

PRIVACY POLICY

English version

Privacy policy IKEA BV



Each day we work to improve the daily lives of as many people as possible, not just through our products and collections, but also through our services. In some instances this requires us to obtain information. We don't gather information just for the sake of it. At the end of the day, this is about your privacy and in our opinion it is something that we need to be absolutely clear about.



AT A GLANCE

It is important for us that in any event we explain the following to you:

- We collate your data so that we can enhance your shopping experience at IKEA with your specific wishes in mind and the moment we do this we are always clear about it
- We are open and honest about the data that we obtain from you and why
- We do not exchange your data with third parties unless this is necessary, for example to make an appointment for delivery or assembly
- We respect that your data belongs to you. You can therefore inform us at any time if you no longer consent to us processing your data
- The way in which we handle your data and ensure its safety is entirely in accordance with European law

What data does IKEA obtain from you?

- If you become an [IKEA FAMILY](#) member we need your name, address, e-mail address, and telephone number ('name and address')
- Your IKEA FAMILY account or [online IKEA profile](#) also includes information about when you make a purchase online or visit IKEA.nl
- If you [visit IKEA.nl](#) we create tracking cookies on the device by which you visit us (mobile phone, tablet or desktop)
- If you make [online purchases](#) at IKEA.nl and pay by credit card, we will carry out a fraud check
- If you phone our Customer Service we will record the call for training purposes
- If you use our in-store free [IKEA wifi service](#) we will ask you to register the first time so that you do not need to log on every time you visit an IKEA store

For full details, please refer to our privacy policy.

LIKE TO KNOW MORE?

If you would like to learn more about where your data is stored, for example, or who you should contact change that data, [then read on](#).

RESPONSIBLE FOR THIS PRIVACY POLICY

IKEA B.V., Laan van Decima 1, 2031 CX Haarlem

Inter IKEA Systems B.V./ IKEA Concept Center, Olof Palmestraat 1, 2616 LN Delft

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CAMERA SECURITY

All our stores are equipped with cameras. These are needed for your safety, for the safety of our staff, and to protect our products. Camera images will be deleted after four weeks unless there are good reasons for storing them for longer, for example, as part of a police investigation.

The IKEA Concept Center in Delft also operates cameras. It is the controller, responsible for processing data in the IKEA Concept Center in Delft. It does this in accordance with the conditions set out in this privacy policy.

PLAYING IN SMÅLAND AND ÖLAND

We have even thought of our very young visitors. They can play to their heart's content in Småland or Öland whilst the grown-ups browse around the store. For your child to be able to play at Småland or Öland we need some information from you. For example, we need your name and telephone number, the name and age of your child, and a photo of you and your child. This way we can ensure that a child is collected by the right person and we are able to contact you if anything happens to your child. We will ask your permission to take a photo and these photos will be deleted at the end of the day. We will keep your contact details, however, for three months, just in case another child appears to be suffering from a serious, contagious disease about which we need to notify you. These measures allow us to make sure that the smallest, but most important, people in the world stay safe.

Our little visitors can also play to their heart's content in Småland at the IKEA Concept Center in Delft. The IKEA Concept Center will need some information from you, more specifically your name and telephone number, and the name and age of your child. We will keep this data for three months, just in case another child appears to be suffering from a serious, contagious disease about which we need to notify you. These measures allow us to make sure that the smallest, but most important, people in the world stay safe.

USING OUR WIFI NETWORK

You can use our wifi network for free when you visit any of our stores. Once you are logged on to our wifi network some data, such as the identification number (MAC address) of your device, is automatically collected. This data will be deleted after one year and IKEA only uses it for preventing any misuse. If any illegal activities are conducted from our wifi network we may block the access of the device by which you use our wifi network.

The IKEA Concept Center in Delft also provides a wifi network to the store in Delft. It is the controller, responsible for processing the relevant data in the IKEA Concept Center in Delft. It does this in accordance with the conditions set out above.

QUALITY OBSERVER

We at IKEA are always on the lookout for ways of improving our customers' shopping experience. We use market research bureau Kantar TNS (formerly TNS NIPO) to assess the quality of IKEA by means of the Quality Observer questionnaire.

On arrival at an IKEA store, you may receive an e-mail from Kantar TNS asking you to take part, if you have previously indicated a willingness to participate in Kantar TNS market research. This is only possible if the location details are entered into your mobile phone. Whilst you are walking through the KEA store you can answer questions regarding, for example, your shopping experience, waiting times and your contact with staff. When you are answering you can also upload photos. The results of the questionnaire cannot be traced back to individual customers. Customers not wishing to receive any more messages for the Quality Observer market research can unsubscribe at any time via Fieldwork.Resources@tns-nipo.com.

PURCHASE IN THE STORE

PURCHASE AT THE CASH REGISTER

There is a good chance that you end a visit to an IKEA store by purchasing a product or service from IKEA. As soon as you pay for this, the transaction data is recorded in order to finalise the order. For tax purposes we are obliged to store the details of every purchase for seven years.

If you make a purchase in the IKEA Concept Center in Delft we will process your transaction data. In this case, IKEA Concept Center is the controller, responsible for data processing. It does this in accordance with the same conditions as those set out above.

If you scan your IKEA FAMILY card at checkout, we will link your transaction data to your IKEA FAMILY account. That way, we can also apply any discounts. For more details about IKEA FAMILY click [here](#).

PURCHASING EXTRA SERVICES

You can take care of everything for yourself at IKEA, but we can also help you out. For example, we can install your kitchen for you, assemble your PAX wardrobes or deliver your purchases to your home.

If you purchase a service we will register some information about you. We need your address so that we can provide the service at your home, and your e-mail address and telephone number to be able to keep you updated on the scheduling of appointments, or to find out if you are satisfied with the service. Where necessary, we share this information with external service providers who carry out these services on our behalf. For example the transport service needs your name and address to be able to deliver our products to your home. These external service providers may only use your data in order to provide the relevant service. They may not, therefore, use this data for their own purposes or forward it to others.

We keep the data about your purchases in order to be able to answer any question or deal with any complaint about the service. For information about contacting our customer service, click [here](#).

If you use your IKEA FAMILY card, we link your transaction data to your IKEA FAMILY account. That way, we can also apply any discounts. For more details about IKEA FAMILY click [here](#).

We use purchasing data to find out more about our customers and how they shop. We use this information to improve the product range in our stores. We store the data for this analysis for two years.

If you purchase an extra service from IKEA Concept Center in Delft, it is the controller, responsible for your data. It does this in accordance with the same conditions as those set out above.

HIRING A DELIVERY VAN, TRAILER OR CARGO TRIKE

Maybe your car isn't big enough to fit your purchases, or you don't have any vehicle at all? At some IKEA stores you can hire a delivery van, trailer, or cargo trike to take your IKEA purchases home.

The delivery vans are not hired out by IKEA itself. One of our partners offers this option at a number of IKEA stores. To hire a delivery van you need to provide certain information. This is protected by the privacy policy of our leasing partner. This information is not passed to IKEA.

The trailers are likewise not hired out by IKEA itself. If you hire a trailer, the party hiring out the trailer will ask you to fill in your name, address, telephone number, driving licence number and car registration number in the kiosk set up for this purpose, so that you can be registered and a record can be kept of who has hired the trailer in case something goes wrong. This information will be kept by the party hiring out the trailer for one month.

IKEA will process the payment on behalf of the party hiring out the trailer. At the time you pay for your purchases, your transaction data will be registered in order to finalise the payment. For tax purposes we are obliged to store the details of every purchase for seven years.

You can also hire a trailer from IKEA Concept Center in Delft. It does this in accordance with the same conditions as those set out above.

To rent a cargo trike we need your name, address and telephone number so that you can be registered and a record can be kept of who has hired the cargo trike in case something goes wrong. We keep this data for three months. We will also ask you to produce proof of identity, but we will not make a copy of this.

The cargo trike is fitted with a GPS tracker. This means that we can track the location of any IKEA cargo trike in the case of theft. If we have requested the location data we will keep this data for one day.

At the time you pay for your purchases, your transaction data will be registered in order to finalise the payment. For tax purposes we are obliged to store the details of every purchase for seven years.

VISIT IKEA.NL

On its IKEA.nl website IKEA uses cookies and other technology. Cookies are small data files that are created on the device you use to visit our website, such as a computer, tablet, smartphone or smartwatch. Where we refer below to 'cookies', we also mean other comparable technologies.

Cookies enable us to recognise your web browser. This is useful because then you don't need to repeatedly input your data, specify choices, put products in your shopping basket, or modify your settings. It also means we can improve the performance of our website and better understand visitor behaviour on our website, and other parties can learn about your surfing behaviour so that they can show personalised advertisements across several websites and omit non-relevant advertisements.

If you log on to IKEA.nl with your IKEA FAMILY account or online IKEA profile, or if you visit IKEA.nl via a link in your e-mail, or if you leave your e-mail address in your shopping basket, we will link your search behaviour on IKEA.nl to your IKEA FAMILY account, online IKEA profile, or IKEA newsletter profile. For more details about building profiles click [here](#), about the IKEA FAMILY click [here](#), about your online IKEA profile click [here](#), and about the IKEA newsletter click [here](#).

Cookies do not threaten the security of your computer. We make a distinction between different types of cookies:

- **Functional cookies**
These are needed to ensure the website works effectively. They ensure, for example, that you are shown the information you are looking for quickly and correctly, every time you visit our website. It is not necessary to seek your permission to create functional cookies.
- **Analytical cookies**
We use these to analyse how our website is being used, for example how often it is visited, what pages you visit, and what pages are clicked on the most. If the analytical cookies do not have any great impact on privacy then it is not necessary to ask your permission; otherwise your permission is needed.
- **Tracking cookies**
These are cookies able to follow your surfing behaviour on our website. They enable us and advertisers to show personalised online advertisements and customised content based on your surfing behaviour. We will ask you your permission to create these cookies.
- **Social media plug-in cookies**
Social media plug-in cookies are used to show social media content on our website. We will ask you your permission to create these cookies.

Cookies are kept on the relevant device for a maximum period of twelve months following your last visit. You can always disable cookies yourself or delete them from your device. The way to do this varies according to type of internet browser and device. If you choose to delete cookies the website may not operate as optimally as before and some services may no longer be available to you.

IKEA also enables you to change at any time the cookie settings per cookie type within the [cookie manager](#) on the IKEA website.

For more details about our cookies policy and the various cookies we use, click [here](#).

IKEA APP

If you download one of our IKEA apps (IKEA Store, IKEA Catalogue, IKEA Place), it means you have us always on hand. An IKEA app lets you see all our products, save products on your IKEA Shopping List, or just browse for inspiration. With the IKEA Store app it is also possible to purchase products.

You can indicate whether you wish to receive push notifications for commercial purposes.

When you use the IKEA app, we register your IP of MAC address and data about how you use the app. This data informs us how the apps are being used, so that we are able to make improvements. We store this data for one year. Cookies are also installed to enable the app to work as optimally as possible. For more details read about our Cookies Policy [here](#).

If you make an purchase through the IKEA Store app, your transaction data will be recorded in order to be able to process the payment. For tax purposes we are obliged to store the details of every purchase for seven years.

If you pay with a credit card, we can carry out a fraud check depending on the amount of the order. We will then check whether the credit card is (maybe) being used, or could be used, for fraudulent transactions. We do this, among other things on the basis of the country where the credit card was issued and your zip code. If we discover that the credit card is being used, or could be used, for fraudulent transactions, then we will inform you and you will not be able to complete your online order using this credit card, and will have to pay by another method. This data will be stored for 90 days.

To be able to deliver goods to you we of course need your delivery address. We use your e-mail address and telephone number so we can update you on the delivery. We will store this information for one year.

When necessary, we will share this information with external service providers. For example the transport service partner will need your name and address to be able to deliver our products to your home. These external service partners may only use your data in order to provide the relevant services. They may not, therefore, use this data for their own purposes or forward it to others.

We also store data about your purchases so we can answer any questions regarding the warranty or other questions or complaints about the product. We store the data for the duration of the warranty, with a minimum of five years.

We use data to obtain a clear picture of our customers and the way in which they shop online, so that we can improve our online store. We store the data for this analysis for two years.

If you are an IKEA FAMILY member, you can log on to the app and your personal IKEA FAMILY account will be retrieved. You can have your IKEA FAMILY card on your device scanned in the store if you wish to take advantage of the IKEA FAMILY benefits. It's also possible to use your IKEA FAMILY card for online purchases, we then link your purchases history to your IKEA FAMILY profile.

If you use the IKEA Catalogue app or the IKEA Place app, your data will be processed by the IKEA Concept Center in Delft.

ORDERING ONLINE

If you make an online purchase, your transaction data will be stored in order to be able to process the payment. For tax purposes we are obliged to store the details of every purchase for seven years.

If you pay with a credit card, we can carry out a fraud check depending on the amount of the order. We will then check whether the credit card is (maybe) being used, or could be used, for fraudulent transactions. We do this, among other things on the basis of the country where the credit card was issued and your zip code. If we discover that the credit card is being used, or could be used, for fraudulent transactions, then we will inform you and you will not be able to complete your online order using this credit card, and will have to pay by another method. This data will be stored for 90 days.

To be able to deliver goods to you we of course need your delivery address. We use your e-mail address and telephone number so we can update you on the delivery. We will store this information for one year.

When necessary, we will share this information with external service providers. For example the transport service partner will need your name and address to be able to deliver our products to your home. These external service partners may only use your data in order to provide the relevant services. They may not, therefore, use this data for their own purposes or forward it to others.

We also store data about your purchases so we can answer any questions regarding the warranty or other questions or complaints about the product. We store the data for the duration of the warranty, with a minimum of five years.

We use data to obtain a clear picture of our customers and the way in which they shop online, so that we can improve our online store. We store the data for this analysis for two years.

Whilst you are making online purchases you can also log in with your IKEA FAMILY account, this way you don't need to fill in your details every time you log in. You can also take advantage of all IKEA FAMILY benefits. In this case we link your purchases to your IKEA FAMILY account. For more details about IKEA FAMILY click [here](#).

You can also log in using your online IKEA profile for making online purchases so that you don't need to input your details every time. In this case we link your purchasing data to your online IKEA profile. For more details about the online IKEA profile click [here](#).

If you have subscribed to the IKEA newsletter, we will link your purchase details to your IKEA newsletter profile.

PURCHASING EXTRA SERVICES

You can take care of everything for yourself at IKEA, but we can also help you out. For example, you can get us to install your kitchen or assemble your PAX wardrobes.

If you purchase a service we will register some information about you. We need your address so that we can provide the service at your home, and your e-mail address and telephone number to be able to keep you updated on the scheduling of appointments. Where necessary, we share this information with external service providers who carry out these services on our behalf. These external service providers may only use your data in order to provide the relevant service. They may not, therefore, use this data for their own purposes or forward it to others.

MAKING AN APPOINTMENT

Do you require personal assistance in the design of your kitchen or advice about furnishing your home? If so, you can make an appointment online or send an e-mail directly to an IKEA store. You can also make an appointment through a member of staff at the IKEA store. We will register your name, postcode, telephone number and e-mail address, so that we can contact you about the appointment.

We use your data to see whether we can help you further or to send you a message if we have any interesting offer for you. We will always first ask your permission for this. We will also collate your data to improve our awareness of our customers and services so that we can provide you with an even better service in the future. We will store this data for one year.

If you are an IKEA FAMILY member or have an online IKEA profile, your data regarding the appointment will be linked to your IKEA FAMILY account or to your online IKEA profile. For more details about IKEA FAMILY click [here](#) and about the online IKEA profile click [here](#).

IKEA PRODUCT PLANNER

Before making a purchase (either online or with one of our staff in an IKEA store) you may wish to use one of our planning tools to help you design your own wardrobe, lamp or even bathroom. With some of these planning tools you can save your design and you will receive a code which you can use to retrieve that design. All this is done anonymously. In some planning tools, you can also e-mail the code to yourself, so you don't have to memorise it. In that case, we will register your e-mail address to be able to e-mail the code to you.

We will store your e-mail address for a week.

You can also immediately add the products that you have chosen in your design to your IKEA Shopping List. For more details about the IKEA Shopping List, click [here](#).

Furthermore, with a number of the planning tools, you can add your design to your own IKEA FAMILY account or online IKEA profile. For more details about IKEA FAMILY click [here](#) and about the online IKEA profile click [here](#).

SHOPPING LISTS

Seen something nice? Put it on your IKEA Shopping List.

Ready? Print out your Shopping List and take it to an IKEA store or see if you can order the product online. You can also e-mail your IKEA Shopping List to yourself. We will store your e-mail address for a week.

You can also save your Shopping List. By logging in with your IKEA FAMILY account or IKEA online profile your Shopping List will be saved for as long as your account or profile remains active or until you remove the products from the list yourself.

For more details about IKEA FAMILY click [here](#) and about the online IKEA profile click [here](#).

TAKING PART IN A PROMOTION OR EVENT

There are regular promotions, events and mini-events in and around our store, such as drawing competitions, exhibitions or workshops or promotional lotteries. To us, it is important for organisational reasons that we know who is taking part. We can also use this data to send you information about the time and place of the event, send you a reminder just before it is due to take place and, if you are the lucky winner of a prize, to contact you to let you know.

Furthermore it is also interesting for us to find out whether during or after a promotion or event more products were sold, for example, or what type of customer visited the promotion or event. For this reason, if you participate in a promotion or event we need your name, address, date of birth, and interests, et cetera. We will store this data for two years.

For some promotions or events we need extra assistance, in which case we will share your data with external service providers. These external service providers may only use your data in order to provide the relevant service. They may not, therefore, use this data for their own purposes or forward it to others.

If you have an IKEA FAMILY account, your participation will be linked to your IKEA FAMILY account.

The IKEA Concept Center in Delft also organises local events. It is the controller, responsible for processing the relevant data in the IKEA Concept Center in Delft. It does this in accordance with the same conditions as those set out above.

IKEA FAMILY

As an IKEA FAMILY member you are a member of our family. And family members are always treated specially. For example, there will always be a cup of tea or coffee waiting for you, you can participate free of charge in our activities, and we have special prices and offers available only to members – to name but a few benefits.

If you become a member of the IKEA FAMILY we will ask you to provide your name, address e-mail address and date of birth. We need this data to be able to register you as an IKEA FAMILY member. We also use your data to send you an IKEA FAMILY membership card. To this end we share your data with an external supplier that prints and sends out the IKEA FAMILY membership card.

We also ask for information in order to get know you better and to personalise offers that we present to you. We might ask, for example, about your family members or the home you live in, what your style is, or what part of your home you want to tackle.

We will give you a unique IKEA FAMILY number. This IKEA FAMILY number enables you to log on easily to our website (IKEA.nl), and, for example, to prepare a shopping list, to shop, or to design the kitchen of your dreams. It also means you can link all your purchases to your IKEA FAMILY account, which allows you to exchange and return them without restriction.

Because - whether it's a matter of the details of your purchases, the designs you have created with the help of our planning tools, the contact that you have had with our customer service, or an event that you have participated in - so long as you remain an active IKEA FAMILY member we will ensure that your data is saved.

We analyse all this data to gain a better understanding of the requirements of customers and thereby improve the IKEA shopping experience. We also continuously look at the general picture so that IKEA will continue to improve.

Once you become an IKEA FAMILY member you can indicate whether you wish to be contacted for commercial purposes by mail, by post, via the IKEA App, social media or other electronic message.

That way we are able to contact you if we have something that we think will appeal to you (new products, unique offers, inspiring workshops), or if we want to notify you about anything else. This enables us to alert you as soon as the kitchen you have always dreamed of, that you designed using our kitchen planning tool, is reduced in price, or ask you to give an opinion of a product you purchased.

To end your membership of the IKEA Family, click [here](#). We will then delete your IKEA FAMILY account.

If you don't actively use or stop actively using your IKEA FAMILY account, it will be removed after five years.

When you become an IKEA FAMILY member, your data will be collated by IKEA, even in regard to purchases that you make from the IKEA Concept Center in Delft. We will only share the data with the IKEA Concept Center in Delft for customer support purposes. The IKEA Concept Center in Delft will process your data under the same conditions as IKEA.

ONLINE IKEA PROFILE

If you wish to take advantage of our services, such as the IKEA planning tools, or if you want to shop online, but without becoming an IKEA FAMILY member, then you can create an online IKEA profile by entering your name, address, e-mail address and telephone number. We need this data to be able to register your profile.

As soon as you create an IKEA profile you can indicate if you wish to receive marketing messages by e-mail and/or social media. That way we are able to contact you if we have something that we think will appeal to you (new products, unique offers, inspiring workshops), or if we want to notify you about anything else.

We link your online purchasing data, your IKEA Shopping List, your IKEA product planning tool and your online click behaviour to your online IKEA profile. This enables us to alert you as soon as the kitchen you have always dreamed of, that you designed in using our kitchen planning tool, is reduced in price.

If you have logged on with your online IKEA profile you can save your Shopping List or the design you have created with the help of the planning tools.

To delete your IKEA profile, click [here](#). We will then remove your profile.

If you don't actively use, or stop actively using, your IKEA profile, it will be removed after five years.

SUBSCRIBING TO THE IKEA NEWSLETTER

If you want to be kept up to date about new collections, special products, offers, and ideas to inspire you, then you can subscribe to the IKEA newsletter. We will then register your name and e-mail address so that we can meet your request.

To make the IKEA newsletter as relevant to you as possible, we ask you a couple more questions to get to know you better and we also link your online purchasing data and online search behaviour on IKEA.nl to your IKEA newsletter profile, so that we do not send you information about, for example, a settee that you have just purchased or style that is not to your taste.

We keep this profile until you unsubscribe from the IKEA newsletter.

Every time you receive an IKEA newsletter it gives you the opportunity to unsubscribe.

IKEA BUSINESS

It is possible to make business purchases at the IKEA Concept Center in Delft by means of an IKEA Business account. It will need some information from you, more specifically your business name, your own name, date of birth, address, telephone number, e-mail address and any fax number. It will also need to know the legal structure of your business and the sector in which it operates. Lastly, it will need the registration number with the Netherlands Chamber of Commerce, VAT number and BIG-Code, as well as the number of your employees, IBAN number, and a copy of a valid proof of your identity. This information is needed to register you as an IKEA Business customer and to process your orders. It also uses your data in order to carry out a credit check.

As soon as you unsubscribe as an IKEA Business customer we will delete your data.

For tax purposes we are obliged to store the details of every purchase for seven years.

YOUR OPINION COUNTS

To improve the daily lives of as many people as possible, it is important first of all to know what people want. For this reason we conduct regular market research. Customers willing to participate in this market research can register online with their contact information, which we need for this purpose. We store this contact information for one year.

It may be good to know that we will anonymise the results of the research and only keep them for one year.

We also like to know what you think about our products. You can leave your opinion online under 'write a review' when you log on using your IKEA FAMILY account or your IKEA online profile. Your review will be stored in your IKEA FAMILY account or your IKEA online profile. Click [here](#) for more details about the IKEA FAMILY, and [here](#) for more information about online IKEA profiles. For details about the conditions for using Rating&Reviewing, click [here](#).

You can also leave comments about an IKEA store in the store itself, at the kiosk. If you would like someone to contact you about this, then leave behind your e-mail address or telephone number. We will store this data for one year.

IKEA Concept Center in Delft also conducts market research amongst its customers. It processes your data in the way described in this privacy policy.

CONTACTING OUR CUSTOMER SERVICE

Every day an entire team of IKEA staff are on hand to help you, answer questions, resolve problems, or support you in the purchase of a product. Our customer service is able to contact you via various channels, such as telephone, our chatbox and webforms at the website, e-mail, social media, and our in-store customer service.

If you contact us by telephone to ask a question, for example, or to complain about a product you bought, we will record the call. The reason we do this is so we can use your question or complaint as an example during (internal) training. This means that your question or complaint may

contribute to improving our customer service. For this purpose we will store this information for six months.

If you have a question or complaint, we need you to give us some information, such as your name, e-mail address, telephone number or other information necessary for dealing with your question or complaint. We will also use this information in order to inform you of the progress in dealing with your question or complaint. Once we have dealt with your complaint or question, we will keep this information for another five years, so that we can provide you with a better service if you need to contact us about the same matter in the future.

In addition, the information received by our customer service is analysed to give us a better understanding of the nature of questions and complaints and the processes involved in responding to them.

The IKEA Concept Center in Delft has its own customer service. If you have made some purchases from the IKEA Concept Center in Delft, we will pass your question and your details to the customer service of the IKEA Concept Center, which will be able to help you further. It does this under the same conditions as those described above.

SOCIAL MEDIA

IKEA Nederland uses social media to keep you updated on the latest trends and products, to provide a behind-the-scenes view, and to offer smart solutions. You can follow us on Facebook, Instagram, YouTube, LinkedIn, Twitter, Snapchat and Pinterest. IKEA Concept Center in Delft has its own Instagram page.

IKEA imposes no conditions on the use of social media; but you must agree to the conditions set out by the relevant social media platform.

CONTACT WITH IKEA NEDERLAND VIA SOCIAL MEDIA

If you contact us via social media with a question, we will store that message and your account name so that we can respond. For details about contacting our customer service, click [here](#).

We may also sometimes contact you via Instagram to ask whether we may use a photo of you for marketing purposes. We will contact you if you post a photo that creates links via tagging or a hashtag to IKEA or our products. We will not use such a photo without your permission.

ADVERTISEMENTS FROM IKEA NEDERLAND ON SOCIAL MEDIA

IKEA uses the advertising opportunities of social media platforms. We present you with advertisements based on the data that the social media platform has collected with your consent, for example, the fact that you follow us, that you are interested in interior design, or that you live in a certain region. IKEA has no influence over the nature of the data about you stored by social media platforms. This is specified in the conditions of the social media platform and can often be regulated by the settings on your social media profile.

MORE INFORMATION ABOUT OUR PRIVACY POLICY

BUILDING UP PROFILES

If you are an IKEA FAMILY member, you have an online IKEA profile, or you have subscribed to an IKEA newsletter, your data will be linked to your IKEA FAMILY account, your online IKEA profile, or your IKEA newsletter profile. This allows us to get to know you better and we can target our communications to you according to your interests.

You can read more about what exactly we make links to [here](#).

Linking search/surf behaviour

To be able to target you with appropriate offers, we link your search and surf behaviour on IKEA.nl to your IKEA FAMILY account, online IKEA profile, or your IKEA newsletter profile.

Linking purchase data

To be able to provide you with a better service and make you great offers, we link your purchase data to your IKEA FAMILY account, online IKEA profile, or your IKEA newsletter profile.

Linking data concerning an event or promotion

If you take part in an IKEA event or promotion, we will link the data we need from you in order to take part to your IKEA FAMILY account, online IKEA profile, or your IKEA newsletter profile.

In addition, we obtain non-traceable demographic data from a third party that we use to add to your IKEA FAMILY account and online IKEA profile, and thereby learn more about your possible interests and tailor our communications to you accordingly.

ON WHAT 'LEGAL BASIS' DO WE PROCESS YOUR DATA?

We process your data either because we need it to conclude or perform a contract with you, or because we are obliged by law to do so, or because we have obtained your permission, or because we or a third party have a legitimate interest in processing this data. Our 'legitimate interests' are defined in this privacy policy. In individual cases we could be required to process your data because this is necessary for your vital interests or those of another party (for example if you or your child is injured on our premises we need to pass on your details to the ambulance crew).

WITH WHICH EXTERNAL PARTIES DO WE SHARE YOUR DATA?

In a number of cases we provide your data (where required) to external parties. However, we will never sell your data to any third party. As stated above, in some situations we work with external service providers. They may only use your data for the purposes of performing the relevant services. They may not, therefore, use this data for their own purposes or forward it to others. Data collected via cookies may be shared with the parties that create these cookies. This is explained further in our [cookie policy](#). It is also possible that we are required by law to disclose your data to government bodies or other parties. If so, we only disclose what is strictly necessary.

Where necessary, the following categories of third parties will obtain your data:

- Postal workers;
- E-mail processors;
- Printers;
- Delivery companies;
- Assembly and installation companies;
- Payment providers;
- Companies that analyse the use of the IKEA website on behalf of IKEA;
- Companies that personalise the IKEA website;
- Digital registration tools (Simply book me, gift cards, IKEA FAMILY kiosk, Customer Support registration tool);
- Companies that make our customer service accessible via social media;
- Companies that enable customer analyses (Data warehouse);
- IKEA sister companies.

WHERE IS YOUR DATA STORED?

We use various applications for obtaining and storing certain data. To guarantee your privacy, these applications are subject to strict regulations. Most data is stored within the European Union. In respect of data that is forwarded to non EU countries, we only use companies that provide sufficient protection in line with European legislation. In a [number of countries](#) this is prescribed. For example, for United States parties that fall within the '[Privacy Shield](#)'. For the purposes of forwarding data to other countries and parties we use special contracts.

Links to other websites

On our IKEA.nl website there are a number of links to our partners' websites. By clicking on a link you open a partner's website. Once you are on the website of one of our partners, it is their own privacy policy that applies to your visit.

WHAT SHOULD YOU DO WITH 'FAKE MESSAGES'?

There are often prize offers in circulation sent via e-mail, Facebook or an SMS that do not originate from IKEA. Usually they offer a make-over or gift voucher. Such 'phishing' promotions unlawfully use the IKEA name and logo in order to obtain personal data or to trick you out of money.

- We recommend that you always check the sender of such an e-mail. You can recognise official e-mails from IKEA by the sender's e-mail address: @IKEA.com, @IKEA.nl or @e.ikea.nl.
- Prize promotions from IKEA Nederland on Facebook are always directly linked to our Facebook page <https://www.facebook.com/IKEANederland> or they link to our website www.ikea.nl
- IKEA does not use SMS or WhatsApp for prize promotions.

If you are uncertain as to whether an e-mail or (prize) promotion from IKEA is genuine, please [contact](#) us. Further information explaining what you can do to use the internet safely is available at veiliginternetten.nl.

DO YOU GOT QUESTIONS OR COMPLAINTS?

If you have a question about your data or the way we deal with it, or about this privacy policy, you can [contact](#) our customer service or, if you prefer, our Data Protection Officer, by writing to:

IKEA B.V.
Attn. Data Protection Officer
Customer Service Centre
Sontweg 9
9723 AT Groningen
The Netherlands

To contact us about the way your data is used by Inter IKEA Systems B.V., you can use the following contact data:

Inter IKEA Systems B.V. – IKEA Concept Center in Delft
Attn. Data Privacy Leader
Olof Palmestraat 1
2616 LN Delft
The Netherlands

If you have a complaint about, for example, the way in which we use your data or how we respond to your questions related to privacy, you can send a complaint to the Dutch Data Protection Authority.

CHANGING OR DELETING YOUR PERSONAL DATA

If you want to know what data about you we store, please ask. If any information is incorrect, we will change it. Furthermore, you can always change any information from your IKEA FAMILY account or your online IKEA profile yourself at any time.

You can also ask us to delete your data and not to use it again. If you have given your permission for the use of your information, you can withdraw that permission. However we can (where necessary) store data for which you had already given your permission. In certain cases you can also indicate your wish to 'restrict' your data. We will then ensure that your data is not used without your consent.

You can obtain some data from us in a usual format. This applies to electronic data that you forwarded to us yourself, data that you created through us, and data that we have used for a contract between us or data for which you gave your permission.

In some cases we may refuse your request. This may happen if you ask us to delete data that we need for tax reasons or as evidence in respect of a complaint. In such a case we will notify you as soon as possible.

WHO IS RESPONSIBLE FOR YOUR DATA?

The party responsible for processing your personal data (the controller) is IKEA B.V., with registered office at Laan van Decima 1, 2031 CX Haarlem, the Netherlands.

Delft is home to our IKEA Concept Center. That is where new concepts and ideas are tried out. IKEA Concept Center belongs to Inter IKEA Systems B.V.. Where necessary, we share data with Inter IKEA Systems B.V. as specified in this privacy policy. In certain cases IKEA Concept Center gathers personal data itself, as set out in this privacy policy. These parts of this privacy policy also apply to the processing of data by Inter IKEA Systems B.V..

CAN CHANGES BE MADE TO THIS PRIVACY POLICY?

Yes, this privacy policy can be updated. This privacy policy is dated 22 February 2018. We recommend that you read this privacy policy at regular intervals. In the event of any significant changes we will notify you separately.

To contact us about the way your data is used by Inter IKEA Systems B.V., you can use the following contact data:

Inter IKEA Systems B.V. – IKEA Concept Center in Delft
Attn. Data Privacy Leader
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