



Privacy Policy

Last Update Date: 28th October, 2025

Effective Date: 4th November, 2025

This policy applies to all products and services provided by IKEA China, including offline and online shopping experiences, and relevant customer service, IKEA Family membership service, product promotion and delivery services of the promotional materials.

IKEA China (hereinafter referred to as “**we**” or “**us**”) knows the importance of personal information to you very well, so we will do our best to protect your personal information. We are committed to maintaining your trust and protecting your personal information. In the meantime, IKEA China promises that we will adopt appropriate security protection measures to protect your personal information based on mature security standards of the industry. **Please read carefully and understand this Privacy Policy prior to using our products (or services), especially the terms in bold.**

If you have any questions, comments or suggestions, please contact us by the contact method listed in the section “Any Doubt”.

Please notice:

The last update date of this privacy policy is 28th October, 2025, and the effective date is 4th November, 2025. During the period between 28th October, 2025 and 3rd November, 2025, for all new users, or users who prefer to use the new version of the privacy policy, we agree that the new version of the privacy policy shall apply.

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Definition

Ingka Group: refers to INGKA Holding B.V. and its controlled entities.

IKEA China: refers to IKEA (China) Investment Co., Ltd. and all legal entities invested by this company for IKEA Retail business in mainland (for the purpose of this Privacy Policy, excluding Hong Kong, Macau and Taiwan) of the People's Republic of China (hereinafter referred to as "**China**").

IKEA franchise system: refers to Inter IKEA Systems B.V., the owner of the IKEA Concept and worldwide IKEA franchisor, other IKEA companies which are responsible for supply and communication, and other IKEA franchisees.

Online channel: refers to all touchpoints provided by IKEA China that can be accessed or used via internet, including but not limited to IKEA China website (ikea.cn), IKEA mobile application (IKEA App), IKEA Tmall store, IKEA JD store, "IKEA" WeChat mini-program, "IKEA Food" WeChat mini-program, "IKEA Family" WeChat mini-program, "IKEA Family" TikTok mini-program, "IKEA Family Membership Event" WeChat mini-program, "IKEA Store Service" WeChat mini-program, "IKEA Inspiration Plus" WeChat mini-program, "IKEA Family Membership Parking" WeChat mini-program, and other online services governed by this Policy. Please refer to Annex 1 for more online channels and their operators.

Personal information: refers to various types of information recorded in electronic or other ways that is related to an identified or identifiable natural person, including but not limited to name, address, mobile phone number, and ID number, etc. but excluding anonymized information.

Marketing communication: refers to the communication sent to the customers for promotion and marketing of products or services via channels including but not limited to phone call, e-mail, instant messaging, and social networking by IKEA China, such as the information about store activities, service or product promotion. The information that must be sent to the customers for providing services, such as logistics information and recall hints are not marketing communication.

Sensitive personal information: refers to personal information that, if leaked or used illegally, may easily lead to an infringement upon the human dignity of a natural person or endangerment of the safety of his/her body or property, including biometric, religious beliefs, specific identity, medical and health care, financial accounts, whereabouts and other information, as well as the personal information of minors under 14 years of age. Sensitive personal information is marked in **bold and underline** to draw your attention to it. **If you refuse to provide the sensitive personal information listed in this Privacy Policy, you will not be able to use the corresponding functions and services.**

How do we collect and use your personal information

We provide various products and services. We're always dedicated to creating a better everyday life for the many people. When you use our product or access to our service, we will only collect and process your personal information for the following purposes described in this policy.

Collection and procession of personal information:

In order to provide you with products or services, we need to collect and use some necessary personal information from you. If you do not provide the relevant personal information or disagree on such information collection and use, our relevant products or services may not function properly or we may be unable to provide you with the relevant products and/or services. The specific channels, scenarios and functions for or in which your personal information will be collected and used are including:

(I) IKEA China website (ikea.cn), IKEA APP and “IKEA” WeChat mini-program

A. Online shopping services and experience:

- **Create/Login an account:** You may visit IKEA China website (ikea.cn) without creating or login an account. When you shop on our online channel, you need to create an account to be the user first and login into the account. When you create or login into the account, your **mobile phone number** shall be provided (or authorized to be accessed by us through e surfing) and depending on the registration or login method you choose, you may also need to provide your **email address** or **WeChat account information**. You will also be asked to set up or enter a **password** to protect your account. SMS authentication code will be sent out to you via your provided mobile phone number in order to verify your identity. Meanwhile, you may choose to link your account with your IKEA Family membership, thus enabling you to enjoy the corresponding membership benefits. If you wish to set or reset your password, or if you forget your password, we will collect your **email address** or **mobile phone number** as well as **password**, and will send and collect **verification code** to reset your **password**. After your registration, you may choose to modify your **mobile phone number** at any time, and we need to collect your mobile phone number and **SMS verification code** to verify your identity and assist you in modifying the mobile phone number. Additionally, you may choose to link your account with your email or WeChat at any time, and we need to collect your **email address**, **verification code**, or **WeChat account** to verify your identity and assist you in account linking.
- **Online shopping and payment:** When you shop on our online channels and pay for the products or services you ordered, you need to fill in the **consignee's name**, **delivery address**, and **mobile phone number** in the online generated order for the purpose to deliver the products or services to you. The order will also specify the system-generated **order number**, **information about the purchased products or services**, **the amount of payment**, and **your payment method**; If you apply to us for an electronic invoice, we will collect your **invoicing information**, including **transaction number**, **transaction time**, **invoiced amount**, **payer type**, **invoice title**, **tax identification number**, **email address**, and **other optional information (such as bank name, bank account number, company address, and company phone number)**. After your order is placed,



you can make payment in a manner provided by third-party payment institutions (including Alipay, WeChat pay and Unionpay). Your **order number and the amount of payment** will be shared with the third-party payment institutions so that they can confirm your payment instructions and then make payment. **If you choose to bind your bank card** at third-party payment institutions to realize the payment, your necessary **bank card information including bank card number** will be obtained by them directly. You may also **use the wallet function to make payments**, which may require you to set up a **transaction password** and provide the **verification code** to **bind your payment card**. When you use the wallet function to make payments, we may need to access your **photos library** to identify screenshots of payment QR codes and warn you about the risks of payment code usage.

- **Products searching and displaying:** In order to let you search for the products and services you need quickly and display the relevant information to you in best way, we will collect your **Favorites, wish list, or searching records, browsing history** that left when you visit or access our online channels, as well as the **IP address and device information**. Device information are referring to the information including the **device name, device model, device ID (IDFA/Android ID/UUID/OAID/IDFV, "IKEA" WeChat mini program does not have the capability to collect unique device identifiers), operating system and application version, language setting, resolution ratio, service provider network ID (PLMN) and browser type**. We will also use the personal information aforementioned for the purpose of continuously improving and optimizing the searching and personal displaying function.

Based on your above information, your chat history with our customer service team and other personal information you chose to provide, we will conduct data analysis, predict your preferences, and push personalized recommendations to you on the IKEA China website, IKEA APP and "IKEA" WeChat mini-program. We may also send you marketing information or conduct personalized marketing communications by phone call, instant messaging, email and social networking. Whereas your explicit consent obtained, we may communicate with you through the "YixiaoJia" corporate WeChat account.

You may choose whether to open the above personal displaying function. If you open the personal displaying function, we can provide you with personalized product search and recommendations or carry out personalized marketing based on your preferences to help you discover potential interesting products; if you close such function, the relevance of product searches displayed to you to your preferences, the relevance of recommended products to your preferences, and the relevance of marketing content provided to you to your preferences will be reduced.

You could close the personalized displaying function on IKEA China website through clicking "My Personal Profile"– "Personalized recommendation" if you don't want to be shown with



any recommended products on IKEA China website.

You could close the personalized displaying function in IKEA App or "IKEA" WeChat mini-program through clicking "Setting up" – "Privacy" – "Personalized recommendation" if you don't want to be shown with any recommended products on IKEA App or "IKEA" WeChat mini-program.

You may choose whether to accept us, our affiliated companies or service providers to send marketing communication to you by phone call, E-mail, SMS, printed materials or other means.

You can update the subscription options of marketing communication from IKEA Family on IKEA China website mobile, IKEA App and "IKEA" WeChat mini-program.

-Set up "my profile" – "SMS from IKEA Family" on IKEA China website mobile

-Set up "Mine" – "Setup" – "Privacy" – "Accept SMS from IKEA Family" on IKEA App

-Set up "Mine" – "Setup" – "Privacy" – "Accept SMS from IKEA Family" on "IKEA" WeChat mini-program

You can unsubscribe from the marketing SMS by replying with 0; and you can unsubscribe from the marketing E-mail through the unsubscribe link.

You can also contact us according to the following contact method set out in the section "Any Doubt" to update the subscription options of marketing communication.

- **Online experience: You could comment or publish pictures of the products or service sold or offered online through the inspiration function or other comment functions we provide you on our online channels.** We will collect and review these **comments or pictures you submit for publishing**. Please think carefully and determine whether to publish the comments or pictures **if they have any personal information even sensitive personal information of you or others.** When you release comments or pictures that have **personal information of children**, please ensure you've got the prior consent from the minors and their guardians.

You can use the online IKEA planner and "shopping list" which is provided on our online channels to make your shopping easier and improve your shopping experience. While using these functions, you can log on to our online channel with your account, and we will associate your design scheme created in the online IKEA planner and/or your online shopping list with your account and store them for future use.

B. Whole room design or kitchen design service

Through the IKEA whole room design or kitchen design reservation service provided by our online channels, Customer Support Centre hotline or online customer service, you could reserve, consult and experience IKEA whole room design or kitchen design service. Your personal information including **name, mobile phone number, verification code, service store, house information, budget, scheduled time of fit-out and design preference** will be collected when we provide you the service for the purposes to communicate with you and to deliver the design solutions that satisfy your requirements and preference. Also, we will share your **reservation information** with the research company and conduct a satisfaction survey on you via telephone at your option.

C. Corporate Service

Through the corporate service provided by our online channels, you could receive remote corporate procurement service, bulk procurement service, prepaid card procurement service, delivery service, assembly service, installation service and commercial space design service. Your personal information including **name, mobile phone number and service store** will be collected when we provide you the service for the purpose to communicate with you. Also, we will share your **reservation information** with the research company and conduct a satisfaction survey on you via telephone at your option.

D. IKEA Family Membership

When you create the account on our online channel, you could also register as a member of IKEA Family parallelly. SMS authentication code will be sent out to your provided **mobile phone number** or you will be asked to authorize access **via WeChat** to verify your identity. If you apply to us for an electronic invoice, we will collect your **invoicing information, including transaction number, transaction time, invoiced amount, payer type, invoice title, tax identification number, email address, and other optional information (such as bank name, bank account number, company address, and company phone number)**. Meanwhile, for the purpose of providing you personalized marketing communication, you can supplement your additional personal information in membership profile, including your **profile picture, nickname, gender, date of birth, address, cohabitation information, plan of home decoration, children information (not provided, no children, whether the child is of legal age), and stores about which you prefer to receive pushes**, etc.. Those information will also help us to conduct data analysis and research, thus improving our products and services.

You could enjoy the member benefits after your registration to be the IKEA Family member. Those benefits include but are not limited to special discount and activities for family members, point mall. We will collect and use your **family membership card number, member tier, member title, point details**, etc. so that we could provide you the corresponding member benefits.

E. Offline Event Reservation and Purchase

To provide you with offline event registration and purchase services, we need to collect your **name and phone number**. When making a payment, **you can choose the payment service provided by our partner third-party payment institution (i.e., WeChat Pay)**. **To complete the payment and confirm your payment instruction**, we will share your order number and the amount of payment with the third-party payment institution. **If you choose to pay by linking your bank card**, the necessary **bank card information, bank card number**, will be directly obtained by the third-party payment institution.

F. Store Service

- **Location of Store:** in order to provide you with the above service, we need to collect your **precise geographic location information to locate the nearest stores;** also you can select the stores at your own discretion.
- **In-Store Shopping Bag:** While shopping offline, you can scan items in the store and add them to your shopping bag, then complete the order and payment online, choosing either in-store pickup or delivery services. To deliver the purchased goods or services to you, you may need to provide the recipient's **name, delivery address, and phone number** in the order. The order will also include the system-generated **order number, details of the products or services you purchased, the amount payable, and the payment method.** When paying for the order, **you can choose the payment services provided by our partner third-party payment institutions (including Alipay, WeChat Pay, and UnionPay).** **To complete the payment and confirm your payment instruction, we will share your order number and the amount payable with the third-party payment institution. If you choose to pay by linking your bank card,** the necessary **bank card information, bank card number,** will also be directly obtained by the third-party payment institution.
- **Shopping List:** To facilitate quick checkout of your purchased items on your mobile phone, you can use the shopping list feature to scan items, provide us with **the details of the products or services you've purchased, and generate the corresponding order number, the amount payable, and the payment method.** When paying for your order, **you can choose from the payment services provided by third-party payment institutions we cooperate with (including Alipay, WeChat Pay, and UnionPay).** **To complete the payment and confirm your payment instructions, we will share your order number and the payable amount with the third-party payment institutions.** If you choose to pay by binding a bank card, the necessary **bank card information, bank card number,** will also be directly obtained by the third-party payment institution.
- **In-Store Experience Feedback:** You may choose to provide us with **personal feedback** to help us further improve your shopping experience.
- **Smart Shopping Buddy:** We will use deep learning technology to provide you with intelligent Q&A-based shopping assistance, including answering questions and recommending products. The content of your communication with us will be de-identified. For the sole purpose of ensuring security and compliance, and to trace any illegal inquiries made by users, we will store the relevant content of your queries.
- **Intelligent Search Service:** To enhance your shopping experience and provide diverse search solutions, we utilize artificial intelligence technology to offer intelligent search services. To provide this service, we collect and analyze the **content of your queries** to provide matching products and relevant product

information. We will also use your **historical clicks and purchases** to recommend content related to items you previously browsed or purchased, further improving your shopping experience. Additionally, for the purpose of ensuring security and compliance and to trace any illegal inquiries made by users, we will store the **relevant content of your queries**.

- **Online Buyback and Resell Service:** We provide the online buyback and resell service for selected IKEA products. To deliver this service, we collect and use the items you select for buyback and their corresponding images when you initiate a buyback request, for the purpose of assessing and providing a quote for your items. We will also collect and use your mobile phone number to send you messages regarding the outcome of the quote.

(II) IKEA Corporate Services Platform (b2b.app.ikea.cn)

You may use the corporate services provided through our online channel to purchase relevant products for your customers or co-workers. You commit that it is your responsibility (and not that of IKEA China) to obtain consent from those customers or co-workers for the use of their personal information. When you log into this website, you will need to provide your **phone number**. We will also send a **verification code** via SMS to the phone number you provided and collect this code to verify the authenticity and validity of your identity.

(III) Other IKEA WeChat mini-programs (including “IKEA Food” WeChat mini-program, “IKEA Family Membership Parking” and “IKEA Store Service” WeChat mini-program, etc.)

A. “IKEA Food” WeChat mini-program

- **Login/Registration:** You do not need to register or log in to an account to enjoy online ordering services. However, if you choose to register or log in, you may need to provide your **mobile number** and **WeChat account information**. To ensure the security of your account, you will need to set or enter a **password** for your account. Additionally, we will send a **verification code** via SMS to the mobile number you provide to verify the authenticity and validity of your identity. Your account will also be linked to your IKEA Club membership information, allowing you to enjoy the corresponding membership benefits. After your registration, you may choose to modify your **mobile phone number** at any time, and we need to collect your **mobile phone number** and **SMS verification code** to verify your identity and assist you in modifying the mobile phone number. Additionally, you may choose to link your account with your email at any time, and we need to collect your **email address** and **verification code** to verify your identity and assist you in account linking.

- **Membership information completion:** After your account registration, you may choose to complete your membership information, and we need to collect your **profile picture, nickname, gender, date of birth, and address** to help you complete your membership profile and provide you with personalized services.
- **Online ordering and payment:** in order to provide you with convenient online ordering service, we need to collect your **precise geographic location information to locate the nearest stores**; if you are not convenient to provide precise geographic information, you can manually select the stores where you want to place order; in order to prepare your meal, we will provide your **order information** to the stores. After your order is placed, you can make payment in a manner provided by third-party payment institution (i.e. WeChat pay). Your **order number** and **the amount of payment** will be shared with the third-party payment institution so that **it can confirm your payment instruction and then make payment**. **If you choose to bind your bank card** at third-party payment institution to realize the payment, your necessary **bank card information, bank card number** will be obtained by it directly. Depending on your choice, we may also collect your **email address** to send you the electronic VAT invoice. If you need to modify your invoice email address, we need to collect your **email address** to assist you in modifying the invoice email address and send you the electronic VAT invoice. For the purpose of payment security risk control, we will also collect your **IP address**.

B. “IKEA Family Membership Parking” WeChat mini-program

- **Location and parking payment inquiry:** In order to enable you to quickly locate the shopping mall and use related services, we will collect your **precise geographic location information** and nearby shopping mall information. If you want to pay for parking or check related information, you can do so by entering your license plate number.

C. “IKEA Store Service” WeChat mini-program

- **Login/Registration:** You do not need to register or log in to an account to enjoy store services. However, if you choose to register or log in, you may need to provide your **mobile number** and **WeChat account information**. To ensure the security of your account, you will need to set or enter a **password** for your account. Additionally, we will send a **verification code** via SMS to the mobile phone number you provide to verify the authenticity and validity of your identity. Your account will also be linked to your IKEA Club membership information, allowing you to enjoy the corresponding membership benefits. After your registration, you may choose to modify your **mobile phone number** at any time, and we need to collect your **mobile phone number** and **SMS verification code** to verify your identity and assist you in modifying the mobile phone number. Additionally, you may choose to link your account with your email at any time, and we need to collect your **email address** and **verification code** to verify your identity and assist you in account linking.
- **Membership information completion:** After your account registration, you may choose to complete your membership information, and we need to collect your



profile picture, nickname, gender, date of birth, and address to help you complete your membership profile and provide you with personalized services.

- **Whole room design or kitchen design service:** please refer to the relevant description of whole room design or kitchen design service in "(I) - IKEA China website, "IKEA" App and "IKEA" WeChat mini-program".
- **Corporate service:** please refer to the relevant description of corporate service in "(I) - IKEA China website, "IKEA" App and "IKEA" WeChat mini-program".
- **IKEA family membership service:** please refer to the relevant description of IKEA family membership service in "(I) - IKEA China website, "IKEA" App and "IKEA" WeChat mini-program".
- **Location of Store:** in order to provide you with the above service, we need to collect your **precise geographic location information to locate the nearest stores**; also you can select the stores at your own discretion.
- **In-Store Shopping Bag:** While shopping offline, you can scan items in the store and add them to your shopping bag, then complete the order and payment online, choosing either in-store pickup or delivery services. To deliver the purchased goods or services to you, you may need to provide the recipient's **name, delivery address, and phone number** in the order. The order will also include the system-generated **order number, details of the products or services you purchased, the amount payable, and the payment method**. When paying for the order, **you can choose the payment services provided by our partner third-party payment institutions (including Alipay, WeChat Pay, and UnionPay)**. To complete the payment and confirm your payment instruction, **we will share your order number and the amount payable with the third-party payment institution**. **If you choose to pay by linking your bank card**, the necessary **bank card information, bank card number**, will also be directly obtained by the third-party payment institution.
- **Shopping Route:** To help you find the location of the desired items and provide you with a route map, we will collect **information about the products you are interested in**.
- **In-Store Experience Feedback:** You may choose to provide us with **personal feedback** to help us further improve your shopping experience.
- **Smart Shopping Buddy:** We will use deep learning technology to provide you with intelligent Q&A-based shopping assistance, including answering questions and recommending products. The content of your communication with us will be de-identified. For the sole purpose of ensuring security and compliance, and to trace any illegal inquiries made by users, we will store the relevant content of your queries.

(IV) IKEA WeChat Official Account

Creation of/Login onto Account

When you want to browse content in our WeChat official account, we will collect your **WeChat nickname, Open ID/Union ID** and other information through WeChat.

(V) Offline Shopping Service and Experience

A. Offline Shopping

When you shop in our offline stores, if you order services of delivery, installation, or kitchen measurement, we will collect your **name, delivery address, contact information (mobile phone number and email address)** to provide you corresponding service; when you purchase and pay for products or services, we will collect your information about **payment method, the purchased products or services, the associated order batch number, and the payment amount**; if you present the IKEA Family membership card at the time of purchase, we will also associate the purchase information with your membership card, so as to provide you with after-sales services and membership benefits such as points; **if the products or services that you purchase or use require real-name registration in accordance with the requirements of relevant laws and regulations,** we may ask you to provide real-name information (including **name, ID number,** and **mobile phone number**) for verification.

B. Borrowing service:

In order to contact the borrower when necessary, we will ask you to register your **name and contact information** when borrowing items or resources from our offline stores.

C. Free WiFi:

In accordance with the requirements of the relevant laws and regulations, when you **use our free WiFi, we will take security measures such as real-name authentication with SMS messages, mini program mobile phone number verification, online behaviour auditing, and log retention**, and we will also provide public security bureau with interfaces conforming to technical standards of the public safety industry. In the meanwhile, in order to improve your shopping experience, we will record the **location and duration of your use** for internal operational data analytics.

(VI) Children related service:

A. Småland children play area:



In order to contact children's parents or guardians when children play in the play area in a timely manner, and for the purpose of parents' or guardians' identity checking when they take back their children, we will collect children's basic information include **children's name, age, special requirement**, as well as the **names and mobile phone number of parents or guardians**.

B. Children Passport:

We provide the IKEA Children Passport to those family members who have children. Members, as the parents or guardians, could choose to apply and register for the passport for their children, whereby they could participate in our specific children activities and obtain relevant marketing communication in future. **Children's name, birthday**, etc. maybe required in the application or registration as necessary. We will only use the personal information of children collected by us to push children-related personalized marketing communication to guardians with their explicit consent. To learn more about how we handle and protect the information about the minors, please refer to "[How do we handle personal information of the minors](#)".

(VII) Consulting and After-sales

A. Customer service via service hotline, live chat and email:

In order to provide you with more convenient and personalized services, we will match your personal information and historical complaint records based on your **calling phone number, email address, or online account**. Our co-workers responsible for customer support may contact you via the provided calling phone number and email address in order to complete specific customer service.

B. Verification of Identity

In order to secure the safety of your account, co-workers from customer support will verify your identity with the information that with regard to your **online account, IKEA Family membership or your purchase receipt**. When you request customer service and after-sales service related to your order, we will check your **order information**.

C. Order Finding

You can find your orders through "My" - "My Orders". For offline shopping orders, you can enter the iSell order number, or authorize us your camera access to scan the paper order.

D. After-sales service



In order to confirm and solve your issues, we will check the relevant **online account information and/or IKEA Family membership information**, as well as the relevant **order information, and historical records about consultation and complaints** with your **personal information and purchase receipt**.

E. Self-Service After-Sales

You can use the self-service after-sales feature to process returns or exchanges. You will need to provide your **name, contact number, address**, and upload **relevant proof and product images** to help us verify the situation and provide you with after-sales service.

(VIII) Conduct internal audit, survey, data analysis and research, and to improve our products or services

In order to enable us to conduct internal audit, survey, data analysis and study, we may use the personal information you have provided or authorized, e.g. **your real name, contact information, delivery address and email address, records of your purchase of IKEA products or services as well as any other information you decide to share to us** according to minimization and necessity principle. The corresponding survey, analysis and research will help us to improve IKEA products and services, thus providing you with the products and services that can better meet your needs.

You may permit us to access your personal information by activating permissions at your own discretion

To provide you more convenient and personalized product or service, and to improve your experience, we offer you additional functions on our online channels which will collect and process your personal information. **You could still access to basic browsing, searching and shopping functions online if you don't provide such personal information, while you may not enjoy the extra user experience that bought by the additional functions.** Additional functions include:

(i) Personalized recommendations based on location information:

When you have allowed us to access to your **precise geographic location information**, we will only collect the details and then recommend you IKEA stores or pick-up sites nearby, create store shopping list, display pages that more match your needs and create delivery address quickly according to where you are. **We only collect your geographic location in real time and do not combine it with other information to store details of your whereabouts.**

(ii) Camera-based additional functions:

You could enjoy the function of scanning, AR, photo taking, profile update ,pictures uploading in communication with customer supports co-workers and uploading product photos for the online buyback and resell service by activating the camera access.

(iii) Additional functions based on photo album (image gallery) accessed and pictures uploaded:

When you enable us to access your photo album (image gallery), you could then upload photo and pictures successfully and further experience functions like scanning, profile update, comments leaving, product identification, pictures or files uploading in communicating with customer supports co-workers and uploading product photos for the online buyback and resell service.

(iv) Additional functions based on storage access to device:

To ensure the stable operation of IKEA app, we need to have the access to your device storage. We will read or write necessary information such as pictures, files, crash log information, etc. from or into your device storage space when you grant us the access. The purpose is to release information to you or record the crash log information locally, or provide you with the functions like scanning, profile update, comments leaving, product identification, pictures or files uploading in communicating with customer supports co-workers.

(V) Additional functions based on clipboard

You could copy and share the product information or SMS authentication code by activating the clipboard access.

(vi) Additional functions based on calendar

When you enable us to access your calendar, you could then make activity appointment and receive the reminder.

The above additional functions require that you allow us to access to relevant permissions on your device so that we could collect and use the necessary information and provide the functions. You could open or close above-mentioned permissions in your device settings. Further, some other functions on our online channels or the Software Development Kit (hereinafter referred to as "SDK") provided by our third parties may need to obtain your other device permissions. Click and check the detail [Permission List](#).

You shall be fully aware that we do not need your authorization to collect and use your personal information in the following circumstances:

1. When it is necessary for the conclusion or performance of a contract to which that individual is a party;
2. When it is necessary for complying with our duties or obligations under law;
3. When it is necessary for responding to a public health emergency or for protecting the life, health and property safety of a natural person in the case of an emergency;
4. When personal information is processed within a reasonable scope in order to carry out any news reporting, supervision by public opinions or any other activity for public interests;

5. When the personal information which has already been disclosed by the individual or otherwise legally disclosed is processed within a reasonable scope in accordance with law; and

6. Other circumstances stipulated by laws and administrative regulations.

Obtaining your personal information from a third party

We may obtain the account information shared under your authorization from a third party, including your WeChat account portrait, WeChat nickname, Open ID, Union ID. We will bind your third-party account with your account on IKEA China online channels after you agree to this privacy policy, whereby we could enable you to directly log in and use our products and/or services with a third-party account.

If you place an order at IKEA Tmall's official flagship store, or if you join the store membership through IKEA Tmall's official flagship store and then bind it with your IKEA membership card, Tmall will share your order information such as mobile phone number, delivery address, products purchased and other de-identified personal information with us in accordance with the Tmall Privacy Policy. We will first confirm the legality of the source of your personal information based on the agreement with a third party, and then use your personal information under the premise of complying with relevant laws and regulations.

If you place an order at IKEA JD store, or if you join the store membership through IKEA JD store and then bind it with your IKEA membership card, JD will share your JD enrolled member's phone number, JD user's PIN, information on the change of membership level, cumulative order quantity, cumulative order amount, gender, name, email address and birthday with us in accordance with the JD.com Privacy Policy for the purpose of creating an IKEA membership, establishing the correspondence between the JD and IKEA memberships, synchronizing order information and providing the services under this Policy that includes IKEA club membership, member information improvement, online shopping and payment, account registration and login services, conduct of internal audits, questionnaires, data analysis and research, and improvement of our products or services.

Rules for using your personal information

We may use your personal information for the following purposes:

- We will use your personal information in accordance with this Privacy Policy for the purposes of providing our products and services;
- To ensure the stability and security of services, we will use your personal information for identity authentication, security precaution, fraud monitoring, prevention or prohibition of illegal activities, risk reduction, and archival and backup purposes;
- We may use your personal information to conduct data analysis, in order to help us to improve products and services, thus providing you with the products and services that can better meet your needs;
- We may share your personal information with government agencies, judicial authorities or authorized third parties in accordance with laws, regulations or regulatory requirements; and

- We will conduct statistics on the use of our products and/or services and may share such statistics data (which excludes your personal information) with the public or third parties to show the overall trend of use of our products and/or services.

If we use your personal information for other purposes not covered by this policy, we will ask for your consent in advance or based on other legal basis.

How do we use Cookie and similar technologies?

The use of Cookie

Our website and App possess a variety of practical Cookie functions, so we will store small data files named Cookie on your computers or mobile devices. Cookie files are small files that usually contain identifiers, site names, and some numbers and characters, including IDFA. **With Cookie, our website and App can store the activity information during your visit, so as to enable you to search the information more conveniently and quickly when you log in our website and App for another time.** For instance, we will use Cookie to remember your preferred language setting, personal surfing preferences and static the volume of the visitors.

Cookies could not be used to "filch" the information about you and your computer systems, so you do not have to worry about personal privacy issues. **We will not use cookies for any purpose other than those described in this policy. You can manage or delete cookie files according to your preferences.** For more information, please refer to AboutCookies.org.

Web beacons and pixel tags

In addition to Cookie, we will also use other similar technologies such as web beacons and pixel tags on our website and App.

On our website and App, we will calculate user visits and collect user preferences with beacons and pixel tags.

In our e-mails, there may be URL linking to our website or/and App. If you click the link, we will track this click, so as to help us to understand your product or service preferences, thus improving our services. If you refuse such a track of your activity, you can unsubscribe from our mailing list at any time.

Will your personal information be shared, processed by third parties, transferred or disclosed

Share with Third Party

As Ingka Group is a multinational company, based on the demands of operations and management, your personal information may be shared within Ingka Group, such as IKEA stores and INGKA Centres shopping mall, thus enabling us to provide you with better services.

Additionally, Inter IKEA Systems B.V. is the owner of the IKEA Concept and worldwide IKEA franchisor, and they have assigned other IKEA companies to develop range, supply and



communication. Together with IKEA franchisees, Ingka Group improves and develops IKEA to be more relevant and inspiring. So according to our business needs, your information might be shared within IKEA franchise system to provide you a better service.

We promise that all shared information is limited to your necessary personal information, and the sharing will be subject to this Privacy Policy; if we intend to change the using and handling purpose of your personal information, we will ask for your consent again. In the meanwhile, we will strictly comply with the requirements for cross-border transmission of data as stated in the relevant laws and regulations. For details, please refer to "[How is your personal information transferred globally?](#)" in this Privacy Policy.

We will not share your personal information with any company, organization or individual other than Ingka Group or entities within IKEA franchise system, except:

1. We may share your personal information with your explicit consent: After obtaining your explicit consent, we will share your personal information with other parties.
2. We may share your personal information in accordance with the laws and regulations, or mandatory requirements from government authorities.
3. **We may share your personal information with the authorized partners: solely for the purpose stated in this policy, some of our services will be provided by the authorized partners. We may share your personal information with our partners, to provide better customer service and user experience. We list the circumstances where we share your personal information with the authorized partners. For any details please refer to [Third Party List](#).**

For companies, organizations and individuals who we share your personal information with, we will sign a strict confidentiality agreement with each of them and ask them to handle your personal information in accordance with our instructions, this privacy policy and any other relevant confidentiality and security measures.

Entrustment

In order to provide you with relevant products and/or services, we may engage third-party service providers to assist us in providing relevant operation and service support. We will send your personal information that can identify you (such as your name, contact information, email address, device ID etc.) to our suppliers, service providers or other partners supporting our business for them to provide logistics service, delivery service, installation service, technical service, marketing communications pushing, analysis of how our services are used, measurement of the effectiveness of advertising and services and customer service, etc. For example, the types of personal information our partners are entrusted to process may include the following types:

- (1) Logistics service provider: In order to fulfill your order, we need to share the consignee's name, contact information, address and order information provided by you with the logistics service provider in order to provide delivery services for you;



(2) Authorized partners for advertising and data analysis services: We do not share your personal information that can identify you (such as name or email address by which you can be contacted or identified) with partners who provide advertising and data analysis services unless with your permission. We may share your device information and browsing information with our data analytic partners in order to provide you with personalized content and improve the quality of our services. For the purpose of monitoring the effectiveness of IKEA's advertising, we may engage third-party partners to collect information about your device and clicks and views on our ads and services. In order to provide you with more personalized advertising services or content, we may entrust third-party media to process some of your personal information (including phone number, device identifier) to better understand your interests or preferences and carry out related promotional activities;

(3) Installation service provider: In order to provide you with installation services, we need to share the name, contact information, address and order information provided by you with the installation service provider in order to provide you with installation services.; and

(4) Technical service providers: IKEA IT AB, for example, as a software and technical service provider, may remotely access your personal information from abroad when providing technical service.

Transfer

We will not transfer your personal information to any company, organization or individual, except:

1. Transferring with your explicit consent: After obtaining your explicit consent, we may transfer your personal information to other parties;

2. During merger, division, dissolution or bankruptcy liquidation, if the transfer of personal information is involved, we will require the new company or organization holding your personal information to continue to be subject to this policy; otherwise, we will ask the company or organization to seek for permission from you. We will comply with the corresponding notification and other obligations in accordance with the law.

Public disclosure

We will only publicly disclose your personal information in the following circumstances:

1. When with your separate consent.

2. When we need to disclosure based on legal requirements: As required by laws, legal procedures, lawsuits or mandatory requirements of government authorities, we may publicly disclose your personal information.

Third-party codes and SDKs

We may introduce into our products or services a third-party product or service that has the function of collecting personal information. Currently, Software Development Kit provided by third parties have been deployed in some of services or functions on our online channels. Click [Third Party List](#) and check the detail of SDKs that collect your personal information. By your usage of such services or functions on our online channels, you agree

that your personal information specified in the above List would be directly collected and processed by the third parties. To protect your personal information, we will conduct security assessment on the third parties and the deployed SDK.

How will your personal information be protected?

Techniques and measures we taken to protect your personal information.

We have taken security measures conforming to the industrial standards to protect the personal information you provide and to prevent the data from being accessed, disclosed publicly, used, modified, damaged or lost without authorization. We will take all reasonable and practicable measures to protect your personal information.

We also require all personnel who may access to your personal information to perform the corresponding obligations of confidentiality. People who fail to perform these obligations may be investigated for legal responsibility or be forced to terminate the cooperative relationship.

The Internet is not an absolutely secure environment, and additionally, it's not certain if the E-mail, instant messaging, social software and other communication means with other users are fully encrypted. Therefore, we suggest that you set up complex passwords and pay attention to your personal information security when using such tools.

At the same time, we will always try our best to guarantee the information security during the management, technical processing and other processes to prevent the personal information from being leaked illegally, or from being used, disclosed, modified or deleted without authorization, e.g. in the process of information transmission, we use network security layer software (SSL) to encrypt the transmission of the information you enter to minimize the risk of interception of the information. We will be committed to implementing effective and sound measures over your personal information, to protect it from the harm of various predictable accidents.

Where a personal information security incident occurs unfortunately, we will timely inform you as required by the laws and regulations of: the basic information and possible influences of the security incident, the treatment measures we have taken or will take, suggestions for you to prevent and reduce the risks by yourself, the remedial measures for your, etc. We will timely inform you of the related condition of the incident via mail, letter, telephone, pushed notification and other means. Where it is difficult to inform the subjects of the personal information one by one, we will publish an announcement in a reasonable and effective way.

Meanwhile, we will also actively report the treatment result of the personal information security incident as required by the authority.

How will your personal information be protected?

Techniques and measures we taken to protect your personal information.

We have taken security measures conforming to the industrial standards to protect the personal information you provide and to prevent the data from being accessed, disclosed publicly, used, modified, damaged or lost without

authorization. We will take all reasonable and practicable measures to protect your personal information.

We also require all personnel who may access to your personal information to perform the corresponding obligations of confidentiality. People who fail to perform these obligations may be investigated for legal responsibility or be forced to terminate the cooperative relationship.

The Internet is not an absolutely secure environment, and additionally, it's not certain if the E-mail, instant messaging, social software and other communication means with other users are fully encrypted. Therefore, we suggest that you set up complex passwords and pay attention to your personal information security when using such tools.

At the same time, we will always try our best to guarantee the information security during the management, technical processing and other processes to prevent the personal information from being leaked illegally, or from being used, disclosed, modified or deleted without authorization, e.g. in the process of information transmission, we use network security layer software (SSL) to encrypt the transmission of the information you enter to minimize the risk of interception of the information. We will be committed to implementing effective and sound measures over your personal information, to protect it from the harm of various predictable accidents.

Where a personal information security incident occurs unfortunately, we will timely inform you as required by the laws and regulations of: the basic information and possible influences of the security incident, the treatment measures we have taken or will take, suggestions for you to prevent and reduce the risks by yourself, the remedial measures for your, etc. We will timely inform you of the related condition of the incident via mail, letter, telephone, pushed notification and other means. Where it is difficult to inform the subjects of the personal information one by one, we will publish an announcement in a reasonable and effective way.

Meanwhile, we will also actively report the treatment result of the personal information security incident as required by the authority.

Preservation and retention of your personal information

We only retain your personal information within the minimum period which is necessary for the fulfillment of the purposes stated in this policy. Meanwhile, we will also preserve your personal information with adherence to the mandatory provisions about retention period that rising from applicable laws and regulations. For instance, according to the requirements from E-commerce Law of the People's Republic of China, your purchase information including the details of your purchased products and/or services shall be well-kept for no less than 3 years from the date the purchase placed. Upon the expiration of such retention period, we will delete or anonymize your personal information as required by applicable laws.

Your rights



We will take appropriate technical measures to guarantee your rights to access to, update, correct or delete your personal information, and provide various choices in terms of collection, use, sharing and storage of your personal information.

Right of access and update/correction

You can access and check your personal information left in IKEA as well as the history purchase orders and other information through the account management page provided on our online channels like IKEA China website, IKEA App, etc.. For instance, you could have the access to some of your personal information via "My Profile" on IKEA website, "Account Security" - "Setting" on IKEA App, "My Profile" - "Personal Information" on IKEA Family WeChat mini-program.

You shall have the right to update or correct the wrong, out-of-date or incomplete personal information and you can update or correct them in related pages mentioned above. For instance, when you change your mobile phone number, you shall update and bind the latest one with your IKEA account to protect your personal information.

In case you need to access to or correct other personal information generated during the use of our product and/or our services, please feel free to contact us. We will respond to your request according to the ways and period set out in this Privacy Policy. But please note that we can't provide access or update/correction services for some of your personal information due to technical limitation or security concerns.

Right to obtain a copy of your personal information

You have the right to obtain a copy of your personal information. If you request a copy of the personal information that we have collected about you, you may go to "Settings" - "Privacy" - "Export Personal Information" and **add your email** to receive a copy of your personal information, or you may contact us by the means listed in the section "Any doubt". To the extent in compliance with applicable laws and technically feasible, we will provide a copy of your personal data to you upon your request.

Right of deletion

In case (a) we breach any law or regulation to collect or use your personal information; or (b) we collect your personal information without legal basis or you withdraw your consent; or (c) we breach our agreement with you to collect or use your personal information; or (d) you cancel your account; or (e) we no longer provide products or services for you, you shall have the right to require us to delete the information. You can contact us by the means listed in the section "Any doubt" and require the deletion of your personal information.

Right of revocation

Each of our business function can be completed only when you have provided some basic information to us. You can change or revoke your authorization on the scope of our procession of your personal information by requesting the information deletion, turning off the device permissions, etc. By the means of cancelling your account, you can revoke all your authorization on our continuous procession of your personal information based on your permission. For the additional personal information we collect, you can also grant or withdraw your authorization for our collecting or using at any time. If you need any help in this process, please contact us by the contact method set out in the section "Any Doubt".

Right to restrict/object processing

You have the right to restrict or object to our processing of your personal information. You may contact us by the means set out in the section "Any doubt" and require the restriction from or object to our processing of your personal information.

Right to object automated decision-making

You have the right to object to our pushing notifications and marketing communications based on decisions made by automated means, require us to explain the decisions made by automated means that might be material to your rights and interests and object to our decisions made solely by automated means. You may contact us by the means set out in the section "Any doubt".

Right of cancellation

You can cancel the IKEA account and IKEA Family membership you've registered. However, the account cancellation is unrecoverable and will clear your account information, unless IKEA is required to retain any data by laws and regulations. Therefore, if you have any intangible assets under your account (like account balance, points, gift card bounded, etc.), it is suggested that you use them up before you cancel the account as they are unrecoverable after the account is cancelled. You can cancel the account by yourself via "Mine" – "Setting" – "Account Security" – "Account Cancellation" in IKEA App. You can contact us via online customer service or the contact method that set out under the section "Any Doubt" to apply for cancellation or acquire more details. The online customer service could be found via "Mine" – "Online Customer Service" in IKEA App, or "Help centre" – "Online Customer Service" in IKEA Store Companion WeChat mini-program, etc.

However, in case we must collect, use or share your information according to applicable laws and regulations, we can reject your request within the scope allowed by applicable laws and regulations. We have the right to adjust the above rights of yours according to applicable laws and regulations.

Response to your above requests

In order to guarantee security, you may be required to provide a written request or to prove your identity in other ways. We may require you to verify your identity first before processing your request. We will respond in 15 days.

In principle, we don't charge fees over your reasonable requests. But for requests repeated for many times and beyond the reasonable limit, we will charge certain fees for cost as appropriate. And we may reject the requests that are repeated for no reason, require excessive technical means (For example, it needs to develop a new system or change the existing practice fundamentally), present risks to the legal interests of others or are very unrealistic.

We will not be able to respond to your requests according to the laws and regulations under the following circumstances:

1. The request is directly related to national security or national defense security;
2. The request is directly related to public security, public health or compelling public interests;

3. The request is directly related to criminal investigation, prosecution, judgment and execution of judgment;
4. There is sufficient evidence to prove your subjective malice or abuse of rights;
5. Response to your request will cause severe damage to the legal interest of yours, or other people or organization;
6. The request involves any trade secret; and
7. other circumstances required by laws and regulations.

How do we handle personal information of the minors?

IKEA China will not actively seek or collect personal information of minors under the age of 18. However, when we provide the offline services specially designed for the minors, such as Småland children play area and IKEA Children Passport, we may collect the personal information of minors under 18 from their parents or other guardians directly, with explicit authorization from the parents or other guardians, according to the principles of clear purpose and minimum necessary information. Before collecting personal information of minors, we will inform their parents or guardians through a separate Minor Personal Information Protection Policy of how we collect, use, and protect minors' personal information.

Before using our services, please make sure you're an adult, or you can use our services under the direction of your parents or guardian. The parents or guardians should carefully read our Privacy Policy and Minor Personal Information Protection Policy before providing us with the information of the minors, so as to take better care of the children.

IKEA will not send any marketing communication to the minors. In case we find that we have collected the personal information of minors without the prior permission from their parents or other guardians, or guardians of minors require us to delete the information of minors, we will manage to delete the related information as soon as possible.

How is your personal information transferred globally?

In principle, the personal information collected and generated in the People's Republic of China will be stored in the People's Republic of China. Since Ingka Group is a multinational corporation, our technical and administrative personnel located outside of China may, only if necessary, have access to your personal information stored in China based on the needs for group operation and management. **Only after we acquire your separate authorization and satisfy requisite conditions required by laws and regulations, your personal information may be transferred to an overseas jurisdiction beyond the country/region where you use the products or services.**

Such jurisdiction may have different data protection laws, or even no related law available. Under such circumstances, we will ensure to protect your personal information to an extent equivalent to that in the People's Republic of China. We will always guarantee information

security during the management, technical processing and other processes, to prevent your personal information from being harmed by various predictable accidents.

How do we update this policy?

We may modify this policy occasionally, so as to timely reflect the changes in the national laws and regulations and the adjustment of our service policies.

We will not reduce the rights you should enjoy according to this Privacy Policy without your explicit consent. For significant changes, we will also provide more notable notifications (we will send the notices via popup to indicate the specific changes in this Privacy Policy).

The material changes referred to in this policy include but are not limited to:

1. There are significant changes in our service, such as the purpose of processing personal information, the type of personal information processed and the usage mode of personal information;
2. There are significant changes in our ownership structure, organizational structure or other aspect, such as change of owners due to business adjustment, merger and acquisition in bankruptcy proceeding;
3. The main objects of the sharing, transfer or public disclosure of personal information have changed;
4. Your rights in terms of personal information processing and the manner of exercising the rights have changed significantly;
5. There are changes in the responsible department, the contact information and the complaint channels for personal information processing security;
6. The personal information security impact assessment report indicates high risks.

We will archive the old versions of this policy for you reference.

Any doubt

In case of any doubt or dissatisfaction about this policy or your personal information in our possession, or if you would like to lodge a complaint or report, please feel free to contact us via following customer service hotline. Generally, we will reply in 15 days.

IKEA China Customer Service Hotline: 400-800-2345

IKEA China Customer service E-mail: cs.cnikea.cn@ikea.com

Meanwhile, we also set up the personal information protection department. You could contact the department directly if your doubts or issues are not well settled down by the customer service hotline. The contact email address is isdg.general.cn@ingka.ikea.com and the contact address is 4th Floor, Building A, No. 788 Jinzhong Road, Changning District, Shanghai. You may also contact our personal information protection officer through the aforementioned email and address.

If you are dissatisfied with our response, you may also lodge a complaint or report to the relevant regulatory authority in your jurisdiction. You can also contact us via the contact



details listed above, and we will provide you with applicable channels for complaint or report based on your specific circumstances.

This Privacy Policy is written both in Chinese and English languages. Both versions shall be equally authentic. Where there is a discrepancy between the Chinese and English versions, the Chinese version shall prevail.

You agree that any dispute caused by this policy between you and us (hereinafter referred to as “**dispute**”) shall be governed by the laws of the People’s Republic of China, except for the rule of conflict. Unless otherwise prohibited, you agree that any disputes, claims, or legal actions arising directly or indirectly from or related to this shall be submitted to the court with jurisdiction in the operator's location and resolved in accordance with the laws of the People's Republic of China.

Annex 1: List of Online Channel Operators

Online Channels	Operator	Address
www.ikea.cn	IKEA E-commerce (China) Co., Ltd.	Room 401, 4F, No.128 Caoxi Road, Xuhui District, Shanghai
wrd.family.ikea.cn		
IKEA App		
“IKEA”WeChat mini-program		
IKEA Tmall official flagship store		
IKEA JD store		
“IKEA”WeChat official account	IKEA (China) Investment Co., Ltd.	3F, No.550 Lingyu Road, Pudong New Area, Shanghai
“IKEA Family”WeChat official account		
“IKEA China Recruitment” WeChat official account		
“IKEA China News Center”WeChat official account		
“IKEA Food”WeChat mini-program		
“IKEA Family”WeChat mini-program		
“IKEA Family Membership Event”WeChat mini-program		
“IKEA Store Service” WeChat mini-program		

"IKEA Inspiration PLUS" WeChat mini-program		
"IKEA Family Membership Parking" WeChat mini-program		