

Processing of personal data:

Valid as of 20/03/2019

General information

IKEA appreciates your interest in our products and your visit to IKEA.dk. It is very important for IKEA to protect and respect your privacy. It is our intention and goal at all times to process your data responsibly and appropriately.

According to Regulation 2016/679 (EU GDPR) of 27 April 2016, you are entitled to be informed regarding the processing of your personal information.

The personal information you provide us with is processed confidentially and will only be disclosed for a necessary purpose. However, it is important for you to read these terms and conditions carefully, so you understand why and how we process your personal data.

When you buy products and use services from us, or browse our website from your computer, mobile phone or a mobile app, you consent to your personal information being collected, and you accept the present terms and conditions. If we update them, and you continue to use our services, in so doing you also accept the new terms.

With a view to ensuring that the processing of your personal data complies with legislation, IKEA A/S is defined as the data controller collecting your data. If you have any questions regarding our terms and conditions, etc., you are welcome to contact us at any time:

IKEA A/S
CVR no.: 50574911
Mårkærvej 15,
DK-2630 Taastrup
Customer support

What is personal data?

Personal information is any kind of information about an identified or identifiable physical person. In other words, it is any and all information that can be directly or indirectly linked to a person. This could be a name, address, telephone number or even images and dynamic IP addresses.

When we collect personal information about you in connection with your visit to our website or as part of our services, we always make sure this is done with clear, express consent so that you know exactly what kinds of information are being collected and why that information is being collected.

When does IKEA collect personal data?

When you use our services, you will usually provide information such as your name, address, e-mail address, financial information, as well as other information that is necessary to enable IKEA to offer you our service.

Here is how we collect personal information:

- When you buy goods online or surf our website.

- When you request a catalogue or subscribe to our IKEA FAMILY newsletter.
- When you create and use your IKEA FAMILY membership.
- When you create and use your IKEA profile.
- When you use or interact with our services.
- When you take part in campaigns, competitions or surveys.

IKEA records and stores the information you give to IKEA when you enter into an agreement with us, for example. Thus, we record your information in connection with the single purpose of delivering goods when you shop on our website. We do not use information for any purpose other than as expressly described here and to comply with applicable legislation.

We use video surveillance in our stores. This is done to safeguard our co-workers, to prevent crime, as well as to secure evidence and thus information for use in any police investigation if a crime is committed. The video recordings are stored in secure environments and with limited access for security personnel.

Use of personal data at IKEA

We use the information we collect to operate our business, deliver and develop the quality of our products and to enhance your experience of interacting with us.

We use the information we collect as follows:

- To process your purchase and delivery of your goods, cf. Article 6(1)(b) of GDPR.
- To fulfil your request for services, cf. Article 6(1)(b) of GDPR.
- To improve our products and services, cf. Article 6(1)(f) of GDPR.
- To tailor our communications and marketing to you as an IKEA FAMILY member, cf. Article 6(1)(a) of GDPR.
- To tailor our business partners' communications and marketing to you as an IKEA FAMILY member, cf. Article 6(1)(a) of GDPR.
- To manage your profile, cf. Article 6(1)(b) and (f) of GDPR.
- To meet legal requirements, cf. Article 6(1)(c) of GDPR.
- For statistical analysis, cf. Article 6(1)(f) of GDPR.

Personal data to third parties

Correct management of your personal information is very important to IKEA. We would never sell, publish or in any way disclose information to a third party without your consent or if this is not necessary in order to fulfil a transaction and necessary to ensure compliance with applicable Danish legislation. We do not use your information for any purposes other than those described in the present Privacy Policy.

We may disclose your information to our selected and trusted partners in order to be able to deliver our service to you, e.g. we disclose information to partners who are entitled to use your information in connection with delivery of goods, and in order to keep you up to date regarding the status of an order.

When you provide information to third parties with which we cooperate, we may also receive your information. This could be trusted partners who deal with marketing, accounts, advertising or payment, for example. We may also buy services and data from companies that verify contact information and personal information that you have given to us. This is to make sure the information we have about you is accurate, and for fraud prevention.

IKEA is responsible for ensuring that your personal information is not used fraudulently. For that reason, IKEA imposes strict requirements on our partners when your personal information is used outside IKEA. In this way, we always ensure that our partners guarantee your information is protected.

In addition, we disclose your information to our affiliated companies for use in the preparation of statistical

analyses, as well as to the Central Office of Personal Registration (CPR) to update any changes of name or address in our databases.

Storing of personal data by IKEA

IKEA stores your personal information for as long as you continue to use our services. We also retain and use your information if this is necessary to comply with legal obligations and enforce our contracts.

IKEA has a duty to protect your personal information. We use technical and organisational safety measures to safeguard against unauthorised access and use, destruction, modification or publication of your personal information by any individual or organisation. To safeguard and protect you, only a restricted number of people with an objective need have access to personal data.

To keep your information as secure as possible, we have adopted internal rules on information security that include both instructions and measures to protect your personal data against being destroyed, lost or modified, as well as against unauthorised publication, and against unauthorised parties gaining access to or knowledge of the information. Furthermore, all IKEA co-workers follow internal procedures and rules regarding the processing of personal data. We provide ongoing training in and about the proper processing of personal information.

IKEA takes every precaution to ensure that our website does not contain viruses or such like. However, we can never fully guarantee the security of data transfers. Accordingly, there may be a risk that unauthorised persons may force access to information while it is being transferred and stored electronically. For that reason, we do not guarantee that our website is virus-free, and we do not accept any liability for any loss arising from this. We recommend that you protect yourself and your information by closing your browser after use, logging out of your accounts, installing antivirus software and keeping software and apps up to date at all times.

IKEA cannot be held responsible for any or all loss arising as a result of using our services, as a result of breach of IKEA systems or other operational disturbances for which IKEA is not responsible. Accordingly, you submit your information at your own risk. If unauthorised parties do gain access to your information, we will notify you without undue delay, and immediately begin remedying the situation by using the necessary tools.

Deletion of personal data held by IKEA

We delete your personal information when it is no longer needed for the purpose that was the reason for collecting, processing and storing your data.

IKEA online customer profiles

As an IKEA customer, you can register using different types of online customer profiles. The customer profiles we offer are:

- **IKEA profile** enables use of our planners and stores your drawings, plans and shopping lists on our servers. If you so choose, you can also subscribe to our IKEA FAMILY newsletter. If your profile is inactive for more than 2 years, we reserve the right to delete your account for security reasons.
- **IKEA FAMILY** is our membership club; anyone aged 18 or over can join. You can apply for membership [here \(hyperlink\)](#), in our stores or at [IKEA.dk](#). In order to be able to provide you with relevant special offers and marketing material, we will

process your purchase history associated with your IKEA FAMILY account for up to 5 years from the end of the financial year current at the time of each purchase. If your account has been inactive for more than 5 years, we reserve the right to delete your account for security reasons.

We may also share your contact information with social media for use in targeted marketing initiatives. If so, any such social media will act solely on behalf of and according to instructions from IKEA. The social media do not use that information for their own purposes.

- **IKEA BUSINESS** is for businesses and organisations. You can apply for a business account [here \(hyperlink\)](#), in our stores or at [IKEA.dk](#). In order to provide you with relevant special offers and marketing material, we will process purchase history associated with your IKEA BUSINESS account for up to 5 years from the end of the financial year current at the time of each purchase. If your account has been inactive for an extended period, we reserve the right to deactivate your account for security reasons.

Your rights

As a customer of IKEA, you may ask to find out what information we have processed about you, where this comes from and what we use it for. You can also be informed regarding how long we store your data, and who receives data about you, if we disclose data in Denmark and/or abroad. However, for the sake of protecting other people's privacy, business secrets and intellectual property rights, access may be restricted.

If the information is incorrect, incomplete or irrelevant, you are entitled to have the information corrected or deleted. If the customer relationship ends, information relating to identity and transactions will be retained for 5 years pursuant to the Danish Bookkeeping Act, the Danish Anti-Money Laundering Act and the Danish Administrative Order for Data Retention.

As our service is dependent on your data being accurate and up to date, please let us know about any relevant changes to your information. You can contact us below to inform us of any changes.

Your consent is voluntary. If you change your mind, you have the option of easily withdrawing your consent by contacting us.

We do not knowingly collect personal information from children under the age of 18. If we become aware that we are processing personal information from a minor without the consent of parents or a guardian, we will do everything we can to remove such information. If you become aware that a minor has given us personal information without the consent of parents or a guardian, you can contact our customer support.

Cookies

Cookies are small text files that contain letters and numbers and are stored on your computer. These cookies make it possible to collect information about which pages and functions the user uses and visits. You can read more about which cookies we use, the purpose of collecting the data, and how you can delete or opt out of them, in our [cookie policy](#).

Contact us

You are welcome to contact us if you would like more information, or if you wish to change or delete your information. You can write to us at our address, IKEA A/S, Mårkærvej 15, DK-2630 Taastrup, Denmark, or [contact us here](#).

You also have the opportunity to object to IKEA processing your personal information. Your objection must be submitted to the Danish [Data Protection Agency](#).

Changes

Constant development in information technology mean that it may be necessary to modify our processing of personal information in order to safeguard your data. IKEA therefore reserves the right to modify and update

these terms and conditions. If this happens, we will of course correct the revision date of the document ("valid as of 26 September 2017") at the top of the page. In the event of notable changes, we will inform you via a notice displayed at IKEA.dk