

## Privacy Statement applicable to all participants at “Älmhult Fights Cancer - Race”

### Thanks for sharing!

The IKEA vision is to create a better everyday life for the many people. That’s a big job, and one that we at **IKEA Älmhult AB** take seriously.

Who are the many people? You are! Whether you’re an IKEA customer, co-worker, or business partner, the IKEA vision is all about you. So naturally we want to get to know you better.

One way we do that is by collecting your personal data. If you’re reading this, you’re probably curious what data we collect and how we use it. Read on to find out.

Without your data, our job would be a lot harder. So, thanks for sharing! We hope to make your everyday life better in return.

### How We Respect Your Privacy?

Our approach at **IKEA Älmhult AB** is to be as open and transparent as possible about how we collect and use your personal data.

**First**, we let you know exactly what data we collect and why. Please see section 2 below. **Second**, we let you know what we do with your data. Who do we share it with? What do they do with it? You can read about that in section 3. **Third**, we protect your data and let you know how long we keep it. Read about that in sections 4 and 5. **Finally**, we let you know your rights when it comes to your personal data, including who to contact if you have questions or requests, as well as our privacy statement updating process. All of this you can find in sections 6 to 8.

### What Data We Collect and Why?

We want to make your race experience great! To do this we collect several types of data about you. This can be anything from your name and address to your bank account number, depending on the situation. Below, you can find the types of personal data that we collect for the race, as well as the purpose of processing such data and the legal basis of doing so.

#### 1. For you to participate in the Älmhult Fights Cancer Race

Types of data: First name, last name, address, city, gender, E-mail address, registration date, transaction ID of payment

Legal basis: We process your data based on performance of the agreement that we have with you through the terms and conditions of participation in the race. These types of data are necessary for us to be able to perform the agreement and manage the race in the best possible way.

Storage period: We will store this data for 6 months counted from the date of the race.

#### 2. To enable payment transactions.

Types of data: First name, last name, bank card number, bank name, transaction ID of Payment.

Legal basis: We process your data based on performance of the agreement that we have with you through the terms and conditions of participation in the race. These types of data are necessary for us to be able to perform the agreement and manage the donation of the registration fee in the best possible way.

Storage period: We will store this data for 6 months counted from the date of the race.

**3. For external communication by global and local publishing of different content in different media channels including but not limited to publications online, social media, earned media, printed media, paid media.**

Types of data: first name, last name, as well as your picture, voice, and comments you may have supplied us with regarding the race and your participation and experience.

Legal basis: We process your data based on our legitimate interest to promote the race "Älmhult Fight Cancer campaign" in order to ensure future adoption and participation.

Storage period: We will store this data for as long as the Media Material is relevant for use by IKEA. When the information has outlived its use, we will delete it.

**4. For archiving and historical purpose at the IKEA Museum.**

Types of data: first name, last name, as well as your picture, voice, and comments you may have supplied us with regarding the race and your participation and experience.

Legal basis: We process your data based on our legitimate interest keeping historical records of our organization at the IKEA Museum

Storage period: We will store this data for as long as the Media Material is relevant for use by IKEA. When the information has outlived its use, we will delete it.

## Who We Share Your Data With?

We do not sell or trade your data to third parties, but we share it with others who can help us achieve the IKEA vision. That can be other IKEA companies, service providers or business partners. We're all committed to keep your data safe and secure.

We may share personal data with the following types of third parties:

Within IKEA: IKEA is one brand but many companies. Each company plays a special role to achieve the IKEA vision. We may share your data with other companies operating under the IKEA brand.

Service providers: We may also share your data with authorised IKEA service providers. Usually these are companies that store data or provide IT services.

Business partners: We often work together with other companies that can support us achieve the IKEA vision. These companies might for example support us to learn more about how people live or how to improve the IKEA product range. Other companies might support us with media, marketing, and social media.

In the case of Älmhult Fights Cancer race, we have partnered up with Race ID AB who supports us by providing the race registration management and payment services.

## How We keep Your Personal Data Safe?

We protect your personal data from all kinds of threats: destruction, loss, alteration, unauthorized disclosure, and access. We do this in a variety of ways depending on where we store and use it.

### Publishing online and broadcasting

Please note that we intend to publish some of the personal data collected online on webpages and social media as well as printed media. This means that the information is instantly accessible and transferred to countries all over the world. Therefore, IKEA will not be in complete control over the published personal data as IKEA will not be able to prevent individuals from downloading and spreading the information. It also means that the information will be transferred to countries where no adequacy decision applies, and where IKEA cannot implement additional safeguards beyond EU Standard Contractual Clauses (hereinafter SCC) with our partners.

### International Transfers

We are a part of a global group of companies, and we have service providers and business partners in many parts of the world. In some cases, we might have to transfer your data to one of these companies located outside your own country or even outside the European Economic Area. We do our best to keep your data safe in these cases. But technology can create a challenge.

When local laws impose recruitments on transfer of data outside of the country, we will make sure to comply with them. For transfers of your data to countries outside the European Economic Area we rely on so-called adequacy decisions from the European Commission. This means that the European Commission believes a country's own laws or agreements provide adequate protection for your personal data. However, some countries don't have an adequacy decision and then we often sign EU Standard Contract Clauses with the recipient. These are standardized legal texts provided by the European Commission that expands the protection given to your data by European Union law to our partners in territories outside of the European Economic Area. You may find them here: [EU Standard Contract Clauses](#).

## Which are Your Privacy Rights?

You have many rights regarding your personal data. Read more about them below. If you would like to exercise them or learn more, feel free to contact us! You can find contact details at the end of this privacy statement. Please note that some of the rights may not be applicable to your situation.

### Right of access

You have the right to know what personal data we process and why. That's why we inform you in advance about our processing activities via this privacy statement. If you have any questions, or would you like to learn more about what data we process from you, you are always welcome to contact us, and we will provide you with further information.

### Right to rectification

If you believe we store the incorrect data about you, such as the wrong name or address of yours, you can ask us to correct this.

### Right to erasure / right to be forgotten

You have the right to tell us to permanently erase your personal data from our records. You can do this for example if you believe there's no longer any need for us to keep it. Or, if you have previously given your permission, you can just decide to withdraw it.

### Right to restrict the processing activities

You have the right to restrict our processing activities in certain situations. This means we will continue to store your data, but we will temporarily stop any other processing. Why would you want to do this? For example, if you've asked us to fix incorrect data. In this situation you may want us to stop the processing until the data is correct.

### Right to data portability

In certain situations, you have the right to ask us to send your personal data in digital form to you, so that you can forward it to someone else.

### Right to object

You have the right to object to the processing of your data, even when we have a legitimate legal reason to process it. You can do this when we process your data on the basis of our legitimate interest, and you believe that your personal interest outweighs our interests. If you do not want us to use your data for direct marketing purposes, including profiling, we will comply in every case.

### Right to lodge a complaint with a supervisory authority

If you aren't satisfied with the way we handle your personal data, you have the right to lodge a complaint about this to the national supervisory authority. The supervisory authority in Sweden may be found here: <https://www.imy.se/>

## **Privacy Statement Updating Process**

We want to give you the best possible experience regarding how we take care of your personal data, adapt to new laws, regulations, and best practices as they appear. This means that we will amend this privacy statement from time to time when required by law, or otherwise needed. Please make sure to revisit this privacy statement regularly to ensure that you are always up to date with how we process your personal data. If you have any questions, please do not hesitate to reach out to us!

## **Who To Contact?**

If you have questions about our privacy statement or practices, please feel free to get in touch. You can contact us at:

IKEA Älmhult AB  
Ikeagatan 8  
34336 Älmhult  
Sweden E-mail address: [IKEA.RangeSupply.Privacy@inter.ikea.com](mailto:IKEA.RangeSupply.Privacy@inter.ikea.com)