

Updated January 23, 2024

Please read this Privacy Policy carefully to understand our guidelines and practices related to the protection and processing of your Personal Data.

We at Nespresso ("Nespresso", "We", "Us", "Us") are very concerned about the Privacy and Protection of Personal Data of all our customers, consumers, employees and other holders who trust us with their information. This policy is for Personal Data Holders who interact with Nespresso services, such as our consumers ("You") and explains how your Personal Data is collected, processed and shared by the Nespresso entities listed in the Data controllers and contact section (Section 11). It also tells you how You can access and update your Personal Data, as well as make certain decisions about how your Personal Data is treated.

This policy covers our online and offline data collection activities, including Personal Data that We collect through our various channels, such as websites, apps, third-party social networks, customer service centers, stores Boutiques, points of sale and events.

If You choose not to provide us with the necessary Personal Data (We will indicate when applicable), it is possible that there will be an impact on the deliveries of our products and/or services.

This policy may be changed from time to time to keep you up to date with our latest Personal Data Processing practices (see Section 10).

This policy provides important information on the following topics:

- **1. SOURCES OF PERSONAL DATA**
- **2. PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT**
- **3. COOKIES/SIMILAR TECHNOLOGIES, LOG FILES, AND WEB BEACONS**
- **4. USES OF YOUR PERSONAL DATA**
- **5. DISCLOSURE OF YOUR PERSONAL DATA**
- **6. RETENTION OF PERSONAL DATA**
- **7. STORAGE AND/OR TRANSFER OF YOUR PERSONAL DATA**
- **8. YOUR RIGHTS**
- **9. YOUR CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR PERSONAL DATA**
- **10. CHANGES TO OUR POLICY**
- **11. DATA CONTROLLERS AND CONTACT**

1. SOURCES OF PERSONAL DATA

This policy applies to Personal Data We collect about You through the methods described below (see Section 2) from the following sources:

- **Nespresso websites.** Consumer websites operated by or for Nespresso, including our own websites and mini-sites that We maintain on third-party social networks such as Facebook ("Sites").

- **Telemetry Data.** We may collect certain data captured by Nespresso coffee machines connected to Wi-Fi and/or Bluetooth. Examples include the machine's serial number, machine alerts or errors, and the type of coffee prepared by consumers, with its date and time.
- **Nespresso websites/mobile apps.** Consumer websites or mobile applications operated by or for Nespresso, such as smartphone applications.
- **Emails, text messages and other electronic messages.** Electronic communications between Nespresso and You.
- **CRC (Customer Relationship Center) from Nespresso.** Telephone calls to our customer service centers ("CRC").
- **Nespresso Boutiques.** Own Nespresso stores.
- **Offline registration forms.** Paper records and similar ways we collect data, for example, snail mail, in-store demonstrations, contests and other promotions or events.
- **Points of sale.** Demonstrators present in third-party physical stores to assist You with registering your machine and ordering coffees.
- **Data from other sources.** Data obtained through third-party social networks (such as Facebook, Instagram, LinkedIn, Google) or market research (if your data is not anonymized and we have legal support).

2. PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

Depending on how You interact with Nespresso (online, offline, by phone, etc.), We collect different types of information about You, as described below.

- **Personal contact information.** This includes any information You give Us that allows Us to contact You, such as your name, address, email address, social media details or telephone number. Exclusively for participation in Nespresso events, You may provide Us with data that allows Us to contact your companion, such as name, address, email address, social network details or telephone number.
- **Account login information.** Any information necessary to give you access to your Nespresso account profile. Examples include your email address, screen name, password in unrecoverable format, and/or security question and answer used for password recovery.
- **Demographic information and interests.** Any information from your data related to your region, location, community and/or your behavioral characteristics. Examples include your date of birth, age or age range, gender, geographic location (e.g. zip code, city, state), favorite products, hobbies, interests, and information about your family or lifestyle.
- **Technical information about the electronic device.** Any information about the electronic devices You use to access one of our Sites or applications, such as the IP address used to connect Your device to the internet, the type of operating system and the type and version of the web browser. If You access a Nespresso website or application using a mobile device, such as a cell phone, the information collected will

also include, where permitted, your phone's unique device ID, advertising ID, geolocation and other similar data.

- **Website/communication usage information.** As you enter our websites and interact with them, we use automatic data collection technologies to obtain certain information about your actions, such as: which links you click, which pages or content you view, for how long and other information and statistics similar information about your interactions, such as response times to content, download errors and length of visits to certain pages. This information is collected automatically, through cookies and web beacons, and also via third-party tracking. You have the right to object to these uses. For more details, see Section 3.
- **Market research and consumer feedback.** This includes information that You voluntarily share with Us about your experience using our products and services.
- **Consumer-generated content.** Any content You create and share with Us on third-party social networks or through interactions with one of our Sites or applications, including use of third-party social media applications such as Facebook and Instagram. Examples may include photos and videos uploaded by You, personal stories, or similar media. Where permitted, We may collect and publish consumer-generated content that relates to our activities, including your participation in Nespresso contests and promotions, community features used on the website, consumer interactions on third-party social networks.
- **Third-Party Social Network Information.** We collect your Third Party social media profile information (or portions thereof) whenever You engage in any type of interaction with our brands through these platforms, or when you log into our websites and applications through them (such as through Facebook Connect). To learn more, visit the specific privacy settings of the Third Party social network through which You interacted.
- **Financial and payment information.** Any information that We need to fulfill an order or that You use to make a purchase, such as your credit card details (cardholder name, card number, expiration date, etc.) or other payment methods (if available). In any case, We or our payment processing partner companies handle financial and payment information in compliance with applicable laws, regulations and security standards, such as the Payment Card Industry Data Security Standard (PCI DSS).
- **Calls to the CRC.** Communications with a CRC will be recorded or listened to in accordance with applicable laws and for local operational purposes (e.g., for training or quality purposes). Payment card details are not recorded. Where required by law, You will be informed of such recording at the beginning of Your call.

3. COOKIES/SIMILAR TECHNOLOGIES, LOG FILES AND WEB BEACONS

Cookies/similar technologies. We use Cookies to improve your experience on the Nespresso website and better understand how you use the tools and services offered. When we use Cookies, we may collect information about browser activities, data such as your IP address, date and time of access, type of device used by You and operating system. Below, we explain the types of cookies we use and their purposes.

Cookies table

| TYPES OF COOKIES | FOR WHAT PURPOSE? |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Necessary Cookies | These cookies are necessary for the website to function and cannot be deactivated in our systems. They are generally only set in response to actions made by you that amount to a request for services, such as setting your privacy preferences, logging in or filling out forms. You can set your browser to block or alert you about these cookies, but some parts of the site may not function properly. <u>These cookies do not store any personally identifiable information.</u> |
| Analytical and Performance Cookies | These cookies allow us to count visits and traffic sources so that we can measure and improve the performance of our website. They help us know which pages are the most and least popular and understand how visitors move around the site. All information collected by these cookies is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited our website and will not be able to monitor its performance. |
| Functionality Cookies | These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party providers whose services we add to our pages. If you do not allow these cookies, some or <u>all of</u> these services may not function properly. |
| Personalized Advertising Cookies | These cookies may be set through our website by our advertising partners. They may be used by these companies to create a profile of your interests and display relevant advertisements on other websites. They do not store personal information <u>directly, but</u> are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will have a less targeted advertising experience. |
| Partner Cookies | These cookies are set by a variety of social media services that we have added to the site to enable you to share our content with your friends and networks. They <u>have the ability to</u> track your browser on other websites and create a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies, you may not be able to use or view these sharing tools. |

For more information on how to follow your preferences regarding the use of cookies, you can manage them directly in your browser through the links below (depending on the browser you use):

- Internet Explorer: <https://support.microsoft.com/pt-br/help/17442/windows-internet-explorer-delete-manage-cookies>
- Mozilla Firefox: <https://support.mozilla.org/pt-BR/kb/impeca-que-sites-armazenem-cookies-e-dados-no-fire>
- Google Chrome: <https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=pt-BR>
- Safari: <https://support.apple.com/pt-br/guide/safari/sfri11471/mac>
- Microsoft Edge: <https://support.microsoft.com/pt-br/microsoft-edge/excluir-cookies-no-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09#:~:text=No%20Edge%2C%20select%20Settings%20e%20more%20%3E%20Settings%20%3E%20Cookies%20e,which%20cookies%20you%20want%20to delete>

You can also block the use of Google Analytics cookies from the following link: <https://tools.google.com/dlpage/gaoptout>

If you still have any questions about the use of cookies, please contact us via our Customer Service Channel 0800 7777 737 (<https://www.nestle.com.br/anestle/snc-servico-nestle-ao-consumidor>), at Online Chat via the Nespresso website (<https://www.nespresso.com/br/pt/home>) or via email on our Nespresso Customer Service channel <https://www.nespresso.com/br/pt/fale-conosco> (click here to send an email) (<https://www.nestle.com.br/anestle/snc-servico-nestle-ao-consumidor>)

Log files. We collect information that records website activity and collects statistics about user browsing habits. These inputs are automatically generated and help Us troubleshoot errors, improve the performance, and maintain the security of our Sites.

Web beacons. Web beacons (also known as "web bugs") are small sequences of code that generate a graphic image on a web page or in an email for the purpose of returning data to Us. Information collected through web beacons includes information such as IP address, as well as information about how You respond to an email campaign (e.g., what time the email was opened, which links in the email You click, etc.). We use web beacons on our Sites and may include them in emails we send to You. We use information from web beacons for a variety of purposes, including reporting site traffic, visitor counts, advertising, email auditing and reporting, and personalization, among others.

4. USES OF YOUR PERSONAL DATA

Below we describe the purposes for which We collect and use your Personal Data, including the types of Personal Data that are collected for each purpose.

What will we use your Personal Data for?

- **Customer service.** We use your Personal Data for customer service purposes, including responding to Your queries. This requires the use of certain personal contact information and information about the reason for your inquiry (e.g. order status, technical issue, product question/complaint, general inquiry, etc.).
- **Contests, marketing, other promotions and events.** With your consent (where necessary), We use your Personal Data to provide you with information about products or services (e.g. marketing communications, campaigns or promotions). This can be done through means such as email, advertisements, SMS, telephone calls and postal correspondence, to the extent permitted by applicable laws. Some of our campaigns and promotions are run on third-party websites and/or social networks. This use of your Personal Data is voluntary, which means that You can object (or withdraw your consent, where applicable) to the processing of your Personal Data for such purposes. During the use of the Nespresso application, when specifically authorized by You, we may use your geolocation to send you notifications about offers and promotions from Nespresso Boutiques near You.

For detailed information on how to modify your marketing communications preferences, see Sections 8 and 9 below. In some cases, you will need to manage permissions within your own device. Consult your device manufacturer's guidance to understand how to manage permissions for your apps. For more information about our contests, other promotions and events, please see the official rules or details published along with each contest/promotion/event.

- **Third-party Social Networks.** We use your Personal Data when You interact with third-party social media features, such as "Like" functions, to serve you advertisements and to interact with You on third-party social media. You can learn more about how these features work and the profile data We obtain about You and how to opt out by reviewing the privacy policies of the relevant third-party social networks.
- **Personalization (online and offline).** With your consent (when necessary), We use your Personal Data (i) to analyze your preferences and habits; (ii) to predict your needs based

on our analysis of your profile; (iii) to improve and personalize your experience on our Sites and applications; (iv) to ensure that the content of our Sites/applications is optimized for You and your computer or device; (v) to provide you with targeted advertisements and content; and (vi) to allow You to participate in interactive features when You choose. For example, We remember your login ID/email address or screen name so that You can quickly log in the next time you visit our website or so that You can easily retrieve items that You previously placed in your shopping cart. Based on this type of information, and with your consent (where necessary), We also show you specific Nespresso content or promotions that are tailored to your interests. This use of your Personal Data is voluntary, which means that You can object to the processing of your Personal Data for such purposes. For detailed information on how to opt out of this, see Section 8 below.

- **Order fulfillment.** We use your Personal Data to process and ship your orders, inform you of the status of your orders, correct addresses, and perform identity verification and other fraud detection activities. This involves the use of certain Personal Data and payment information.
- **Other general purposes (e.g. internal or market research, analytics, security).** We may use your Personal Data for other general business purposes, such as conducting internal or market research and measuring the performance of advertising campaigns. We reserve the right, if You have Member accounts, to merge these accounts into a single one. We also use your Personal Data to ensure our security.
- **Legal reasons or mergers/acquisitions.** If Nespresso or its assets are acquired by or merged with another company, including due to bankruptcy, We will share your Personal Data with any of our legal successors. We will also disclose your Personal Data to third parties (i) when required by applicable laws; (ii) in response to legal proceedings; (iii) in response to a request from a competent law enforcement body; (iv) to protect our rights, our privacy, our safety, our property or the public; or (v) to enforce the terms of any contract or the terms of our Site.

5. DISCLOSURE OF YOUR PERSONAL DATA

In addition to the Nespresso/Nestlé entities and/or specific country partners (responsible for Nespresso operations) mentioned in the Data Controllers and Contact section (see Section 11), We may share your Personal Data with:

- **Service providers.** External companies that we use to help Us conduct our activities (for example: order fulfillment, payment processing, fraud detection and identity verification, website operation, market research, support services, promotions and events, website development, data analysis, transport companies, call center, etc.). Service providers are only permitted to process your Personal Data on our behalf for specific tasks, based on our instructions, and are obliged to keep your Personal Data confidential and protected. Where applicable, you can obtain a list of service providers that process your Personal Data (see Section 11 to contact Us).
- **Credit reporting agencies/collection companies.** We may share Personal Data about you with credit reporting and collection agencies, which are external companies that We use to help Us check your credit (in particular for invoiced orders) or to collect outstanding invoices.

- **Third party companies that use Personal Data for their own marketing purposes.** Except in situations where You have given your consent, We do not pass on or sell your Personal Data to third party companies for their own marketing purposes. The identity of these companies will be disclosed at the time your consent is requested.
- **Third party recipients who use Personal Data due to law or due to mergers/acquisitions.** We may share your Personal Data with third parties as required by law or in the context of an acquisition or merger (see Section 4 for further details).

6. RETENTION OF PERSONAL DATA

We will use your Personal Data for as long as necessary to achieve the purposes for which it was collected (as described in Section 4, above) or to comply with legal obligations, protect our rights or comply with judicial/out-of-court agreements.

7. DISCLOSURE, STORAGE AND/OR TRANSFER OF YOUR PERSONAL DATA

We use a variety of measures (described below) to keep your Personal Data secure. Please note, however, that these protections do not apply to information You make public, such as third-party social networks.

- **People who can access your Personal Data.** Your Personal Data will be processed by authorized persons, as necessary, depending on the specific purposes for which your Personal Data was collected (for example, our team responsible for customer service matters will have access to your customer record).
- **Measures taken in operational environments.** We use appropriate security measures to prevent unauthorized access. We follow the best standards to protect your Personal Data. The transmission of information via the internet is, unfortunately, not completely secure and, although We will do everything possible to protect your Personal Data, we cannot guarantee the security of data during transmission through our Sites/applications, and your collaboration on this journey. For example, do not share your access information with anyone, use strong passwords and change your password periodically.
- **Steps We Expect You to Take.** Your role is very important in keeping your Personal Data safe. When creating an online account, choose an account password that is difficult (use lowercase letters, uppercase letters, numbers, and special characters) and never reveal your password to anyone. If possible, change your password every 90 (ninety) days. You are responsible for keeping this password confidential and for any use of your account. If You use a public or shared computer, do not memorize your login ID/email address or password and be sure to log out of your account whenever you leave the computer. You must also make use of any privacy settings or controls We provide on our Site/App.
- **Internal organizational measures.** We have strict policies and procedures that determine how Personal Data should be treated at Nespresso. Such standards aim to ensure the appropriate Treatment of your Personal Data in accordance with the law and regulations.
- **Transfer of your Personal Data.** The storage and processing of your Personal Data as described above may create the need for your Personal Data to be eventually transferred

to and/or stored outside Brazil. For this reason, we may transfer your Personal Data to other countries that may have laws and other data protection requirements that differ from those that apply to Brazil. In these cases, We will use all measures to protect your Personal Data, such as the use of contractual clauses that require these Third Parties to take the same protection measures adopted by Nespresso.

8. YOUR RIGHTS

You, as a Personal Data Holder and our client, have the following rights regarding your personal information:

- a) Confirmation of the existence of Processing of your Personal Data
- b) Access to your Personal Data;
- c) Correction of Personal Data that is incomplete, that can be improved or that is out of date;

Most of our websites have a function through which You can change your Personal Data by confirming some information about your identity as a security measure.

- d) Anonymization, blocking or deletion of unnecessary and excessive Personal Data;

In some situations, We will not be able to delete your Personal Data without also deleting your user account. Furthermore, we may still keep some of your Personal Data to comply with our obligations under law or contract or to meet business needs.

- e) Sending your Personal Data to another supplier of similar products or services;
- f) Deletion of Personal Data used with your consent;
- g) Information about the people and public or private companies with which we share your Personal Data;
- h) Possibility of You not giving us consent and what happens if we do not carry out such activity;
- i) Cancel your consent to the use of your Personal Data;
- j) Request for review of decisions made solely based on automated Processing, that is, without the participation of humans;

To fulfill your requests as holders, we may request a copy of your identification document. This is necessary to confirm and be sure about your identity, as a security measure. Thus, the greater the sensitivity of the data, the greater care must be taken with the authentication and verification of the holder/requester.

These rights can be exercised by sending Us an email via the Contact Us section of the Nespresso website at www.Nespresso.com/br/pt/contact-us, attaching a copy of your identity document or equivalent details (when requested by Us and permitted by law). If the request is submitted by a person other than You and without providing evidence that the request is being made legitimately in Your name, it will be rejected.

Please note that any identifying information provided to Us will only be treated in accordance with and to the extent permitted by applicable laws.

On some of our Sites, there is a dedicated feature through which You can review and edit the Personal Data You have provided. Please note that We require our registered consumers to confirm their identity (e.g. login ID/email address, password) before they can access or make changes to their account information. This helps prevent unauthorized access to your account.

9. YOUR CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR PERSONAL DATA

We do our maximum to give You choices about how you control your Personal Data, as follows:

- **Cookies/similar technologies.** You manage your consent (where applicable) through your browser, in order to refuse all or some cookies/similar technologies or to alert you when they are being used. See Section 3, above.
- **Advertising, marketing and other promotions.** Based on our Legitimate Interest, we may promote and support our advertising, marketing and promotional activities carried out by Nespresso. In certain cases, You may indicate your preferences by using the relevant checkmarks located on the registration form or by responding to questions presented by our demonstrators, our CRCs or our Boutique attendants. If You decide that You no longer wish to receive such communications, You may unsubscribe from receiving marketing communications at any time by following the instructions provided in each communication. You can opt out of receiving marketing communications, including from third party social networks, at any time by logging into the Sites/Apps or third party social networks and adjusting your user preferences in your account profile, unchecking the relevant boxes or calling for our CRC. Please note that even if You opt out of receiving marketing communications, You will still receive administrative communications from Us, such as order or other transaction confirmations, notifications about your account activities (e.g. account confirmations, password changes, etc.) and other important non-marketing announcements. You can also manage some permissions of the Nespresso app (for example, sending notifications and using geolocation to send offers and promotions from nearby Boutiques) within your own device used (such as your smartphone). Consult your device manufacturer's guidance to understand how to manage permissions for your apps.

10. CHANGES TO OUR POLICY

If We change the way We treat your Personal Data, We will update this Policy.

We reserve the right to make changes to our practices and this Policy at any time. Please check this document from time to time for updates or changes to our policy.

11. DATA AND CONTACT CONTROLLERS

To ask questions or comments about this Policy and our privacy practices, or to make a privacy complaint, please contact Us in the Contact Us section of the website at www.Nespresso.com/br/pt/contact-us, or call our CRC on the free phone number 0800 7777 737 (24 hours, 7 days a week).

We will receive and investigate any complaint about the way We process Personal Data (including a complaint about a violation of your rights).

| Data Controllers | Responsible for |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Nestlé Nespresso SA (Nestlé Nespresso Ltd) Chaussée de la Guinguette 10, 1800 Vevey, Switzerland | All activities |
| Nestlé Treasury International SA 7, Rue Nicolas Bové L1253 Luxembourg | Payment card operations related to the Website/application. Note: In certain limited cases, another Nestlé or Nespresso entity may be behind the processing of your payment card details. |
| Sift Science, Inc. | Detect and prevent fraudulent activity on your account in real time. Information shared with Sift is treated by Sift in accordance with its Privacy Policy, available at https://sift.com/service-privacy |
| Additionally, all of the following Nespresso/Nestlé products; ad hoc entities or partners in the country | |
| Nespresso Brasil Ltda. Nespresso business unit, Rua Dr. Rubens Gomes Bueno, 691 Várzea de Baixo São Paulo/SP | All activities in Brazil Payment card operations related to the website/application. Note: In some limited cases, other Nestlé; or the Nespresso entity may be behind the processing of your payment card details. |
| Nestlé Brasil Ltda - Nespresso business unit, Rua Dr. Rubens Gomes Bueno, 691 Várzea de Baixo São Paulo/SP CNPJ: 60.409.075/0001-52 - IE: 104.251.825.114 | All activities in Brazil |