

## Panasonic Privacy Notice

Last Updated: August 27, 2025

Our company is committed to using your personal information (as described below) in a fair, lawful, and secure manner, ensuring that your privacy is always protected. We prioritize compliance with applicable privacy and data protection laws and regulations, including but not limited to the General Data Protection Regulation (GDPR) of the European Union.

This Privacy Notice explains how we handle the information (hereinafter referred to as "personal information") about you that we collect when you provide it to us or through your use of our services, which include [our website, password-protected platforms, products, devices or applications, contacting our customer service, or registering for marketing communications] (collectively referred to as "Services"). It also covers information collected when you interact with us via social media or through other means. Additionally, this Privacy Notice applies when it is explicitly referenced via links or similar methods. When we handle your personal information, and if a separate privacy notice is required (for example, for other specific websites, platforms, or portals), we will provide a dedicated privacy notice for those cases.

This Privacy Notice supplements other privacy notices and does not override or take precedence over them. It explains the types of personal information we collect, store, use, disclose, and transfer (collectively referred to as "handle"), as well as the methods, purposes, and legal grounds for such handling. Additionally, it provides information about your rights under the GDPR and how to exercise those rights or contact us if you have any concerns or complaints.

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## 1. About Our Company

This Privacy Notice is issued by our company. When this Privacy Notice refers to "Panasonic" or "our company," it means the Panasonic Group companies responsible for handling personal information. The personal information collected through this app is managed by [Cycle Tech]. If multiple Panasonic Group companies share joint responsibility for handling your personal information, you may exercise your rights against the company that issues this Privacy Notice.

## 2. What Is Personal Information?

In this Privacy Notice, "personal information" refers to any information relating to an identified or identifiable individual. If personal information is combined with other information (which alone cannot identify the individual), the combined information is also treated as personal information.

## 3. What Types of Personal Information Do We Collect and How?

When you use our website/services (see section 4 below) and in accordance with your choices regarding cookies (see section 11 below), we collect and handle all or part of the personal information listed in the table below, using the methods described therein.

Types of Personal Information Collected	Methods of Collecting Personal Information
<b>"Communication Information"</b> Electronic data such as emails, chat messages, PDFs, and other document files.	If you choose to share this information, it is collected directly from you. Or obtained from the service center or retailer where you purchased the product.
<b>"Contact Information"</b> Includes address, email address, phone number	If you choose to share this information, it is collected directly from you.

<b>Types of Personal Information Collected</b>	<b>Methods of Collecting Personal Information</b>
(landline and mobile), and fax number.	Or obtained from the service center or retailer where you purchased the product.
<b>"Product/Device/Application Log Information"</b> Hardware model, IMEI number, MAC address of the device's wireless network interface, mobile phone number used by the device, mobile network information, operating system, language and version of the browser used, timezone settings, date and time of access to the service, content accessed, file names and URLs (pages visited), IP address, details of the operating system, access status/HTTP status codes, data transfer volume, previously visited pages, and other technical information related to the products or devices used to access the service.	Automatically collected using the technology set on your product, device, or application.
<b>"Profile and Usage Information"</b> Information collected regarding your use of the website/our services, including usage time, passwords, login data, referring websites, clicked links, searches performed, actions, pages visited, browsing history, usage patterns, and information entered in forms.	Automatically collected using cookies and similar technologies set on your product, device, or application, provided you have previously consented to this. For details, please see our Cookie Policy [Insert link to Cookie Policy].
<b>"Transaction Information"</b> Information related to transactions (e.g., purchases or returns of our products/devices and services), and details about the products/devices (product/device and service names, categories, part numbers, serial numbers, purchase prices, proof of purchase, date and location of transactions, invoice history, etc.).	If you choose to share this information, it is collected directly from you. Or obtained from the service center or retailer where you purchased the product.

#### **4. How Do We Use (Purpose and Legal Grounds) Your Personal Information?**

Our company handles your personal information based on one or more of the following specific legal grounds, in accordance with the purposes outlined in the table below:

- **Performance of a Contract:** When necessary to perform a contract with you or to take steps at your request before entering into a contract (GDPR Article 6(1)(b)).
- **Legal Obligation:** When necessary for us to comply with legal or regulatory obligations (GDPR Article 6(1)(c)).
- **Legitimate Interests:** When handling is necessary for our legitimate interests, provided that such interests do not override your fundamental rights. We assess and balance our legitimate interests against potential impacts on you. Generally, our legitimate interests in handling your personal information include:
  - (i) Your use of this website, our online shop, and services,
  - (ii) Our transaction relationship with you, such as when you use our online shop, and
  - (iii) Improving the efficiency, security, legal performance, and management of our services.

When relying on legitimate interests, you have the right to object to such processing at any time under the conditions set forth in GDPR. For more details about our legitimate interests or our balancing test, please contact us at the contact point listed in section [11] below.

- **Consent:** When based on your explicit consent, which we obtain separately (GDPR Article 6(1)(a)). Generally, we rely on your consent for sending marketing communications via email or text messages, and for the use of cookies when necessary.

We do not make decisions based solely on automated processing, including profiling that has a significant impact on you or produces legal effects (GDPR Article 22). Additionally, unless there is a need to use your personal information for reasons that reasonably align with the original purpose, we will only use your personal information for the purposes detailed in the table below and in our Cookie Policy. If you have questions about how new purposes relate to the original purpose, please contact us at the contact point listed in section [11].

Activity and Purpose	Types of Personal Information	Legal Grounds
<b>Management of the Website and Services</b>	Contact information	Legitimate interests
Ensuring the secure delivery and management of this website and our services, continuous	Identification information	Legal
	Profile and usage information	

Activity and Purpose	Types of Personal Information	Legal Grounds
improvement of functions, monitoring data center and network performance, maintaining security and stability of infrastructure and services, testing, reporting, and troubleshooting.	Product/device/application information Location information Transaction information	obligation Consent
<b>Account or Profile Creation</b> When you register on Panasonic's website or applications (e.g., My Panasonic Lumix Experience, our online shop), and create an account or profile, such as when purchasing or registering products or services.	Contact information Identification information Transaction information User-generated content information	Performance of a contract Legitimate interests Provision of services
<b>Communication and Customer Support</b> Providing and managing communication with you regarding your account, profile, or transactions with us, delivering important information about your products, devices, applications, or other services, notifying you of significant changes to our terms or policies (including this Privacy Notice), and providing customer support, including handling complaints, training staff, and offering information.	Communication information Contact information Identification information Financial, payment, and order information Transaction information	Performance of a contract Legitimate interests
<b>Updates and Notifications</b> Contacting you regarding your account, profile, or transactions, providing important information about your products, devices, applications, or other services, and notifying you of significant changes to our contractual terms or policies (including this Privacy Notice).	Contact information Identification information Transaction information	Legitimate interests Legal obligation
<b>Legal Compliance and Defense</b> Ensuring compliance with all applicable laws and regulations, managing internal policies and processes, and defending legal rights or responding to legal disputes.	Contact information Identification information Financial, payment, and order information	Legal obligation Legitimate interests

## **5. To Whom Do We Disclose Your Personal Information?**

Our company will not disclose your personal information to third parties for their independent marketing or business purposes without your consent. However, we may disclose your personal information to the following third parties based on the legal grounds specified in section 4, for the purposes outlined therein:

### **I. Panasonic Holdings Corporation and Affiliated Companies**

We may provide your personal information to Panasonic Group companies to deliver the services or support you request or other related services. Each Panasonic Group company must handle your personal information in accordance with the handling practices described in this Privacy Notice or other privacy policies notified to you, and in compliance with applicable privacy and data protection laws.

### **II. Other Third Parties Based on Your Consent or Instructions**

We may share your personal information with third parties if you have given your consent or upon your request.

## **6. What Measures Do We Take to Keep Your Personal Information Secure?**

The security of your personal information is our top priority. We implement appropriate physical and technical measures, along with robust policies and processes. The goal is to protect your personal information from accidental or illegal destruction, alteration, loss, unauthorized disclosure or access, and other illegal processing. These measures are designed considering the technological standards, implementation costs, nature of the personal information, and associated risks.

Information security, including the protection of personal information, is managed through Panasonic's global program called Information Security Management (ISM). The objectives, standards, and implementation measures are summarized in globally applicable policies, regulations, and guidelines. This program ensures the confidentiality, integrity, and availability of all information (including your personal information) throughout its lifecycle—from collection to disposal—using a Plan-Do-Check-Act (PDCA) approach.

### **All our websites are protected by HTTPS (Hypertext Transfer Protocol Secure)**

to secure communication between your web browser and our web servers. This protocol uses encryption via TLS (Transfer Layer Security) or SSL (Secure Sockets Layer). Additional security layers and measures are kept confidential to prevent malicious actors from understanding our security settings.

## **7. If You Do Not Provide Your Personal Information to Us**

If we need to collect your personal information before providing our products and/or services, and you do not provide the necessary information or we do not hold all the required personal information, we may be unable to provide the products and/or services. In such cases, we may need to terminate the services you have with us, and we will notify you accordingly.

## **8. Access to Your Personal Information and Your Other Rights**

### **Your Rights**

Under the GDPR, your rights include the right to be informed, access your personal data, request correction or update of inaccurate personal data we hold, and request erasure of your personal data.

You also have the right to request restrictions on the processing of your personal data, to object to processing based on the conditions set out in the GDPR, and to not be subject to decisions based solely on automated processing.

Furthermore, in certain cases, you have the right to data portability, which means you can request your personal data, provided to us, to be returned in a structured, commonly used, machine-readable format, and to transfer that data to a third party without hindrance, in accordance with your confidentiality obligations.

You also have the right to withdraw your consent at any time if you previously consented to the processing of your personal data. Such withdrawal will not affect the lawfulness of processing based on consent before withdrawal.

Your rights are governed by GDPR Articles 7 and 3, as well as other applicable data protection laws.

### **Your Rights Regarding Marketing Communications**

You have an absolute right to object to the processing of your personal data for marketing purposes. If you object and request that we stop processing your data for marketing, we will cease handling your personal information for these purposes.

### **\*\* Exercising Your Rights\*\***

If you wish to exercise any of the above rights, please contact us at the contact point listed in section [16].

### **Complaints**

If you are dissatisfied with how we handle your personal information, you may contact us at the contact point listed in section [16], or file a complaint with the relevant data protection authority:

- **EEA/EU Authority:** [Members | European Data Protection Board \(europa.eu\)](#)

- **UK Authority:** [Make a complaint | ICO](#)

## **9. International Transfer of Personal Data**

When our company transfers your personal data outside the European Economic Area (EEA), we ensure that such transfers are only made to countries that provide an adequate level of protection recognized by the European Commission, such as Japan or the UK, or by using standard contractual clauses (SCC) approved by the European Commission. Additionally, where necessary, we implement supplementary measures to ensure that your personal data receives essentially the same level of protection as within the EEA.

By using our services, you acknowledge that your personal data may be transferred and processed by our affiliates located outside the EEA, including but not limited to Japan (Panasonic Holdings Corporation), the UK, the United States, and other third-party service providers.

- According to the providers' own statements, all EU-external providers we use offer an adequate level of data protection comparable to the EU-US Privacy Shield. Furthermore, we have entered into SCCs with these providers to ensure a level of personal data protection that is substantially equivalent to that provided within the EU.
- **AWS Data Processing Agreement (SCC):** GDPR – [GDPR – Amazon Web Services \(AWS\)](#)

When we transfer your personal data outside Serbia, Switzerland, Turkey, or the UK, we guarantee that your data continues to be protected in accordance with applicable data protection laws. You may contact us at the contact point listed in section [16] below to request additional information about these protections and to obtain a copy of the safeguards we have implemented.

## **10. How Long Do We Retain Your Personal Data?**

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected. This includes fulfilling contractual obligations with you, complying with applicable legal, regulatory, accounting, and reporting requirements, and establishing or defending legal claims.

To determine appropriate retention periods, we consider the volume, nature, and sensitivity of your personal data, the potential risks of unauthorized use or disclosure, the purposes for which we process your data, whether we can achieve those purposes through other means, and applicable legal requirements.



Details about the retention periods for cookies used on this website are available in our Cookie Notice. If you wish to learn more about the retention periods applicable to your personal data, please contact us at the contact point listed in section [16].

## **11. Cookies**

For information about cookies, how Panasonic and third parties use cookies and similar technologies, and how to disable cookies, please refer to our Cookie Policy [[Cookie Policy](#) | [Panasonic Channel](#) | [Panasonic Video Portal](#)].

## **12. Personal Data of Children**

This website is not intended for children (persons under 16), and we do not intentionally collect or attempt to collect personal information from children or about children.

## **13. Changes to This Privacy Notice or Your Personal Data**

This Privacy Notice may be updated from time to time, so it is important to check for updates regularly. The "Last Updated" date at the top of this page indicates the most recent update. Any changes become effective once the revised Privacy Notice is posted.

If the changes are significant, we will notify you through this app.

When you access our services or interact with us in other ways, we recommend reviewing this Privacy Notice to stay informed about how we handle your personal data and the options available to you. It is important for us that your personal data is accurate and up-to-date. If there are any changes to your personal data, please notify us.

## **14. Contact Information**

If you have questions about the collection, processing, or use of your personal data, or if you wish to exercise your rights, please contact us at:

- [Postal Code] 582-8501
- [Address] 13-13 Katayama-cho, Kashiwara-shi, Osaka, Japan
- [Phone] 0120-781-603

For inquiries related to data protection within Europe, please contact:

### **Panasonic Europe B.V.**

Wiesbaden Office, Germany

Data Protection Officer

Hagenauer Strasse 43

65203 Wiesbaden, Germany

or by email: [Data\\_Protection@eu.panasonic.com](mailto:Data_Protection@eu.panasonic.com)

If you reside within the EEA, Panasonic Europe B.V. acts as the data controller's representative (GDPR Article 27).

For inquiries regarding data protection in the UK, please contact:

**UK Legal Department**

Panasonic Europe B.V. (UK Branch)

Maxis 2, Western Road,

Bracknell, Berkshire, RG12 1RT, UK

or by email: [UKLegal@eu.panasonic.com](mailto:UKLegal@eu.panasonic.com)