

## Collecting and Using Personal Data

What We Collect	Why We Use It	Legal Basis (Where Relevant Under Applicable Laws)	How Long We Keep It
<p>1</p> <p>Information that you give us to make a purchase or request samples, whether online or over the phone including:</p> <ul style="list-style-type: none"> <li>Your name, address, email address, phone number, company name, residence city, zip code, job title, and myAnalog account;</li> <li>Your bank account details, such as payment information, invoice information, and order information;</li> <li>The details you provide to open an account with us;</li> <li>The product purchased.</li> </ul>	<ul style="list-style-type: none"> <li>Provide our products and services;</li> <li>Manage and administer our services;</li> <li>Process your order;</li> <li>Take payment from or give you a refund;</li> <li>Provide support;</li> <li>On board you as a client;</li> <li>Help us ensure that our customers are genuine and to prevent fraud;</li> <li>Share your contact information with third-party distributors, authorized affiliates and vendors.</li> </ul>	<ul style="list-style-type: none"> <li>It's necessary to perform the contract.</li> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>The length of the contract between us and 10 years after, except where shorter timeframes are identified for specific locations.</li> <li>We will keep information longer if there are any issues.</li> </ul>
<p>2</p> <p>Information you give us to receive marketing communications including:</p> <ul style="list-style-type: none"> <li>Your name</li> <li>Your email address</li> <li>Phone number</li> <li>Social media identifier</li> </ul>	<ul style="list-style-type: none"> <li>Send communications about new products, references designs, design tools, technical articles and design resources.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Until you withdraw your consent or opt-out.</li> </ul>
<p>Information about the way you use our services including:</p> <ul style="list-style-type: none"> <li>The things that we have provided or you've purchased;</li> </ul>	<ul style="list-style-type: none"> <li>Develop new services;</li> <li>Improve our services;</li> <li>Identify products and marketing that may be of interest to you;</li> <li>Personalize our service of things you're interested in and how you use our services;</li> </ul>	<ul style="list-style-type: none"> <li>It's necessary to perform the contract.</li> <li>We have a legitimate business interest to improve our service and better understand how customers use it.</li> <li>We provide you with options to</li> </ul>	<ul style="list-style-type: none"> <li>If a current or former customer, see #1 above.</li> <li>Where consent is required, the length of the consent.</li> <li>Where consent is not required, the following numbers of years after the document or information</li> </ul>

3	<ul style="list-style-type: none"> <li>• When and where you have made the purchases;</li> <li>• What you paid and how;</li> <li>• Whether you've opened electronic communications from us;</li> <li>• Whether you have clicked on links in electronic communications from us.</li> </ul>	<ul style="list-style-type: none"> <li>• Statistical analysis and research.</li> </ul>	<p>reject personalized service offered based on automated decision-making mechanism, if it is required by applicable laws.</p>	<p>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).</p>
4	<p>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:</p> <ul style="list-style-type: none"> <li>• Your contact details (this may include your social media account if that's the way you communicate with us);</li> <li>• The details of your communications with us;</li> <li>• The details of our communications to you.</li> </ul>	<ul style="list-style-type: none"> <li>• Answer any issues, concerns, requests;</li> <li>• Develop new services;</li> <li>• Improve our services;</li> <li>• Personalize our service.</li> </ul>	<ul style="list-style-type: none"> <li>• It's necessary to perform the contract.</li> <li>• We have a legitimate business interest in understanding customer feedback and in responding to customer communications in a consistent way.</li> </ul>	<ul style="list-style-type: none"> <li>• Where consent is required, the length of the consent.</li> <li>• 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).</li> </ul>
5	<p>Information provided as part of your account including:</p> <ul style="list-style-type: none"> <li>• Your username;</li> <li>• Your password;</li> <li>• Your account settings;</li> <li>• Your account preferences;</li> <li>• Your email address;</li> <li>• Social media identifier.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide our services;</li> <li>• Manage and administer our systems;</li> <li>• Identify how you would like to use your account.</li> </ul>	<ul style="list-style-type: none"> <li>• It is necessary to provide an account;</li> <li>• We have a legitimate business interest in enabling you to update your preferences and settings online.</li> </ul>	<ul style="list-style-type: none"> <li>• As set forth in #1 above.</li> <li>• Where consent is required, the length of the consent.</li> <li>• 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).</li> </ul>

6	<p>Information that we collect through your use of our website including:</p> <ul style="list-style-type: none"> <li>• Device information such as operating system, unique device identifiers, the mobile network system;</li> <li>• Hardware and browser settings;</li> <li>• Date and time of requests;</li> <li>• The requests you make;</li> <li>• The pages you visit, the link clicked, and search engine terms you use;</li> <li>• IP address and location;</li> <li>• How you navigate to and from our website and its content;</li> <li>• Your preference, the products and/or services that you have viewed or searched for;</li> <li>• Crashes, download errors, and response times.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide our services (including targeted marketing which you can opt out);</li> <li>• Develop new services;</li> <li>• Improve our services;</li> <li>• Identify issues with the website and user's experience of it;</li> <li>• Security monitoring and protection;</li> <li>• Detect and prevent fraud;</li> <li>• Monitor the way our website is used.</li> </ul>	<ul style="list-style-type: none"> <li>• It's necessary to perform the contract.</li> <li>• 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.</li> <li>• It is necessary for the performance of legal obligations.</li> </ul>	<ul style="list-style-type: none"> <li>• As set forth in #1 above.</li> <li>• Where consent is required, the length of the consent.</li> <li>• 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).</li> </ul>
7	<p>Information that we collect from third party partners and corporate customers, which could include:</p> <ul style="list-style-type: none"> <li>• Credit reference agencies;</li> <li>• Payment processing companies;</li> <li>• Your bank;</li> <li>• Other individuals, entities or affiliates with in your group;</li> <li>• Publicly available sources such as the electoral roll;</li> </ul>	<ul style="list-style-type: none"> <li>• Provide our services;</li> <li>• Manage and administer our systems;</li> <li>• Take payment from or give you a refund;</li> <li>• Help us ensure that our customers are genuine and to prevent fraud;</li> <li>• Personalize our service;</li> <li>• Statistical analysis and research into our clients;</li> <li>• Combine this information with other types of information mentioned above.</li> </ul>	<ul style="list-style-type: none"> <li>• 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;</li> <li>• It is necessary to verify details to meet legal and regulatory requirements for identifying our customers;</li> <li>• It is necessary in the public interest that we can verify identities and prevent fraud;</li> <li>• We have a legitimate business interest in receiving information from other entities in our</li> </ul>	<ul style="list-style-type: none"> <li>• As set forth in #1 above.</li> <li>• Where consent is required, the length of the consent.</li> <li>• 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).</li> </ul>

	<ul style="list-style-type: none"> <li>• Other members of a loyalty program;</li> <li>• Distributors, partners, or customers.</li> </ul>		<p>group/other members of our loyalty scheme about shared customers;</p> <ul style="list-style-type: none"> <li>• We have a legitimate business interest in understanding our customer base.</li> <li>• We have a legitimate business need to comply with applicable regulations.</li> </ul>	
8	<p>Information that we collect incidentally from other sources or public sources, including:</p> <ul style="list-style-type: none"> <li>• Information available in the media;</li> <li>• Information presented on our social media timelines;</li> <li>• Information required by law for verifying your personal identity;</li> <li>• Information collected by security systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain market awareness;</li> <li>• Build and maintain social media branding;</li> <li>• Provide security to our sites.</li> </ul>	<ul style="list-style-type: none"> <li>• We have a legitimate business interest in maintaining a public profile and being in both traditional and social media;</li> <li>• We have a legitimate business interest in providing security over our business.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Information relating to media awareness and social media, for as long as the information is publicly available;</li> <li>• Information collected incidentally by security systems we will keep this for as long as reasonable in accordance with applicable policy.</li> </ul>
9	<p>Information that we collect from vendors, distributors, agents, and service providers:</p> <ul style="list-style-type: none"> <li>• Contact details of individuals working for the companies</li> <li>• Other personal information regarding such individuals.</li> </ul>	<ul style="list-style-type: none"> <li>• Build relationships with other organizations.</li> </ul>	<ul style="list-style-type: none"> <li>• It's necessary to conclude and perform the contract.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• The length of the contract between us and 10 years after, except in case there are any issues, except as follows:</li> <li>• France &amp; Korea (5 years after); U.K., India, &amp; Singapore (6 years after); Ireland, Israel, Netherlands, Malaysia &amp; Japan (7 years after); China (8 years after); Spain (15 years after).</li> </ul>

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