PRIVACY POLICY

Attentively read this Communication on the protection of personal data (hereinafter as "Communication"). You will find information about our principles and procedures concerning the management of your personal data.

Here you will learn about the way that Nespresso (hereinafter as "Nespresso" or "us") collects, uses and discloses your personal data and you will simultaneously learn how you can access your personal data, update it and decide in which ways it will be used.

This Communication concerns the collecting of data, on-line and off-line, and this Communication also applies to personal data, which we collect through our channels, such as websites, applications, third-party social networks, customer centers, boutiques, outlet stores and events. Please note that we connect personal data collected by a specific method (ex. through the Nespresso website) with the personal data collected by other methods (ex. through off-line events of the Nespresso company) and with the personal data, which other entities of Nespresso collected. You will find more detailed information and an introduction on how you can object to the collection of data in article 8.

If you do not disclose the necessary personal information to us (we will notify you of this by providing appropriate information in the registration forms), we may not be able to provide you with your goods or services. This Communication is liable to future changes and adjustments (see article 10).

This Communication contains important information from the fields stated below:

1. SOURCES OF PERSONAL DATA

2. WHICH PERSONAL DATA DO WE COLLECT ABOUT YOU AND HOW

3. COOKIES AND SIMILAR TECHNOLOGIES, LOG FILES AND TRACKING PIXELS (WEB BEACONS)

4. HOW WE USE YOUR PERSONAL DATA

5. TO WHOM WE DISCLOSE YOUR PERSONAL DATA

6. HOW LONG WE STORE YOUR PERSONAL DATA

7. DISCLOSURE, STORING AND TRANSFER OF YOUR PERSONAL DATA

8. ACCESS TO YOUR PERSONAL DATA

9. HOW YOU CAN INFLUENCE THE WAY IN WHICH WE USE AND DISCLOSE YOUR PERSONAL DATA

10. CHANGES TO THIS COMMUNICATION

11. DATA CONTOLLERS AND CONTACTS

1. SOURCES OF PERSONAL DATA

This Communication concerns personal data, which we collect from you or about you with the help of the methods of the sources described below (see article 2).

The Nespresso website. The consumer's websites, operated by or for the Nespresso company, especially the sites, which we operate on our own domains/URL, and our mini-sites running on third party social sites, for example, Facebook (hereinafter as "websites").

Mobile sites and Nespresso applications. The consumer's mobile sites or applications, operated by or for the Nespresso company, for example, applications for smart phones.

E-mails, text messages and other electronic communications. Electronic communication between you and the Nespresso company.

ZC Nespresso. Calling to our customer centers (hereinafter as "ZC").

Nespresso boutiques. Stores managed by the Nespresso company.

Off-line registration forms. Printed registration forms and similar forms, which we collect, for example, by the mail, at demonstration events in stores, at competitions and other promotions or other events.

Outlet stores. Assistants in third party retail stores who help you with the registration of orders for appliances and coffee.

Data from other sources. Third-party social sites (ex. Facebook, Google) or market research (assuming you are not filling in anonymously).

2. WHICH PERSONAL DATA DO WE COLLECT ABOUT YOU AND HOW

We collect various types of information about you according to the method by which you are in contact with the Nespresso company (on-line, off-line, by telephone, etc.). The details are stated below.

Personal contact data. Information, which you provide and which we can use to contact you, for example, your name, postal address, e-mail address, contacts on social sites or your telephone number.

Account login data. Information, which is necessary for access to your account or profile. For example, your login name or e-mail address, pseudonym, password in its unsaved form or other safety questions and answers.

Demographic data and interests. Information, which describes you from a demographic point of view or according to your characteristic behavior. For example, your date of birth, age or age group, gender, area of residence (ex. zip code), favorite products, hobbies and interests, information for furnishing your household or your life style.

Technological data about computers or mobile devices. Information about computer systems or other technological devices, which you use to access our websites or applications. For example, an IP address used for connecting your computer or other device to the Internet, your class of operating system and type and version of your web browser. If you access a Nespresso website or application from a mobile device, ex. a smart phone, we also collect (if it is permitted) the individual identification data of your phone, advertising ID, information about your location and similar data concerning mobile devices.

Information about website use and communication. If you visit our website or if you browse our informational newsletter, we collect certain data regarding your behavior through automatic collection technology. Especially the information about which links you click, which pages or contents you browse and how much time you spend there and other, similar information and statistical data about your on-line activity, for example, response time content, errors during downloading and time spent on specific sites. We collect this data with the help of atomized technologies, for example, cookies files (cookies in browsers, flash cookies) and tracking pixels (web beacons) and also with the help of third-party tracking technologies. You have the right to object to the use of these technologies. You can find more details in article 3.

Market research and feedback from our customers. Information, which you voluntarily provide to us and describes your experiences while using our products or services.

Consumer-generated content. Content, which you create yourself and subsequently share with us on third-party social sites or upload to our some of our websites or applications, and this includes the use of applications on third-party social sites, for example, Facebook. For example, photography, videos, personal stores or similar media or content and also contributions or private messages, which you leave on social sites and medias of the Nespresso company. If it is legally possible, we collect the user-generated content and we publish it in connection with various events, especially competitions and other promotions, in terms of the communities on our websites, connected to the consumers and their presence on third-person social sites.

Data from third-party social sites. Information, which you publicly share on third-party social sites or which are parts of your profile on third-party social sites (ex. on Facebook), assuming you have enabled the sharing of third-party social sites with us. For example, the basic information on your account (ex. name, e-mail address, gender, date of birth, city, profile picture, user name, friend list, etc.) and other information and events, which you have allowed social sites to share. We have access to the information from your profile on third-party social sites (or to certain parts of the information) each time you download or use the Nespresso web application from a third-party social site, for example, Facebook. Furthermore, we have access each time you use an access function on a social site, which is built into the Nespresso site (ex. Facebook Connect) and also during each contact you make with us through a third-party social site. You will find more information about how Nespresso collects your data from third-party social sites and about how you can receive the sharing of such data on our websites of on a relevant third-party social site.

Payment and financial data. Information, which we need in processing orders or which you use during a purchase, for example, your debit or credit card data (name of the cardholder, card number, expiration date, etc.) or information necessary for other methods of payment (if they are at your disposal). In every case, we and our payment processors handle payment and financial information in accordance with the applicable laws and security standards, such as PCI DSS.

Calling to ZC. Conversations with ZC are recorded or listened in on for local operational purposes (ex. for quality assurance or for training employees) and this is in accordance with the applicable laws. We do not record data from payment cards. If the law requires it to be recorded, you will be informed of this at the beginning of the conversation.

E-mail: We analysis your actions concerning our content (ex. tours, opening an e-mail), so that we can provide you personalized information according to your interests and preferences.

3. COOKIES AND SIMILAR TECHNOLOGIES, LOG FILES AND TRACKING PIXELS (WEB BEACONS)

Cookies and similar technologies. Information about how you can set the usable cookie files. You can find more detailed information about which cookies we use and to what purpose they serve in our Communication about cookies files.

Log files. We collect information about the activity on our websites and statistical data about your usual behavior while browsing the Internet by the form of log files. This data is generated automatically, and it helps us to remove errors, improve performance and maintain the security of our websites.

Tracking pixels. Tracking pixels (web beacons) are short series of code, which insert a small picture onto websites or e-mails, through which information travels back to us. We collect, for example, information about an IP address or information about how you react to an e-mail advertisement campaign (ex. when you opened your e-mail, which links did you click and so forth.) via tracking pixels. We use tracking pixels on our websites and in the e-mails that we send to you. The information received via tracking pixels serves us in various purposes, especially in ensuring the site's operation, counting visitors, advertisement purposes, control checks and accounting e-mail communication and personalization.

4. HOW WE USE YOUR PERSONAL DATA

In the following paragraphs we describe to what purpose we collect and use your personal data and for what purpose we collect specific types of personal data. Although, not every used method described below may concern you.

What we use your personal information for:

Services to our customers. We use your personal data for the purpose of serving the customers, answering your questions and arranging your requests, among others. In order for these functions to work, it is ordinarily essential to use some personal contact data and information about the reason for your request (ex. status of the order, a technical problem, a question about a product or advertisement through our communication channels or media, general questions, etc.)

Justification

- fulfilling contractual commitments
- legal responsibilities
- our authorized interests

Our authorized interests

- to improve the products and services and develop new ones
- increase efficiency

What we use your personal information for:

Consumer competitions, marketing and other propagation. With your approval (it if is needed) we use your personal data, so that we are can provide you with information about goods or services (ex. in the form of marketing communications, campaigns or advertisements), and this is done through, for example, e-mails, advertisements, SMS, push notifications, telephones and postal items to the extent permitted by the applicable laws. Via the application, notifications may be sent to the user

(e.g. about current offers or new products - so-called push notifications), even when the application is not open. It is necessary to send push notifications for proper functioning of some application features. User can enable or disable the sending of push notifications at any time in mobile settings. Several campaigns and promotion events take place on our websites or on third-party social sites. This use of your personal data is voluntary, meaning that you must object the processing of your personal data for these purposes (or in some countries, you can withdraw your approval). You can find more detailed information on how to set the preferences for marketing communication in articles 8 and 9. You can learn more about our consumer competitions and other promotion events from our official rules or from information published with that specific competition or event.

Justification

- with your approval (if it is needed)
- fulfilling contractual commitments
- our authorized interests

Our authorized interests

- to discover which of our products and services could be of interest to you and to inform you of them
- to determine goal types of customers for new products or services

What we use your personal information for:

Third-party social sites: Whenever you use functions on a third-party social sight, for example, the “like” function, we collect your personal data, in order for us to be able to provide you with advertisements on these third-party social sites and connect you with a contact. You can find more information about how these functions work, which profile data about you do we collect and how to receive this collection in the privacy policies of the relevant social sites.

Personalization (off-line and on-line). With your approval (if it is needed) we use your personal data to these purposes: (i) the analysis of your preferences and habits, (ii) the anticipation of your needs based on the analysis performed on your profile, (iii) the improvement and personalization of your stay on our websites and applications, (iv) ensuring the content optimization of our websites and applications for you and for your computer or device, (v) providing targeted advertisements and content and (vi) the enabling of your participation in interactive events, should you decide to be involved. We remember, for example, your login name, e-mail address or Internet nickname, so that you can quickly login during your next visit to our site or so that you can easily return to the items, which you previously added to your shopping cart. We also show you specific Nespresso content or advertisements, tailored to your interests based on this class of information with your approval (if it is needed). This use of your personal data is voluntary, meaning that you must object the processing of your personal data for these purposes. You can find more detailed information on how to prohibit this usage in article 8.

Justification

- with your approval (if it is needed)
- our authorized interests

Our authorized interests

- to discover which of our products and services could be of interest to you and to inform you of them
- to determine goal types of customers for new products or services

What we use your personal information for:

Arranging orders. We use your personal data in processing and sending your orders and so that we can inform you of the order's status, to correct an address, to verify your identity and other activities in terms of preventing fraud. We use several personal and payment data for this purpose.

Other general purposes (ex. internal surveying, market research, analysis, security). In accordance with the applicable laws, we use your personal data for other, general business purposes, for example, performing internal surveys, or market research and for measuring the activities of advertisement campaigns. If you have accounts in our membership club, we reserve the right to join them into one account. We can also use your personal data for our own security purposes.

Justification

- fulfilling contractual commitments
- with your approval (if it is needed)
- legal responsibilities
- our authorized interests

Our authorized interests

- to improve the products and services and develop new ones
- increase efficiency
- protection of our property and personnel

What we use your personal information for:

Legal reasons, consolidation and merger. In the case that a consolidation or merger of the Nespresso company with another company should take place, and so in the terms of insolvency proceedings, we will make your personal data available to our legal successors. Your personal data could also become available to a third party in these examples: (i) if the applicable laws request it, (ii) in terms of judicial proceedings, (iii) at the request of the relevant judicial or coercive authority, (iv) to protect our rights, privacy, security or property or for the protection of the public, (v) in enforcing the requirements of the contract or in enforcing the observance of the requirements of our websites.

Justification

- legal responsibilities
- our authorized interests

Our authorized interests

- fulfilling legal obligations
- protection of our property and personnel

5. TO WHOM WE DISCLOSE YOUR PERSONAL DATA

We share your personal data with the entities of Nespresso or Nestlé and with our partners in specific countries (who ensure some actions for Nespresso), in which case all the recipients of the data are stated in the list of data controllers and contacts (see article 11). Furthermore, we share your personal data with the types of third-parties stated below:

Service providers. External companies who help us in running our business activities (ex. arranging orders, processing payments, detecting fraud and verifying identities, running websites, market research, support services, promotion, website development, data analysis, ZC, etc.) Service providers and their chosen workers can access your personal data and use this data in our name, solely for the purpose of fulfilling specific tasks, whose execution we assigned to them, and so doing in accordance with our instructions and they are required to maintain confidentiality about your personal data and ensure its security. You can request the list of providers, who are processing your personal data if the applicable laws so order (you can find the contacts in article 11).

We determine your satisfaction with the purchase through e-mail questionnaires as part of the Verified by customers program, in which our e-shop is involved. We send you these every time you make a purchase from us, unless you refuse to send electronic mail for direct marketing purposes in accordance with § 62 of Act No. 351/2011 Coll., on electronic communications, as amended. We process personal data for the purpose of sending questionnaires as part of the Verified by customers program on the basis of our legitimate interest, which consists in ascertaining your satisfaction with your purchase from us. For sending questionnaires, evaluating your feedback and analyzing our market position, we use a processing intermediary, which is the operator of the Heureka.sk portal; for these purposes, we may pass on information about the purchased goods and your e-mail address. When sending e-mail questionnaires, your personal data is not passed on to any third party for its own purposes. You can object to the sending of e-mail questionnaires as part of the Verified by Customers program at any time by rejecting further questionnaires using the link in the e-mail with the questionnaire. In case of your objection, we will not send you the questionnaire any further.

Credit rating agencies and collection companies. We use consumer credit rating agencies and collection companies as external suppliers, who help us to verify your credit standing (especially with invoiced orders) or to collect unpaid invoices, to the full extent of the applicable laws.

Other companies that use personal data for their own marketing purposes. We do not sell your personal data or give permission to its use by other companies for their own marketing purposes, unless you give permission. In the case that we would request your permission, we would simultaneously share with you the company for which it is determined.

Other recipients using personal data on the grounds of legal reasons or reasons from a consolidation or a merger. We disclose your personal data to third parties on the grounds of legal reasons or in the case of the consolidation or merger of the company (see article 4 for more detailed information).

6. HOW LONG WE STORE YOUR PERSONAL DATA

In accordance with the applicable laws, we will use your personal data for the necessary period of time for fulfilling its purpose, for which your personal data was collected (just as it is described above in article 4), or for the necessary period of time for fulfilling the applicable laws.

We store your personal data, which was used for the personalization of our services (see article 4 for more detailed information), for the period of time allowed by the applicable laws.

7. DISCLOSURE, STORING AND TRANSFER OF YOUR PERSONAL DATA

We ensure the protection of your personal data via these suitable measures (described below). Please note, that these measures do not apply to the information, which you yourself have chosen to share in public spaces, for example, on third-party social sites.

Who has access to your personal data. Your personal data will be processed by our authorized employees or other authorized persons. We only disclose to them the data that they need to know, which is connected to the specific tasks for which we collected your personal data (ex. our employees answering for the safety of our customers will have access to your customer data).

Measures in the operating environment. We store your personal data in operating environments chosen by suitable security safeguards, which defend against unverified access. We apply suitable standards for the protection of personal data. Although, the transfer of information on the Internet unfortunately cannot be entirely safe, and even though we do our best in ensuring the protection of your personal data, we cannot guarantee the security of data during transfer through our websites or applications.

The measures we expect from you. It is important that you also look after the protection of your personal data. Choose passwords when logging into your on-line accounts, which cannot be easily guessed and never show your password to anyone. You are in charge of any use of your accounts and for maintaining the confidentiality of your passwords. If you use a shared or public computer, never allow the computer to remember your login name, e-mail address or password and do not forget to logout of the computer before leaving. You should also use the options of setting or controlling privacy, which we offer on our websites and applications.

Forwarding your personal data. For storing and processing your personal data of the methods described above, it is essential to eventually forward or transfer your data to a determined place, located outside of the country in which you live, specifically to Switzerland, where the data will be stored. We also transfer your personal data to countries outside of the area of the European Economic Area (EEA) (for example, to other Nespresso or Nestlé entities or to our partners in these countries), and this is to countries, which have other data protection standards than within the EEA. Our measures: (i) we apply the standards of the contractual clause, approved by the European commission for the protection of personal data (you can request a version of the clauses from the contacts stated below) and (ii) we act on the grounds of your agreement (in accordance with the applicable laws).

8. ACCESS TO YOUR PERSONAL DATA

Access to your personal data. If the applicable laws allow, you, your legal successor, your delegate or your authorized representative have the right to access your personal data, the right to conduct a revision of the data and the right to request a physical or electronic copy of the data, which we store. You also have the right to request information about which source we used to receive your personal data.

You can also apply the rights stated above to us through our contact form, which is at your disposal at www.Nespresso.com/sk, or by writing to the address, Nestlé Slovensko s.r.o., Divízia Nespresso,

Košovská cesta 11, 971 27 Prievidza, Slovenská republika, and you can submit a copy of your identification documentation or some other similar, verification information (if we request it in accordance with the applicable laws). Requests, given by another person who cannot prove their authorization to represent you, will be declined.

The identification data that you provide to us is processed by us, exclusively in accordance with the applicable laws to the extent, which these laws allows.

Other rights (ex. changes, deleting your personal data). If the applicable laws allow, you, your legal successor, your delegate or your authorized representative (i) have the right to request the deletion, transfer, correction or revision of your personal data, (ii) the right to object to the processing of your data, (iii) the right to limit the use and disclosure of your personal data, and (iv) the right to take back the permission of any processing activity of your personal data.

Please note, that in some circumstances, it is not possible to delete your personal data without a current cancellation of your user's account. We can also be required to store some of your personal data even after the deletion has been performed at your request, and this is so according to the fulfillment of our legal duties or contractual commitments. In some cases, the applicable laws allow us to continue to store some of your personal data for our business needs.

Some of our websites offer special functions, which allow the browsing and correcting of the personal data, which you provide to us. Please note, that the access to information about a user's account, registered to a customer and performed changes are subject to the verification of the consumer's identity (ex. login name or e-mail, password). It is in this way that we defend against unverified access to your account.

We believe that we will be able to answer all of your questions and oblige all of your requests regarding the method of processing your personal data. If this will not be possible, then you have the right to turn to the relevant authority with your complaints for the protection of personal data.

9. HOW YOU CAN INFLUENCE THE WAY IN WHICH WE USE AND DISCLOSE YOUR PERSONAL DATA

We strive to allow you the option to influence what will happen with the personal data, which you provide to us. For this reason, we offer you the following methods of inspection:

Cookies and similar technologies. You can grant and remove (i) your permission via our given function or (ii) through your browser, where you can refuse all or some cookies or other technologies or select that you would like to always be notified of their use. See article 3 for more details.

Advertisement, marketing and promotion. If you want the Nespresso company to use your personal date for the promotion of its products or services, you can approve this usage by checking the relevant box in the registration form or by answering the question/questions of our assistants, ZC workers or boutiques. If you do not want to receive our advertisement communication, you can unsubscribe from our marketing information at any time by following the instructions, which are stated in every communication. If you want to unsubscribe from our marketing communication sent by any form of media, including third-party social sites, you can do so whenever. All it takes is

logging onto our websites, applications or to a third-party social site and canceling the relevant, checked box on your account or your profile's user's preferences. Or you can turn to us by calling to our ZC. Please note, then even when you unsubscribe from our marketing communication, you will continue to receive communication of an administrative nature, for example, order or other transaction confirmations, notifications of activity on your account (ex. account confirmation, password changes, etc.) and other important communication outside of marketing.

Personalization (off-line and on-line). In some cases, the applicable laws determine the Nespresso company to use your personal date for personalization, you can approve this usage by checking the relevant box in the registration form or by answering the question/questions of our assistants, ZC workers or boutiques. If you no longer want to use this benefit, you can cancel it at any time. All it takes is logging onto our websites, applications and canceling the relevant, checked box on your account or your profile's user's preferences. Or you can turn to us by calling to our ZC.

Targeted advertisement. We can work together with advertisement sites and other advertisement providers (hereinafter as “advertisement providers”), who ensure advertisements on the Internet for us and for others, not connected to us. A part of such advertisements can be tailored to your interests, based on the data collected by the Nespresso sights or sites of other entities. You can find more detailed information about this class of advertisements and how you can unsubscribe from the targeted advertisement of the companies connected to the self-regulating program, Digital Advertising Alliance, (hereinafter as “DAA”) at www.aboutads.info/choices. You can unsubscribe from advertisements on the mobile applications, coming from the companies connected to the DAA AppChoices application, by downloading this application from the iOS or Android App Store. You can also receive a collection of data about your exact location in the settings of your mobile device.

We will update this Communication upon every handling change of your personal data. We reserve the right to change this Communication and its procedures at any time, and thus, we recommend that you regularly consult this Communication and that you familiarize yourself with its relevant updates and changes.

Targeted advertisement. We can work together with advertisement sites and other advertisement providers (hereinafter as “advertisement providers”), who ensure advertisements on the Internet for us and for others, not connected to us. A part of such advertisements is tailored to your interests, based on the data collected by the Nespresso sights or sites of other entities. You can find more detailed information about this class of advertisements and how you can unsubscribe from the targeted advertisement of the companies connected to the self-regulating program, Digital Advertising Alliance, (hereinafter as “DAA”) at www.aboutads.info/choices. You can unsubscribe from advertisements on the mobile applications, coming from the companies connected to the DAA AppChoices application, by downloading this application from the iOS or Android App Store. You can also receive a collection of data about your exact location in the settings of your mobile device.

10. CHANGES TO THIS COMMUNICATION

We will update this Communication upon every handling change of your personal data. We reserve the right to change this Communication and its procedures at any time, and thus, we recommend that you regularly consult this Communication and that you familiarize yourself with the relevant updates and changes.

11. DATA CONTOLLERS AND CONTACTS

You can turn to us with questions and suggestions regarding this Communication and our procedures towards privacy protection, as well as with complaints regarding the non-compliance of these regulations for the protection of personal data from our page, which is at your disposal at www.Nespresso.com/sk or write to Nestlé Slovensko s.r.o., Divízia Nespresso, Košovská cesta 11, 971 27 Prievidza, Slovenská republika or you can write to us on-line at Nespresso.sk@Nespresso.com.

You can also turn to our appointee for the protection of personal data by writing to: Data Protection Committee, Avenue de Rhodanie 40, 1007 Lausanne.

We investigate and consider every complaint regarding the method in which we handle personal data (including complaints regarding a breach of your rights, according to the valid regulations for the protection of personal data).

Administrator data

Nestlé Slovensko s.r.o., Divízia Nespresso, Košovská cesta 11, 971 27 Prievidza, Slovenská republika