

For EU Customers

We may use the Personal Data we collect for the following purposes in accordance with the General Data Protection Regulation dated 25th May 2018 (the “GDPR”):

- I. **Provide our Services** – to provide our Services or any specific feature that you may request, including to enable us to fulfil our obligations under any contract with you (such as any product or device warranty);
- II. **Customised, Targeting Content, Advertising and Newsletters** – to provide customised content, make recommendations based on your past activities regarding our Services and advertising (directly or via our partners such as social media networks), as well as to provide you with newsletters and other communications by post, telephone, emails and/or other electronic communication means;
- III. **Analysis Purposes for Services improvements** – for assessment and analysis of our market, customers, products, devices and other Services and your use thereof, in order to develop and improve new and existing Panasonic products and Services;
- IV. **Customer Support Services** – to provide customer support services for our Services, or to deal with any other support queries you may have (such as complaint handling);
- V. **Legal Obligations** – to comply with our legal obligations under European Member States laws or under European Union law;
- VI. **Security** – to protect our customers (e.g. to prevent spam or attempts to defraud users of our Services); to operate and maintain the security of our Services (e.g. to prevent or stop an attack on our systems or networks); or to protect the rights or property of Panasonic, including enforcing any terms or agreements governing the use of our Services;
- VII. **Updates** – to communicate with you, including communicating with you about your account, profiles or transactions with us, giving you important information about your products, devices, application or other Services, sending you notices about any material changes to our Privacy Notice;