

Privacy Notice

This Privacy Notice (“**Notice**”) explains how [Dell Technologies and its group of companies](#), on behalf of itself, and its direct and indirect subsidiaries (“**Dell**”), the controller, collects, uses and shares your personal data when you participate in Dell Premier Color customer experience improvement program for the purpose of improving our products, solutions and services (“**Dell Solutions**”).

Information We Collect

We collect personal information about you when you provide information to Dell through your use of the Dell Solutions. The personal information we collect about you may include a unique identification identifier and geographic location.

Information We Automatically Collect

We may automatically collect behavioral and usage information about how you use, access or interact with the Dell Solutions. This information may not necessarily reveal your identity directly but may include unique identification identifier and other information about the specific device you are using, such as the hardware model, operating system(OS) attributes such as OS version, OS language, OS geographical identifier, OS SKU, OS Out of the box experience date –(OOBE date), device event information such as UI events of Button clicks from: Quick Color Setup, Advanced Color setup/Color Settings/Application Color, Calibration Wizard, Display Controls/Comfort Mode Scheduler/Display Sync/Display Splitter/Power Nap, Profiles, Preferences, Support.

We may also collect information about how your system or device has interacted with the Dell Solutions, such as statistical information and environment information, In some instances, the information collected may directly or indirectly identify an end-user and link an individual to certain online behavior to the extent required for the purposes provided in this Notice.

Information is collected by using Dell Platinum Direct API. The types of technology used by Dell may change over time as technology evolves. For more information about our use of cookies and other similar tracking technologies please read our Cookies and Similar Technologies on Dell’s online [Privacy Statement](#).

How We Use Personal Information

Dell may use your personal information to (i) analyze customer interests, behavior and preferences to help us better understand our customers, improve our products, services and solutions and enhance customer experience (ii) marketing research; (iii) verify compliance, monitor services and infrastructure performance to ensure integrity, stability and security of the Dell Solutions; or (vi) perform other functions or serve other purposes, as disclosed to you at the point of collection, or as required or permitted by law.

How We Share Personal Information

Dell will share your personal information within [Dell Technologies and its group of companies](#) for the purpose of improving and optimizing our product and services. We may also pass on your information to a third party for purpose of providing customer and technical support, provide services on our behalf such as data analysis and provide customers with information about the Dell Solutions

Data Transfers

Your data may be transferred outside of your country to other locations such as Dell servers in the USA and Singapore. Dell has taken appropriate steps to protect your data and ensure that any data transfers are in accordance with applicable laws which includes implementing the European Commission’s Standard Contractual Clauses for transfers of personal data from Dell to our other group companies outside the EEA. We will take all appropriate technical and organisational measures to safeguard the personal data that we transfer.

Legal basis for processing your Personal Information

Our legal basis for processing your personal information will depend on applicable law, the specific context in which we collected it and the purpose for which it will be used. We will normally collect personal information from you only where we have your consent to do so, where we need the personal information to perform a contract with you, or where the processing is in our legitimate interests (and

not overridden by your data protection interests or fundamental rights and freedoms). We may also have a legal obligation to collect personal information from you.

Your Data Protection Rights

You may have, among others, the following rights under applicable law to: (i) request access to the personal data that we hold about you; (ii) correct or request, deletion of personal data; and (iii) request Dell to stop processing your personal data (except to the extent required or permitted under applicable statute or other law). If you have any questions about the type of personal data that we hold about you or if wish to exercise any of your data subject rights, please send a written request to privacy@dell.com.

Retention of Your Data

We will retain your personal data as necessary in connection with the purposes described in this Notice, and in accordance with Dell's retention policies and applicable law. Your personal information that is collected by Dell in connection with the Dell Premier Color customer improvement program will be kept in accordance with Dell's retention policies and applicable law.

Contacting Us

If you would like to contact us for any reason regarding our privacy practices, please email us at privacy@dell.com or see our full Privacy Statement online at <https://www.dell.com/learn/uk/en/ukcorp1/policies-privacy-country-specific-privacy-policy>.