



Welcome to Philips Smart TV!

Introduction

This Philips Smart TV is presented to you by TP Vision Europe B.V., located at Prins Bernhardplein 200, 1097 JB Amsterdam, The Netherlands, which is part of TPV Technology Limited in Taiwan. We are the exclusive brand-licensee of “Philips” for televisions in (among others) Europe. This privacy statement applies to processing carried out by TP Vision Europe B.V. as a data controller or as a joint data controller.

With your Smart TV you can watch broadcast programs or movies, Video-on-Demand, link to social media and cloud solutions and use a number of APPs. To enable you to use many of these Smart TV services and for us to be able to maintain and improve these, we and third parties need to collect and process data which is regarded as Personal Data and place and read cookies on the Smart TV. For the processing of Personal Data related to the use of your Smart TV and Smart TV Services provided by us, TPV is the data controller. In this Privacy Statement we will further explain to you:

1. what kind of Personal Data we collect,
2. for which purposes we use it,
3. for how long we keep it and how we keep it secure.
4. about the cookies we and other third party companies use on your Smart TV
5. your rights and how to contact us.

Your Smart TV also contains pre-installed features by third parties. These third parties may act as joint controller with us or as an individual controller, which we will further explain in this Privacy Statement. For some of the key terms we have provided a definition on the last page. It is advisable to read these key terms section before continuing.

If you don't want us, or any third party mentioned in this Privacy Statement to process your personal data, you can always choose not to use the Apps or any of the connected services and disconnect the Smart TV from the internet.

1. How to contact us

You can contact us with any questions you may have about the processing of your Personal Data or the use of cookies by us, or to exercise your rights as mentioned in this Privacy Statement, at:

TP Vision Europe B.V.

Att. Data Protection Officer

Prins Bernhardplein 200

1097 JB Amsterdam