

PRIVACY NOTICE FOR USER GENERATED CONTENT CONTRIBUTORS

What does this notice cover?

This notice describes how [Nespresso and other companies in Nestlé's group] (also referred to as "Nespresso", "we" or "us") will make use of data about influential individuals ("you" or "your" in this privacy notice if we have obtained information about you).

For individuals based in the European Economic Area ("EEA"), and Switzerland this notice also describes your EEA data protection rights, including a right to object to some of the processing that Nespresso carries out. For more information see "*More information for individuals from the EEA and Switzerland*" below.

For information on how Nespresso processes data of customers and potential customers, please see Nespresso's separate Customer Privacy Policy available on our web site, which supplements this Notice.

What information do we collect?

We collect your data either directly from you or from sources such as your social media profile such as Facebook Google, Twitter and Instagram (this includes: your user name; messages which you have shared publicly on social media; your profile picture; location of the post; engagements/comments of the post to date of consent; and number) or via Sprinklr (for the @ mention).

How do we use this information, and what is the legal basis for this use?

Overall we store the data (username and picture) in order to have a tracability that confirm you have shared with us the rights of the content you posted. We will only use the content on our own channels and for advertising.

We process this personal data:

- As required by Nespresso to conduct our business and pursue our legitimate interests, in particular:
 - to contact you regarding having your social media content used with our Brand;
 - using your social media content for our marketing and promotional purposes including (where needed with your permission for intellectual property reasons) posting or reusing your content on social media platforms and other media;
 - using information you provide to investigate any complaints received from you or from others;
 - using data in connection with legal claims, compliance, regulatory and investigative purposes as necessary (including disclosure of such information in connection with legal process or litigation); and
 - using data for market research.
- For purposes which are required by law:

- in response to requests by government or law enforcement authorities conducting an investigation.]

Legitimate Interests

We have carried out balancing tests for all the data processing we carry out on the basis of our legitimate interests, which we have described above. You can obtain information on any of our balancing tests by contacting us using the details below.

Who will we share this data with, where and when?

We will share your personal data with Nestlé Group companies.

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.

Personal data will also be shared with third party service providers, who will process it on behalf of Nespresso for the purposes identified above. In particular, we use third party providers of [website operation, market research companies, support services, promotions, data analysis etc.]

In the event that the business is sold or integrated with another business, your details will be disclosed to our advisers and any prospective purchaser's adviser and will be passed to the new owners of the business.

How do I get in touch with you

We hope that we can satisfy queries you may have about the way we process your data. If you have any concerns about how we process your data, you can get in touch with Nespresso Customer Care. The contact details are available on the Contact detail page.

MORE INFORMATION FOR INDIVIDUALS FROM THE EEA AND SWITZERLAND

Transfers outside the EEA

We will transfer your personal data to countries outside the EEA (e.g. other Nespresso/Nestlé entities or ad-hoc in-country partners) including to countries which have different data protection standards to those which apply in the EEA. Where information is transferred outside the EEA, and where this is to a country that is not subject to an adequacy decision by the EU Commission, data is adequately protected by EU Commission approved standard contractual clauses, an appropriate Privacy Shield certification or a vendor's Processor Binding Corporate Rules. A copy of the relevant mechanism can be provided for your review on request to the contact details set out above.

What rights do I have?

You have the right to **ask us for a copy** of your personal data; to **correct, delete** or **restrict** (stop any active) processing of your personal data; and to **obtain the personal data you provide to us for a contract or with your consent in a structured, machine readable format**, and to ask us to **share (port) this data to another controller**.

In addition, you can **object to the processing** of your personal data in some circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement, or where we are using the data for direct marketing).

These **rights may be limited**, for example if fulfilling your request would reveal personal data about another person, where they would infringe the rights of a third party (including our rights) or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping. Relevant exemptions are included in both the GDPR and in its implementing legislation. We will inform you of relevant exemptions we rely upon when responding to any request you make.

To exercise any of these rights, or to obtain other information, such as a copy of a legitimate interests balancing test, you can get in touch with us using the details set out above. If you have unresolved concerns, you have the **right to complain** to an EU data protection authority where you live, work or where you believe a breach may have occurred.

How long will you retain my data?

Where we process personal data of influencers we keep the data as long as necessary to satisfy our legal obligations.