



## PMI TRADER PRIVACY NOTICE

We take privacy seriously. This notice tells you who we are, what information about you we collect, and what we do with it. We will use information about you only in accordance with applicable data protection laws. Click on “*find out more*” in each section for further information.

Please also read our terms of use relating to the service you are interested in. They provide more information about the way we do business, and any restrictions on eligibility that may apply.

We have a commercial relationship with you or your employer, for example, because you or your employer sell, promote or distribute PMI products (or support those activities). This notice provides you with details of the information we collect about you in connection with our relationship and how we use that information.

### Who are we?

We are a member of Philip Morris International. Our details (name, address, etc.) will have been given to you separately at the time of (or to confirm) the collection of information about you, for example, in a notice on an app or a website, in an e-mail, or in a contract between us, containing a link to this notice.

***Find out more...***

### How do we collect information about you?

We may collect information about you in various ways.

- You may provide us with information directly (e.g. signing a contract, filling in a form, or making a call to us).
- We may collect information automatically (e.g. when you use a PMI app or website).
- We may acquire information from third parties (e.g. publicly-available information on social media platforms such as LinkedIn, Facebook and Twitter).

In this notice, we refer to all the methods by which you are in contact with us as “*PMI touchpoints*”. PMI touchpoints include both physical (for example, PMI offices, retail outlets and events), and digital (for example, e-mail correspondence, apps and websites).

***Find out more...***

### What information about you do we collect?

We may collect various types of information about you:

- information necessary to manage and administer our relationship with you, your employer or representative
- information necessary to trade in, or to provide advice concerning, PMI products or services (for example, to fulfil orders)
- information necessary to provide support for PMI products or services, or to provide warranty services
- information about what you do in your business concerning our consumers, PMI products, or us (e.g. enrolling a consumer to be a member of our databases, performing warranty services, displaying PMI products and point of sale materials, etc.)
- information you give us in contracts, forms or surveys or in interactions on digital touchpoints



- information about your visits to our offices, outlets and events
- information you give us in contacts (such as calls, e-mails, etc.) you have with call centres
- information about your preferences and interests
- information necessary to verify your age, identity and authority to act on behalf of your employer if applicable

*find out more...*

### **For what purposes do we use information about you, and on what legal basis?**

In this section, we describe the purposes for which we use personal information. However, this is a global notice, and where the laws of a country restrict or prohibit certain activities described in this notice, we will not use information about you for those purposes in that country.

Subject to the above, we use information about you for the following purposes:

- To comply with regulatory obligations, such as verifying your age, identity and retailer status, undertaking “know your supplier” checks and managing our contractual relationship with you or your employer
- Legal compliance, such as retaining and using your records in relation to any anticipated disputes, for the purposes of obtaining advice from our lawyers and other advisers
- To sell our products to you, including fulfilling your orders, processing your payments
- To provide sales-related services to you, including dealing with your inquiries and requests, and providing warranty services
- To inform you of updates, promotions, events and manage related aspects of our relationship, including administering loyalty programs, helping you to help adult consumers with their accounts and (where permitted by law) loyalty programs, product improvement, market research, developing marketing strategies, administering marketing campaigns, and customizing your experiences at outlets that sell PMI products and at events
- Registering adult consumers in our databases, for example to market our products
- To support all the above, including administering your or your employer’s accounts, enabling you to use PMI touchpoints and (as applicable) sell, promote and distribute PMI products (or support those activities), corresponding with you, customizing your experiences of PMI touchpoints, administration and troubleshooting, general record keeping and managing your access to any systems to which we have granted you access
- For business analytics and improvements, including improving PMI products, offices, processes, outlets and events, and the information that we (or our affiliates) provide to our customers and suppliers
- For us or our business partners to inform you of potential opportunities to get involved in marketing or promoting PMI products
- For other purposes that we notify you of, or will be clear from the context, at the point information about you is first collected

The legal basis for our use of information about you is one of the following (which we explain in more detail in the “find out more” section):



- compliance with a legal obligation to which we are subject;
- the performance of a contract to which you are a party;
- a legitimate business interest that is not overridden by interests you have to protect the information;
- where none of the above applies, or where law requires it, your consent (which we will ask for before we process the information).

*find out more...*

### **Who do we share your information with, and for what purposes?**

We may share information about you with:

- PMI affiliates;
- third parties who provide PMI affiliates or you with products or services (such as professional advisers, payment service providers, delivery providers, auditors and information services providers);
- PMI affiliates' carefully selected business partners and advertisers (in areas connected with our products, or consistent with their style and image) so that they can contact you with offers that they think may interest you, in accordance with your preferences for trade programs, educational materials and training; and
- other third parties, where required or permitted by law (such as regulatory authorities; government departments and professional advisers).

We share information about you with others only in accordance with applicable laws. Thus, where law requires your consent, we will first ask for it.

*find out more...*

### **Country-specific additional points**

According to which country you are in, we want you to be aware of some further points.

#### ***If you are in Japan, find out more...***

If you are in Japan, note that we share information about you, for the purposes described in this notice, with other PMI affiliates on the basis of "joint use" under Japanese data protection laws. When we do this, Philip Morris Japan Limited (PMJ) continues to manage your personal information responsibly, and we require those with whom we share the data to do the same. Further, if they are located outside Japan, we take reasonable measures in accordance with the relevant laws and regulations.

#### ***Sharing data with Third Parties***

- To the extent permitted by applicable law, we may share information about you with third parties who provide PMI affiliates or you with products or services (such as advisers, payment service providers, delivery providers, retailers, product coaches, information services providers and age verification providers).
- To the extent permitted by applicable law, we may share information about you with PMI affiliates' carefully-selected third party business partners and advertisers (in line with the kind of thing you might associate with our products, for example because they have similar or complementary image, style, or functionality) so that they can contact you with products, services and promotions that they think may interest you, in accordance with your preferences.



- We may share information about you with other third parties, where required or permitted by law, for example: regulatory authorities; government departments; in response to a request from law enforcement authorities or other government officials; when we consider disclosure to be necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity; and in the context of organisational restructuring.

### **Where might information about you be sent?**

As with any multinational organisation, PMI affiliates transfer information globally. Accordingly, information about you may be transferred globally (for example, if you are in the European Economic Area (“EEA”), your information may be transferred outside the EEA; if you are in Australia, your information may be transferred outside Australia).

*[find out more...](#)*

### **How do we protect information about you?**

We implement appropriate technical and organisational measures to protect personal information that we hold from unauthorised disclosure, use, alteration or destruction. Where appropriate, we use encryption and other technologies that can assist in securing the information you provide. We also require our service providers to comply with strict data privacy and security requirements.

### **How long will information about you be kept?**

We will retain information about you for the period necessary to fulfil the purposes for which the information was collected. After that, we will delete it. The period will vary depending on the purposes for which the information was collected. Note that in some circumstances, you have the right to request us to delete the information. Also, we are sometimes legally obliged to retain the information, for example, for tax and accounting purposes.

*[find out more...](#)*

### **What rights and options do you have?**

You may have some or all of the following rights in respect of information about you that we hold:

- request us to give you access to it;
- request us to rectify it, update it, or erase it;
- request us to restrict our using it, in certain circumstances;
- object to our using it, in certain circumstances;
- withdraw your consent to our using it;
- data portability, in certain circumstances;
- opt out from our using it for direct marketing; and
- lodge a complaint with the supervisory authority in your country (if there is one).

We offer you easy ways to exercise these rights, such as “unsubscribe” links, or giving you a contact address, in messages you receive or by using the contacts in the paragraph “who should you contact with questions?” at the end of this notice.



Some mobile applications we offer might also send you push messages, for instance about new products or services. You can disable these messages through the settings in your phone or the application.

***find out more...***

### **Country-specific additional points**

According to which country you are in, you may have some additional rights.

#### ***If you are in France, find out more...***

- If you are in France, you have the right to give us instructions regarding information we hold about you in the event of your death (specifically, whether we should store or delete it, and whether others should have the right to see it). You may:
  - (A) issue general instructions to a digital service provider registered with the French data protection supervisory authority (called “CNIL”) (these instructions apply to all use of information about you); or
  - (B) give us specific instructions that apply only to our use of information about you.Your instructions may require us to transfer information about you to a third party (but where the information contains information about others, our obligation to respect also their privacy rights might mean that we can’t follow your instructions to the letter). You may appoint a third party to be responsible for ensuring your instructions are followed. If you do not appoint a third party in that way, your successors will (unless you specify otherwise in your instructions) be entitled to exercise your rights over information about you after your death:
  - (i) in order to administer your estate (in which case your successors will be able to access information about you to identify and obtain information that could be useful to administer your estate, including any digital goods or data that could be considered a family memory that is transferable to your successors); and
  - (ii) to ensure that parties using information about you take into account your death (such as closing your account, and restricting the use of, or updating, information about you).You may amend or revoke your instructions at any time. For further information on the processing of information about you in the event of your death, see Article 40-1 of the law 78-17 dated 6 January 1978. When you die, by default, you will stop using your account and we will delete information about you in accordance with our retention policies (see the paragraph “How long will information about you be kept?” for details).

#### ***If you are in Australia, find out more...***

- If you are in Australia, the following additional information applies to you:
  - (A) if you do not provide your personal information to us, we may not be able to (as applicable) provide you with the information, products or services that you request; or enter into or manage a commercial or business relationship with you (or your employer); and
  - (B) our Privacy Policy (available at <https://www.pmiprivacy.com/en-au/homepage>) explains: (i) how you may access and correct the personal information that we hold about you; (ii) how you can lodge a complaint regarding our handling of your personal information; and (iii) how we will handle any complaint.



### **Who should you contact with questions?**

If you have any questions, or wish to exercise any of your rights, you can find contact details for the relevant PMI affiliate, and if applicable data protection officer, [here](#). Contact details will also be given in any communications that a PMI affiliate sends you.

If your country has a data protection authority, you have a right to contact it with any questions or concerns. If the relevant PMI affiliate cannot resolve your questions or concerns, you also have the right to seek judicial remedy before a national court.

### **Changes to this notice**

We may update this notice (and any supplemental privacy notice), from time to time. Where the law requires it, we will notify you of the changes; further, where the law requires it, we will also obtain your consent to the changes.

Last modified 29 March 2019. You can find previous versions of this notice [here](#).