

## ANNEX I - Detailed table of legal basis, purposes and retention periods

The table below sets out the purpose behind each data processing we do (i.e., the reason "why" we collect your data), as well as the legal basis for that processing and the retention period for that personal data, in a more exhaustive manner.

In cases where the legal basis used is legitimate interest, the purpose of processing corresponds to the legitimate interest pursued by IKEA.

Purpose	Retention period	Legal basis
<b>Drawing up a sales profile for personalized services</b> , by analyzing consumer habits and choices, after having used consumer credit solutions from one of our partners.  <b>Sending marketing communications</b> regarding IKEA products and services.	3 years or until the data subject withdraws consent, in case such happens earlier.	<b>Consent of the data subject.</b>
<b>CCTV footage of IKEA stores</b> , for the protection of people and assets.	30 days.	
<b>Responding to customers who contact us via social media</b> in order to answer questions or complaints. (1)	In cases where the purpose of the communication is promotion by IKEA, by any means, 3 years or until the data subject withdraws consent.	(1) In cases where the purpose of the communication is promotion by any means, by IKEA, the consent of the <b>data subject</b> .  <b>IKEA's Legitimate Interest.</b>
<b>Fraud control on our website</b> , threat analysis.  <b>Customer Support</b> , in order to provide support and quality service.  <b>Storage of customer postcodes</b> , for analysis and to provide better customer services.	Personal data is kept for the duration of the purpose for which it was collected.	
<b>Collection of Cookies</b> , as a way to make the website easier and more intuitive for IKEA customers to use.	The storage period varies according to each Cookie. For	The legal basis for collecting cookies varies depending on the function of each

	more information, see our <u><a href="#">Cookie Policy</a></u> .	cookie. For more information, please see our <u><a href="#">Cookie Policy</a></u> .
<b>Management of customers and of purchases made by customers (1).</b>	Personal data is kept for the duration of the contractual relationship. Billing data is kept for a period of 10 years.	(1) Also, <b>compliance with a legal obligation</b> .
<b>Provision of the IKEA Family Card, customer membership.</b>  <b>Provision of the Kitchen Planner service.</b>  <b>Search for IKEA Products through an image or photograph.</b>	Personal data are kept at least for the duration of the contractual relationship, unless it is necessary to fulfil a legal obligation.	Processing is necessary for the <b>performance of a contract to which the data subject is party</b> or in order to take steps at the request of the data subject prior to entering into a contract.