacy policy for the privacy policy of Google Analytics used by this service: <http://www.google.com/policies/privacy/>

banking or tax records. After that time some information may be held but only in an anonymised form or as part of archived records.

Epson uses third parties to perform some processing activities on its behalf. Some or all of your personal data may be disclosed to them, but they are only permitted to use the disclosed data for the purposes for which Epson holds your data and in accordance with Epson's directions. In addition to third party processors, Epson may disclose some or all of your personal data to:

- Banks or others involved in handling payments or deliveries being made to you.

As a "data subject" you have statutory rights to request from Epson access to and rectification or erasure of personal data or restriction of processing concerning yourself or to object to processing as well as the right to data portability and the right to lodge a complaint with a supervisory authority.

Epson's European Data Protection Officer may be contacted by writing to "The EDPO, Epson Europe B.V. Azie Building , Atlas Arena, Hoogoorddreef 5, 1101BA Amsterdam Zuid, The Netherlands or, using E-mail: [EDPO@epson.eu](mailto:EDPO@epson.eu)

If you are located outside of the EU, Epson will transfer some of your personal data, outside the EU, to Epson group staff in the region concerned and to contractors in that region used by Epson to provide services. This will be subject to the protections required by law.

This statement is only about information in Epson's Promotions database. If Epson processes information about you in other records you will be notified separately about this.

Given in compliance with Article 13 of the EU General Data Protection Regulation.