## Collecting and Using Personal Data

<table>
<thead>
<tr>
<th>What We Collect</th>
<th>Why We Use It</th>
<th>Legal Basis (Where Relevant Under Applicable Laws)</th>
<th>How Long We Keep It</th>
</tr>
</thead>
</table>
| **1** Information that you give us to make a purchase or request samples, whether online or over the phone including:  
  - Your name, address, email address, phone number, company name, residence city, zip code, job title, and myAnalog account;  
  - Your bank account details, such as payment information, invoice information, and order information;  
  - The details you provide to open an account with us;  
  - The product purchased. |  
  - Provide our products and services;  
  - Manage and administer our services;  
  - Process your order;  
  - Take payment from or give you a refund;  
  - Provide support;  
  - On board you as a client;  
  - Help us ensure that our customers are genuine and to prevent fraud;  
  - Share your contact information with third-party distributors, authorized affiliates and vendors. |  
  - It's necessary to perform the contract.  
  - We ask for your consent to share your contact information with third-party distributors, authorized affiliates and vendors so they can contact you regarding ADI Group’s products and services, including additional customer support. |  
  - The length of the contract between us and 10 years after, except where shorter timeframes are identified for specific locations.  
  - We will keep information longer if there are any issues. |
| **2** Information you give us to receive marketing communications including:  
  - Your name  
  - Your email address  
  - Phone number  
  - Social media identifier |  
  - Send communications about new products, references designs, design tools, technical articles and design resources. |  
  - We ask consent to send communications, unless applicable laws allow us to send communications on the basis of opt-out in which case we will send communications until you opt-out. |  
  - Until you withdraw your consent or opt-out. |
| Information about the way you use our services including:  
  - The things that we have provided or you’ve purchased; |  
  - Develop new services;  
  - Improve our services;  
  - Identify products and marketing that may be of interest to you;  
  - Personalize our service of things you're interested in and how you use our services; |  
  - It's necessary to perform the contract.  
  - We have a legitimate business interest to improve our service and better understand how customers use it.  
  - We provide you with options to |  
  - If a current or former customer, see #1 above.  
  - Where consent is required, the length of the consent.  
  - Where consent is not required, the following numbers of years after the document or information |
<table>
<thead>
<tr>
<th></th>
<th>Information provided as part of your account including:</th>
<th>Provided our services;</th>
<th>It is necessary to provide an account;</th>
<th>As set forth in #1 above.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>• Your username;</td>
<td>• Manage and administer our systems;</td>
<td>• We have a legitimate business interest in enabling you to update your preferences and settings online.</td>
<td>• Where consent is required, the length of the consent.</td>
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<td>• Your password;</td>
<td>• Identify how you would like to use your account.</td>
<td></td>
<td>• Where consent is not required, the following numbers of years after the document or information is no longer current: Russia, China, Hong Kong, India, Philippines, &amp; Thailand (3 years after); Canada &amp; United States (5 years after); Singapore &amp; Sweden (6 years after); Malaysia (7 years after); Japan (10 years after); Taiwan (15 years after).</td>
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<tr>
<td></td>
<td>• Your account settings;</td>
<td>• Your account preferences;</td>
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<td>• Your email address;</td>
<td>• Social media identifier.</td>
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<td>3</td>
<td>• When and where you have made the purchases;</td>
<td>• Statistical analysis and research.</td>
<td>• reject personalized service offered based on automated decision-making mechanism, if it is required by applicable laws.</td>
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<td>• What you paid and how;</td>
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<td>• Whether you've opened electronic communications from us;</td>
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<td>• Whether you have clicked on links in electronic communications from us.</td>
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<td>4</td>
<td>Information when you communicate with us whether in person, through our website or via email, over the phone, through social media or via any other medium, including:</td>
<td>• Answer any issues, concerns, requests;</td>
<td>• It's necessary to perform the contract.</td>
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<td>• Your contact details (this may include your social media account if that's the way you communicate with us);</td>
<td>• Develop new services;</td>
<td>• We have a legitimate business interest in understanding customer feedback and in responding to customer communications in a consistent way.</td>
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<td>• The details of your communications with us;</td>
<td>• Improve our services;</td>
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<tr>
<td></td>
<td>• The details of our communications to you.</td>
<td>• Personalize our service.</td>
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<td>6</td>
<td>Information that we collect through your use of our website including:</td>
<td>• Provide our services (including targeted marketing which you can opt out); • Develop new services; • Improve our services; • Identify issues with the website and user's experience of it; • Security monitoring and protection; • Detect and prevent fraud; • Monitor the way our website is used.</td>
<td>• It's necessary to perform the contract. • We have a legitimate business interest to provide you with our service, to develop and improve our services and to ensure a secured online environment. • It is necessary for the performance of legal obligations.</td>
<td>• As set forth in #1 above. • Where consent is required, the length of the consent. • Where consent is not required, the following numbers of years after the document or information is no longer current: Russia, China, Hong Kong, India, Philippines, &amp; Thailand (3 years after); Canada &amp; United States (5 years after); Singapore &amp; Sweden (6 years after); Malaysia (7 years after); Japan (10 years after); Taiwan (15 years after).</td>
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<td>7</td>
<td>Information that we collect from third party partners and corporate customers, which could include:</td>
<td>• Provide our services; • Manage and administer our systems; • Take payment from or give you a refund; • Help us ensure that our customers are genuine and to prevent fraud; • Personalize our service; • Statistical analysis and research into our clients; • Combine this information with other types of information mentioned above.</td>
<td>• It is necessary for the contract to provide our services, that we collect information from some third-party sources to process payments or give refunds; • It is necessary to verify details to meet legal and regulatory requirements for identifying our customers; • It is necessary in the public interest that we can verify identities and prevent fraud; • We have a legitimate business interest in receiving information from other entities in our</td>
<td>• As set forth in #1 above. • Where consent is required, the length of the consent. • Where consent is not required, the following numbers of years after the document or information is no longer current: Russia, China, Hong Kong, India, Philippines, &amp; Thailand (3 years after); Canada &amp; United States (5 years after); Singapore &amp; Sweden (6 years after); Malaysia (7 years after); Japan (10 years after); Taiwan (15 years after).</td>
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|   | Other members of a loyalty program; Distributors, partners, or customers. | group/other members of our loyalty scheme about shared customers;  
|   | We have a legitimate business interest in understanding our customer base.  
|   | We have a legitimate business need to comply with applicable regulations.  
|   | Information that we collect incidentally from other sources or public sources, including:  
|   | Information available in the media;  
| 8 | Information presented on our social media timelines;  
|   | Information required by law for verifying your personal identity;  
|   | Information collected by security systems.  
|   | Maintain market awareness;  
|   | Build and maintain social media branding;  
|   | Provide security to our sites.  
|   | We have a legitimate business interest in maintaining a public profile and being in both traditional and social media;  
|   | We have a legitimate business interest in providing security over our business.  
|   | We process your personal data that has been legally publicized by you or others within a reasonable scope, to the extent permitted by applicable laws.  
|   | Information relating to media awareness and social media, for as long as the information is publicly available;  
|   | Information collected incidentally by security systems we will keep this for as long as reasonable in accordance with applicable policy.  
|   | Information that we collect from vendors, distributors, agents, and service providers:  
|   | Contact details of individuals working for the companies  
| 9 | Other personal information regarding such individuals.  
|   | Build relationships with other organizations.  
|   | It's necessary to conclude and perform the contract.  
|   | We have a legitimate business interest in developing and maintaining relationships with vendors, partners and other companies and dealing with individuals who work for them.  
|   | The length of the contract between us and 10 years after, except in case there are any issues, except as follows:  
|   | France & Korea (5 years after); U.K., India, & Singapore (6 years after); Ireland, Israel, Netherlands, Malaysia & Japan (7 years after); China (8 years after); Spain (15 years after).  

* Where multiple retention periods apply to the same data, the longer period will govern. Retention periods are subject to change by ADI.