

Privacy policy - IKEA Business Network

In this document we examine in more depth aspects that exclusively apply to IKEA Business Network accounts. See our [General Privacy Statement](#) for all other topics that are not discussed here

1. IKEA Business Network

As a member of IKEA Business Network your organisation has the inside track for doing business with IKEA. There are two distinct IKEA Business Network roles:

Administrators run an organisation's IKEA Business Network account, with responsibility for administering all corporate and personal data, and sending invitations to colleagues to join. As an administrator, you are responsible for adding and removing users.

Users can access their organisation's IKEA Business Network account once the administrator has added them. Any changes you want to make as a user are subject to the prior approval of the administrator.

This division of roles ensures access to a clear and comprehensive list of the organisation's IKEA purchases, making admin tasks easier.

As a member of IKEA Business Network you are assigned a unique IKEA Business Network number. We may process the following data:

- Legal business name;
- VAT or enterprise number;
- Industry segment;
- The organisation's invoicing, delivery and contact address;
- Your first and last name;
- Your work email;
- Your work phone;
- Your job title;
- Transactions;
- Marketing email consent

2. How do we use this data?

We ask you to provide your first and last name, your email and your postal address. This will allow us to better tailor our services to you, deliver your purchases and personalise our interactions. You must be 18 or over to register for IKEA Business Network. We collect this data on the basis of your agreement with us.

We also use this data and the data relating to your organisation to identify your location and your preferred IKEA store. We use this data, based on our legitimate interest, to conduct the statistical analyses needed to gain better insight into your wishes as a member of IKEA Business Network and improve your shopping experience.

If you buy a product when you are signed in or when you scan your IKEA Business Network card this purchase is registered in your IKEA Business Network account. This ensures you and your colleagues with access to the account can review the purchase history at any time. To get to know your organisation better, when you are signed in we link your search and browsing history at IKEA.be to your IKEA Business Network account. By learning our customers needs we can develop new and better products, make our communications more relevant and show more targeted offers. We also use this data to tailor our customer service to you as a member of IKEA Business Network. Whether it's your purchases, the rooms you design using our planners or your interactions with our customer service – we keep your data as long as you are an active IKEA FAMILY member.

3. Marketing messages

As a member of IKEA Business Network you can register your commercial communication preferences in your account. We can then contact you when we have something interesting for you (new products, special offers, inspiring workshops) or want to tell you about something important. For example, we can let you know if we cut the price of the dream kitchen you designed in our kitchen planner.

4. B2B eCatalog

This is a solution enabling members of IKEA Business Network to offer all or some of the IKEA range on their own purchasing portal.

5. Retention term

Your IKEA Business Network account will be automatically deleted if it remains inactive for three years. Examples of activity are signing in to your IKEA Business Network account and scanning your IKEA Business Network card. For tax reasons we are obliged to retain transaction data for 10 years. You can delete your IKEA Business Network account at any time. See “Leaving” for more information.

6. Leaving

If you would you like to leave IKEA Business Network, start by signing into your account. Go to "Account" and click "Login & Security". If you are completely sure, scroll to the bottom of

the page and click “Delete account”. All data will be deleted, except for transaction data and other data we need to respond to any claim we may receive.