

PRIVACY NOTICE FOR H&M FOUNDATION

GENERAL

Data privacy is of high importance for The Swedish non-profit H&M Foundation and we want to be open and transparent with our processing of your personal data. We therefore have a policy setting out how your personal data will be processed and protected.

Who is the controller of your personal data?

The Swedish non-profit H&M Foundation organisation is the controller of the personal data you submit to us and responsible for your personal data under applicable data protection law.

Stiftelsen H&M Foundation

BOX 1421,

111 84 Stockholm

Sweden

Companies register: Bolagsverket/Swedish Companies Registration Office

Company registration number: 802425-8322

Where do we store your data?

The data that we collect from you is stored within the European Economic Area (“EEA”) but may also be transferred to and processed in a country outside of the EEA. Any such transfer of your personal data will be carried out in compliance with applicable laws. For transfers outside the EEA, H&M Foundation will use Standard Contractual Clauses and Privacy Shield as safeguards for countries without adequacy decision from the European Commission.

Who can access your data?

We never pass on, sell or swap your data for marketing purposes to third parties outside the H&M Foundation. Data that is forwarded to third parties is only used to provide you with our services. You will find what categories of third parties under every specific process below.

What is the legal ground for processing?

For every specific processing of personal data we collect from you, we will inform you whether the provision of personal data is statutory or required to enter a contract and whether it is an obligation to provide the personal data and possible consequences if you choose not to.

WHAT ARE YOUR RIGHTS?

Right to access:

You have the right to request information about the personal data we hold on you at any time. You can contact H&M Foundation that will provide you with your personal data via e-mail.

Right to portability:

Whenever H&M Foundation processes your personal data by automated means based on your consent or based on an agreement you have the right to get a copy of your data in a structured, commonly used and machine-readable format transferred to you or to another party. This only includes the personal data you have submitted to us.

Right to rectification:

You have the right to request rectification of your personal data if they are incorrect, including the right to have incomplete personal data completed.

Right to erasure:

You have the right to, at any time, have your personal data processed by the Foundation erased except for the situations where the Foundation processes the personal data:

- for exercising the right of freedom of expression and information
- to comply with a legal obligation
- for the establishment, exercise or defense of legal claims

Your right to object to processing based on legitimate interest:

You have the right to object to processing of your personal data that is based on the H&M Foundation's legitimate interest. H&M Foundation will not continue to process the personal data unless we can demonstrate a legitimate ground for the process which overrides your interest and rights or due to legal claims.

Your right to object to electronic communication:

You have the right to object to electronic communication. You can opt out from electronic communication by following the instruction in each email.

Right to restriction:

You have the right to request that H&M Foundation restricts the process of your personal data under the following circumstances:

- if you object to a processing based on H&M Foundation's legitimate interest, H&M Foundation shall restrict all processing of such data pending the verification of the legitimate interest.
- if you have claim that your personal data is incorrect, H&M Foundation must restrict all processing of such data pending the verification of the accuracy of the personal data.
- if the processing is unlawful you can oppose the erasure of personal data and instead request the restriction of the use of your personal data.
- if H&M Foundation no longer needs the personal data but it is required for you to make or defend legal claims.

How can you exercise your rights?

We take data protection very seriously and you can always contact us at: info@hmfoundation.com.

Right to complain with a supervisory authority:

If you consider H&M Foundation to process your personal data in an incorrect way you can contact us. You also have the right to turn in a complaint to a supervisory authority.

Updates to our Privacy Notice:

We may need to update our Privacy Notice. The latest version of the Privacy Notice is always available on our website. We will communicate any material changes to the Privacy Notice, for example the purpose of why we use your personal data, the identity of the Controller or your rights.

PARTNER RELATIONS

Why do we use your personal data?

We will process your personal data to be able to evaluate and managing a dialogue with potential partners, as well as to keep track of historical requests.

We will also process your personal data to be able to establish and follow up on our programs/partnerships, including conducting due diligence, engaging in legal agreements, making payment and reporting schedules and upholding the dialogue with partners.

We will process your personal data in order to achieve the purpose of the contract.

We will use personal data to manage legal requirements on bookkeeping.

We will process your personal data in case of legal issues and disputes.

What types of personal data do we process?

We will process following categories of personal data:

- name
- email address
- telephone number
- social security number

Who has access to your personal data?

Your personal data that is forwarded to third parties is only used for the purposes mentioned above. We share your personal data with external advisors and other external service providers.

What is the legal ground to process your personal data?

The processing of your personal data for the following purposes are based on H&M Foundation's legitimate interest:

- to managing partner relations
- to manage legal issues and disputes

The processing of your personal data to achieve the purpose of the contract are necessary for fulfillment of contract.

The processing of your personal data for bookkeeping is based on legal obligations.

How long do we keep your data?

We will keep your data for follow up and evaluate procurement and business partners, for the length of the agreement and time to preclude legal issues.

For legal disputes we will keep the data during the ongoing dispute and for a period of time after the dispute when the information is still relevant.

We will keep the data for bookkeeping purposes for 8 years in accordance to legal requirements.

MEDIA AND COMMUNICATION

Why do we use your personal data?

When we create media content such as articles, interviews and videos for our channels we will process your personal data if you appear in such content. We also use personal data to prepare, facilitate, and follow up on interviews and media coverage.

When we archive media material such as press clips, images and photos, campaigns, press releases, videos and recordings to preserve the organization's history, your personal data will be processed if you appear in the material.

To manage different types of seminars and events, we will process personal data of the invited persons. Certain events may be recorded and transcribed.

We will use your personal data to send out annual reports and other information.

If you contact us for information we will process your personal data.

What types of personal data do we process?

We will process following categories of personal data:

- contact details such as name, e-mail address, telephone number,
- nationality
- work related information, such as company, country of employment and work role
- photo and images
- video footage
- audio recording

Who has access to your personal data?

Your personal data is not shared with third parties.

What is the legal ground to process your personal data?

The processing of your personal data for the following purposes are based on H&M Foundation's legitimate interest:

- managing content, including produce, administrate, archive and distribute media content
- manage meetings, events and seminars
- to send out annual reports and other information
- to analyze media coverage, including social media
- to manage requests
- to send out annual reports and other information to recipients based on legitimate interest.

How long do we keep your data?

We keep your data if needed to fulfil the purpose for which it was collected to pursue our legitimate interests or until there is no longer any right for us to keep the data.

Your right to object to processing based on legitimate interest:

You have the right to object to the processing of your personal data that is based on H&M Foundation's legitimate interest. H&M Foundation will not continue to process the personal data unless we can demonstrate a legitimate ground for the process which overrides your interest and rights or due to legal claims.

GLOBAL CHANGE AWARD

Why do we use your personal data?

We will use your personal data in order to manage the Global Change Award, to create and manage your entry to the Global Change Award.

We will also use your personal data to manage the winners of the Global Change Award, including transports and accommodation for the winners.

What types of personal data do we collect?

We will process following categories of personal data if you choose to provide it to us when you register to Global Change Award:

- contact information such as name, address, telephone number, e-mail address
- date of birth
- gender
- region and country
- occupation

For winners of the GCA we will also process:

- passport number

Who has access to your personal data?

Data that is forwarded to third parties, is only used to provide you with the services mentioned above. We use a third party for our application platform, reference groups to elect winners and travel agency to book transport and accommodation for the winners of the Global Change Award.

What is the legal ground to process your personal data?

The processing of your personal data for the Global Change Award is based on the contract for entering the Global Change Award.

How long do we keep your data?

We will keep your personal data if there are any legal requirements and if there is an open dispute. We will keep your personal data for 2 years after entering the Global Change Award.

For winners of the Global Change Award we will keep your personal data until the contract or the user rights are not valid.

ELECTRONIC COMMUNICATION

Why do we use your personal data?

We will use your personal data to send you newsletters, surveys and invitations through e-mails about H&M Foundation's work and the Global Change Award.

What types of personal data do we process?

We will process following personal data:

- e-mail address

Who has access to your personal data?

Data that is forwarded to third parties is only used to provide you with the service mentioned above, to media agencies and technical suppliers for distribution of electronic communication.

What is the legal ground to process your personal data?

The processing of your personal data is based on your consent when you agree to electronic communication.

Your right to withdraw your consent:

You have the right to withdraw your consent for the processing of your personal data at any time and object to electronic communication.

When you do so H&M Foundation won't be able to send you any further information based on your consent.

You can opt out from electronic communication by following the instruction in each email.

How long do we keep your data?

We will keep your data for electronic communication until you withdraw your consent.

IT & SECURITY

Why do we use your personal data?

We will process personal data to manage, register and resolve IT and information security incidents. We will also use personal data to handle incidents and accidents. We will also process your data to investigate a breach or non-compliance with regulations or H&M Foundation's policies and requirements.

We will use your personal data for camera monitoring in our facilities such as offices for security reasons and for follow up on incidents and accidents.

In order to be compliant with payment card industry regulations your personal data will be processed through visitor logs and audit reports for audit reasons.

In the event of investigation of non-compliance with our policies and in whistleblowing related matters we process personal data.

What type of data do we process?

We will process the following categories:

- contact information such as name, home address, e-mail address and telephone number
- date of birth
- work information such as company name and work role
- employment information such as user ID number
- IP number
- video surveillance footage
- photo
- other necessary information for investigations

Who has access to your personal data?

Data that is forwarded to third parties is only used to perform the service mentioned above. We will share your personal data with security companies, auditors and legal advisors to handle security issues and administration. We will also share your personal data with video surveillance companies for video footage.

What is the legal ground to process your personal data?

The processing of your personal data is based on our legitimate interest in order for us to manage incidents and security breaches.

How long do we keep your data?

We will keep your data for the time we need to prevent and/or report potential fraud and other offenses.

Video footage will be saved in compliance with legislation but maximum for 30 days.

SPECIFIC INFORMATION FOR FOUNDATION'S WEBSITES

Cookies

A cookie is a small text file that is saved to, and during subsequent visits on hmfoundation.com and globalchangeaward.com retrieved from, your computer. H&M Foundation uses cookies to enhance and simplify your visit on globalchangeaward.com and hmfoundation.com. We do not use cookies to store personal information, or to disclose information to third parties.

There are two types of cookies; permanent and temporary (session cookies). Permanent cookies are stored as a file on your computer for some time. Session cookies are stored temporarily in your computer's memory and disappear when you close your browser.

Third-Party Cookies

We use third-party cookies to collect statistics in aggregate form in analysis tools such as Google Analytics. We also use Google Analytics Advertising Features. The cookies used are both permanent and temporary cookies (session cookies).

You can easily erase cookies from your computer or mobile device using your browser. For instructions on how to handle and delete cookies please look under "Help" in your browser. Using your browser can choose to disable cookies, or to receive a notification each time a new cookie is sent to your computer.

Read more about how you can opt out here: <https://tools.google.com/dlpage/gaoptout/>.

How long do we keep your data?

H&M Foundation does not save your personal data. You can easily erase cookies from your computer or mobile device using your browser. For instructions on how to handle and delete cookies please look under "Help" in your browser. You can choose to disable cookies, or to receive a notification each time a new cookie is sent to your computer or mobile device.

Links

hmfoundation.com may contain links to other websites beyond our control. We cannot be held liable for breaches of integrity or content on these websites - we simply provide the links to make it easier for people visiting our site to find more information within specific areas.

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111 84 Stockholm
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