

Privacy Notice for the IKEA Family Account

1. What is this Privacy Notice about?

1.1 Transparency matters to us

We know how important it is for you to understand how we use your personal data. That is why transparency is very important to us. In this Privacy Notice, we explain in detail how and for what purposes we process your personal data.

1.2 Scope

This Privacy Notice applies to private customers who have an **IKEA Family account** (the "Account").

It explains how and why we collect, store, process and share personal data when you use your IKEA Family membership:

- in IKEA stores,
- on our websites,
- via the IKEA App,
- on the IKEA Second Hand Marketplace ("Marketplace"),
- and when you contact our customer support centres.

All information we process about you as an IKEA Family member is assigned to your IKEA Family profile.

2. Who are we and how can you contact us?

2.1 Data Controllers

We are part of the **Ingka Group**, a franchisee of Inter IKEA Systems B.V., operating digital and physical IKEA sales channels worldwide.

For the processing activities described in this Privacy Notice, the following companies act as **joint data controllers** pursuant to Article 26 GDPR:

Local Data Controller:

IKEA Deutschland GmbH & Co. KG
Am Wandersmann 2-4
65719 Hofheim-Wallau
Germany
„IKEA“

Global Data Controller:

Ingka NB AB
Älmhultsgatan 2
215 86 Malmö
Sweden
„INBAB“

These companies are jointly referred to as "we" or the "Data Controllers".

2.2 Joint controllership

We jointly determine the purposes and means of processing your personal data as joint controllers in order to provide your IKEA Family account and related services.

2.3 Data protection contact

If you have any questions about this Privacy Notice or about the processing of your personal data, you can contact IKEA's Data Protection Officer:

Email: dsb@ikea.com

or by post at:

IKEA Deutschland GmbH & Co. KG
Data Protection Officer
Am Wandersmann 2-4
65719 Hofheim-Wallau
Germany

If you would like to contact INBABs Data Protection Officer, please make the request to IKEA's DPO using the contact details above.

3. Roles of the Data Controllers

3.1 Allocation of responsibilities

As joint data controllers, we work together to provide IKEA Family and manage your Account. Your **Local Data Controller** IKEA is your primary point of contact for all data protection matters and is responsible in particular for:

- the day-to-day management of your IKEA Family Account,
- communication with you,
- administration of benefits, rewards and services,
- handling your data subject requests.

Your Global Data Controller INBAB is your primary point of contact for all data protection matters in relation to your use of the IKEA Second Hand Marketplace.

You may exercise your data subject rights at any time with both the Local and the Global Data Controller.

3.2 Independent responsibility

For certain processing activities, we act as **independent data controllers**, for example:

- IKEA with regard to purchases, services and events in IKEA stores or the online shop (Local Data Controller),
- INBAB with regard to the use of the IKEA Second Hand Marketplace (Global Data Controller).

The respective privacy notices apply to these activities.

4. Why do we process your personal data?

We offer IKEA Family members a wide range of services, benefits and rewards, including:

- exclusive member discounts,
- loyalty and bonus programmes,
- access to purchase and order history,
- participation in events and promotions,
- access to the IKEA Second Hand Marketplace.

Where required and subject to your consent (e.g. for cookies, newsletters or personalized advertising), we also use your data to personalize content, improve services, and provide tailored offers and marketing information.

5. What personal data do we process and for what purposes?

5.1 Your IKEA Family account

5.1.1 Profile data

If you would like to become an IKEA Family member, receive an IKEA Family card and receive communications from IKEA Family, you can simply register for an IKEA Family account. During

registration, we inform you that the IKEA Family Terms and Conditions apply and give you the opportunity to review their content.

In addition to your first and last name, postal address and email address, we also ask for your date of birth (membership of IKEA Family requires you to be an adult), unless this information is already available from your IKEA online shopping customer profile.

5.1.2 Login

For all login procedures, your identity will be verified. To log in, you only need to provide your email address or phone number and your password or a one-time code.

Please ensure that you keep your password confidential to prevent misuse and keep your data up to date in your own interest. You are responsible for all activities carried out under your username, provided that you are at fault.

If you actively log in after registration, you consent to remaining logged in for a period of 365 days. You may withdraw this consent at any time with effect for the future during the login process or thereafter in your IKEA Family account.

5.1.3 Data processing

We will need to process this data to identify you as a person for queries, send you your IKEA Family post, and contact you by post or e-mail about your IKEA Family membership.

Your IKEA Family profile gives you access to your plans, shopping lists, wish lists, and your online shopping history (order overview), and your invoices respectively checkout receipts limited to the last five years for you to print out if you wish.

When you are logged-in, you can also view and manage your shopping history, orders and delivery status, re-order products, order spare parts, access the code for picking up deliveries to IKEA lockers, cancel orders, start the return of products and access the return status, order, change and cancel certain services including deliveries and/or assembly, notify IKEA of false or defective products and resolve issues online, without having to call customer support.

We may notify you by e-mail that you can continue or complete any product search, plan, or order in the IKEA online shop that you have interrupted or cancelled. You can also register for IKEA events in your IKEA Family profile; we'll then contact you by e-mail about your registration with the event and record your participation in the event in your IKEA Family profile.

5.1.4 Legal basis

The legal basis for the data processing described above is Article 6(1)(b) GDPR, this means that the processing of your data is necessary so that we can fulfil all obligations of IKEA in connection with your IKEA Family membership.

The legal basis for remaining logged in is Article 6(1)(a) GDPR in conjunction with your consent, which you may withdraw at any time with effect for the future during the login process or thereafter in your IKEA Family account.

5.1.5 Reservation of bargain items

You can also sign up to reserve bargain items at IKEA in your IKEA Family profile and reserve these products for pickup at an IKEA location of your choice for up to 48 hours; after that, we'll contact you about your reservation by e-mail.

We'll be processing your data according to GDPR Art. 6.1 (b) as we will need the data to fulfil our obligations arising from your IKEA Family membership.

5.1.6 IKEA Family News

You can also agree to receive news from IKEA Family news by e-mail and app messages. IKEA Family News by e-mail includes:

- messages with special information, offers, news and promotions for IKEA Family members, as well as recommendations that match your purchases using your IKEA Family card;
- messages inviting your feedback and product reviews for products you have purchased from IKEA (see also 5.1.14 for the process of product reviews).

Agreeing to receive our IKEA Family News by e-mail allows us to analyse whether and what you read or click on while reading your IKEA Family News to make it even more attractive for you and to create customer groups as well as special offers for these groups.

Art. 6.1 (a) GDPR together with your consent allows us to send you IKEA Family News by e-mail. You can withdraw your consent at any time and unsubscribe from IKEA Family News by e-mail, e.g. such as by clicking on the corresponding unsubscribe link at the end of each e-mail or by unsubscribing in your IKEA Family profile.

5.1.7. Personalized Advertising

If you give us your consent when registering for IKEA Family or subsequently in your IKEA Family profile, we will process your contact details (name, email/postal address, telephone number), profile data (date of birth, age, gender, marital status), online purchasing data (product, purchase value, timestamp, store), information about your device (device identifiers, browser information, advertising IDs, IP address, cookies, online IDs, tracking pixels), interactions (e.g. click behavior, product searches on our website or app, and clicks on advertising banners on third-party websites/social media), as well as data from purchases made at IKEA stores using your IKEA Family customer profile -that is, by using your email address and telephone number - in encrypted form. We process this data in order to optimize our website, create interest profiles and new and similar customer groups, deliver relevant and/or personalized advertising to you and/or third parties via IKEA channels and our marketing partners (Meta, Google, Microsoft, Pinterest and Snapchat), and measure and improve the effectiveness of this advertising.

This enables us to better assess your interests, show you and/or relevant customer groups suitable offers on the channels and websites mentioned above, and measure the effectiveness of our advertising. The legal basis for processing your data is Article 6(1)(a) of the GDPR, in conjunction with your consent. You may withdraw your consent at any time in the Interests & Communication section of your IKEA Family profile.

5.1.8 Birthday of your children

You can also enter the month and year of birth of your children (as long as they haven't reached adult age) if you wish to. If you choose to do so, we'll send you an e-mail with birthday greetings and a gift token to the e-mail address you have given us in your kids' respective month of birth. We will erase your children's data once they've reached adult age.

On the one hand, the legal basis for such data processing is Art. 6.1 (b) GDPR which allows us to process your children's data as necessary to fulfil our contractual obligations according to your contractual option to have us send birthday e-mails and gift tokens for your underage children. On the other hand, the legal basis for such data processing is Art. 6.1 (f) GDPR (balancing of interests, based on our vested interest in sending birthday greetings and a gift token for your children on their birthday).

5.1.9 Competitions

As an IKEA Family member, you can also take part in competitions designed exclusively for IKEA Family members. If you decide to take part in one of these competitions, we will need to collect, store, and process your card number as well as other information depending on the

competition such as your name, postal and e-mail address, and phone number to manage the competition and contact you about the competition.

We'll be processing your data according to Art. 6.1 (b) GDPR as we will need the data to fulfil our obligations arising from your IKEA Family membership. We will delete your competition-related data three months after the end of the competition unless we are entitled to process certain items from your data beyond the end of the competition in connection with your IKEA Family membership.

5.1.10 IKEA Family loyalty bonus

We'll be processing your IKEA Family customer profile data, data on your purchase (card number, IKEA store, receipt number, purchase date, time, item descriptions, quantities, and prices, invoice amount), any IKEA e-mail newsletter you are subscribed to, promotions you might have taken part in to collect points – IKEA Family membership, any upgrades from IKEA customer profile for online shopping to IKEA Family customer profile, your IKEA Family customer profile logins, any plans and wish lists you have saved, registration-only IKEA store benefits you have registered for – to manage your IKEA Family loyalty bonus; that is, to calculate your points, allocate them to you, and e-mail you about your points. If you return an item you previously purchased and received points for, we'll need to link the return to your IKEA Family customer profile to deduct the points for the returned item. Remember that you will only receive points for purchases and promotions while logged in or otherwise identified as an IKEA Family member.

Refer to www.ikea.de/family for more information on the points you have earned for purchases and promotions as well as coupons you can redeem your points with.

We'll be processing your data according to Art. 6.1 (b) GDPR as we will need the data to fulfil our obligations arising from your IKEA Family membership.

5.1.11 Data processing

We process your data described in the above paragraph regarding the loyalty bonus, your use of IKEA services, your communication with us, your interests (which means your click behavior on ikea.de including product searches on ikea.de and clicking on IKEA advertising banners on third-party sites) for our own statistical purposes, to improve our online presence as well as our products and services, including the IKEA loyalty bonus for IKEA Family members, to make them even more attractive, to form customer groups e.g. based on purchases, and to create general, and/or customer group-specific, and/or individual offers for you and to display these for you also on third-party websites and social media.

The legal basis for the data processing associated with this is Art. 6 (1) b) GDPR, i.e., the processing of your data is necessary for the fulfillment of our obligations in connection with your IKEA Family membership. This includes providing all the benefits of the IKEA Family described in the IKEA Family participation terms including their optimal design and the display of customer group advertising.

5.1.12 Credit check by Ratepay

If you use of our Ratepay payment option for purchase on account in connection with your IKEA Family membership, we'll also need to transmit some of your data – your IKEA Family card number and sales volume from the last two years – to Ratepay for Ratepay to include in its risk analysis and credit check for purchase on account with a credit limit suitable for regular customers and increased acceptance rate, which Ratepay refers to as its Regular Customer Concept. You find further information on the processing of your personal data by Ratepay in the privacy policy of Ratepay at <https://www.ratepay.com/datenschutz/>.

We will need to transmit your data to Ratepay for risk analysis and credit checks that Ratepay will need to carry out if you select the Ratepay purchase on account payment option. Art. 6.1 (f)

GDPR allows us to transmit your data to Ratepay in balancing interests based on our vested interest in being able to offer you, as a member of IKEA Family, purchase on account with Ratepay as a payment option in a particularly attractive form with the highest possible payment limit in an effective and secure manner, and also specifically to prevent fraud in this case.

5.1.13 Visualisation by IKEA Kreativ

You can also use the IKEA customer app to access IKEA Kreativ virtualisation options as long as you are logged into your IKEA Family profile. IKEA Kreativ lets you scan your rooms using your device's camera, upload the scans, and insert, move, and remove IKEA furniture and furnishings in the scanned views. You can also move or remove existing furniture and thus try out countless design ideas. We will need to process your e-mail address, the photos you take, and when and how you've used IKEA Kreativ.

We'll be processing your data according to Art. 6.1 (b) GDPR as we will need the data to fulfil our obligations arising from your use of IKEA Kreativ in your IKEA Family membership.

We will erase the data for any room designs you've tried out if you don't save them within thirty days. If you save these designs in the IKEA customer app, we'll ask you whether you want to keep them after two years and delete them after another twenty-one days unless you ask us not to, or unless applicable law allows or requires us to keep the data for longer.

5.1.14 Product reviews

If you are a member of IKEA Family and logged into your IKEA Family customer profile, you have the opportunity to rate IKEA products at any time using our online product review tool ("PB-Tool").

The terms of use for customer reviews of IKEA products, available at <https://www.ikea.com/de/en/customer-service/nutzungsbedingungen-fuer-kundenbewertungen-von-ikea-produkten-pub6b077f30>, apply to the use of the PB-Tool. We publish your product review with your first name in our German online shop as well as in our online shops in other countries. This does not allow for any personal identification of you.

For our PB-Tool, we collaborate with the provider Yotpo, Inc., 400 Lafayette St. Fl. #4, New York, NY 10003, USA ("Yotpo"), and transmit your first and last name, email address, and the reviewed product with price and purchase date to Yotpo when you submit your review, so that Yotpo can provide you with all the functionalities of the review tool.

The legal basis for the data processing associated with this is Art. 6 (1) (b) GDPR, meaning the processing of your data is necessary for the fulfillment of our obligations in connection with your use of the PB-Tool based on your IKEA Family membership.

Insofar as your aforementioned data is transmitted to Yotpo in the USA in this context, this data transfer is based on Art. 45 (1), 45 (3) sentence 1 GDPR and the EU-US Data Privacy Framework. Additionally, we have concluded the EU Standard Contractual Clauses with Yotpo in accordance with the Commission Implementing Decision (EU) 2021/914 of 04.06.2021. Further information on the processing of your data by Yotpo can be found in Yotpo's privacy policy at <https://www.yotpo.com/privacy-policy/>.

Your reviews, including any personal data you may have provided therein, will be anonymized after two years of inactivity, meaning after a period of two years without submitting product reviews, so that no personal reference to you can be made.

5.1.15 Discount for charging your electric car at Mer

As an IKEA Family member, you will receive a 20% discount if you charge your electric car at the charging stations of our partner, Mer Germany GmbH ("Mer"), which are located at our stores, using your IKEA Family membership number.

For this purpose, IKEA will transmit your IKEA Family membership number to Mer once so that Mer can make a comparison and grant you the price advantage when you register with Mer using your IKEA Family membership number. We will also receive your IKEA Family membership number from Mer with the charging date and kWh charged. This enables us to identify you and check whether you have made a purchase in the respective store on that day and for what value.

The legal basis for the associated data processing by IKEA is Art. 6 1 b) GDPR, i.e. the processing of your data is necessary for the fulfilment of our obligations in connection with your IKEA Family membership, in particular to take advantage of the 20% price advantage when charging your e-car at Mer and to optimise your IKEA Family membership and all the benefits offered through it.

We will delete the data record with the charging data transmitted by Mer and the value of any purchases after 14 months at the latest.

5.2 IKEA Second-Hand-Marketplace

5.2.1 Access by the Global Data Controller

From the moment you first log in to the Marketplace website using your IKEA Family credentials, your Global Data Controller gains access to your IKEA Family data. The Global Data Controller processes this data for its own purposes in connection with your activities (sales and purchases) on the Marketplace.

You can find all relevant information on this processing in the Privacy Notice of the Global Data Controller at [Privacy Notice for the IKEA second-hand marketplace - IKEA](#).

5.2.2 Joint Controllershship

If you are active on the Marketplace as an IKEA Family member, the Local Data Controller and the Global Data Controller process your data partly within the scope of their joint controllershship. In this context, the processing purposes and legal bases described above in Sections 5.1.1 to 5.1.4, 5.1.6 to 5.1.7 and 5.1.11, as well as the additional processing purposes described below in Section 5.3, apply accordingly.

Where you have consented to receiving the IKEA Family newsletter or other email newsletters, these are sent exclusively by the Local Data Controller.

5.2.3 Seller Reviews

After completing a purchase on the Marketplace you have the option to review the seller. Your review will be published anonymously by using your first name or profile name or an abbreviation thereof. You can access all further rules and information on this review feature in Section [...] of the IKEA Family Terms and Conditions. The legal basis for the related data processing by IKEA are Article 6(1)(b) and Article 6(1)(c) GDPR, meaning that the processing of your data is necessary for the fulfilment of our obligations in connection with providing the seller review option on the Marketplace as well as to meet our statutory obligations, in particular under the Digital Service Act.

Any reviews of yours will be deleted when you delete your IKEA Family customer profile.

5.3 Additional joint processing purposes

5.3.1 Handling your enquiries

To handle your enquiries, we process your name, your contact details, information relating to your enquiry, and the content of our communication with you. In addition, the collection and processing of this data enables us to support you where you need assistance, to manage your requests for information and services, and – where necessary – to handle complaints that you may have in connection with your Account or IKEA Family.

The legal basis for the related data processing by IKEA is Article 6(1)(b) GDPR, meaning that the processing of your data is necessary for the fulfilment of our obligations in connection with

your IKEA Family membership, for the provision of all services related to your IKEA Family membership, and for resolving any concerns you may have.

5.3.2 Data processing for statistical purposes

We use usage and interaction data in aggregated or pseudonymised form to analyse trends, improve our services and carry out internal analyses.

The legal basis for the related data processing by IKEA is either Article 6(1)(b) GDPR, meaning that the processing of your data is necessary for the fulfilment of our obligations in connection with your IKEA Family membership and for the provision of all services related to your IKEA Family membership; or we base our data processing in this context on Article 6(1)(f) GDPR, i.e. on our legitimate interests in effectively protecting the information security of our IT systems and in analysing aggregated and pseudonymised data for internal statistical purposes and for improving our products and services.

5.3.3 IT security and fraud prevention

To ensure IT security, prevent fraud, for auditing purposes as well as to research data incidents, we may process first and last name, email addresses, postal addresses, customer identifiers as well as , access data and IP address data.

The legal basis for the related data processing by IKEA is either Article 6(1)(c) GDPR, meaning the data processing serves the purpose of fulfilment of legal obligations; or we base our data processing in this context on Article 6(1)(f) GDPR, i.e. on our legitimate interests in effectively protecting the information security of our IT systems, to resolve data incidents and in preventing data incidents and fraud.

5.4 Data anonymisation and data deletion

We'll also continuously anonymise your purchase data from the purchases you've made using your IKEA Family card for five years after each purchase. After that, we'll only store a total sales figure, number of receipts (each per year) and purchase data for the duration of your IKEA membership until you cancel it; we'll also delete your data after that.

We anonymize your customer communication at the latest after 90 days, and your data in connection with the refund of payments effected by you after six months, unless applicable law allows or requires us to store the data for longer.

We will delete your IKEA Family membership data (name, postal and e-mail address, date of birth) if you have remained inactive for five years at the latest and do not expressly confirm your wish to remain an IKEA Family member on our enquiry, if you end your membership in IKEA Family, or if you inform us that you want your IKEA Family data to be deleted unless applicable law allows or requires us to store the data for longer.

Inactivity means not using your IKEA Family card to shop, not agreeing to receive IKEA Family News by e-mail, not updating your postal address, not taking part in events or surveys, and not logging in to your IKEA Family profile.

6. Data processors

We contract carefully selected, supervised and instruction-bound data processors exclusively on the basis of respective data processing agreements, including group companies, in the areas of IT security, and system handling, with regard to the storage respectively hosting of data, in connection with the review of address data, the performance of contracts including shipping and delivery of articles, for the performance of services (e.g. assembly. Measurement, shopping and customer service), in relation to payment processors as well as in connection with customer communication including the handling of complaints and marketing activities.

7. Data transfer

There is no transfer of your data to third parties unless statutory law requires us to do so.

8. Your rights

8.1 Right to object

When your data is processed on the basis of Article 6(1)(f) GDPR (data processing for the purposes of legitimate interests), you are entitled to object to the data processing at any time. You may direct such objection at dsb@ikea.com.

8.2 Further rights

You have the following further rights with regard to your data.

- Right to be provided information
- Right to rectification or erasure
- Right to restriction of processing
- Right to data portability

You furthermore have the right to file a complaint with the data protection authority with regard to our processing of your data.

9. Changes to this Privacy Notice

We update this Privacy Notice if legal requirements, our processing activities or our services change.

Updated versions are published online. In the event of material changes, we will also inform you by email.

Last updated: October 2026