

Privacy Notice

About this Privacy Notice

Each day we work to create a better everyday life for the many people, not just through our products and collections, but also through the services we offer. In order to do this, we sometimes have to collect personal information. We know how important it is for you to understand how we use your data. We will always be transparent with you about what we do with your personal information.

This Privacy Notice applies to all personally identifiable information about our customers and explains how personal information is collected, used or disclosed by IKEA. It also describes the measures we take to protect the security of your personal information. In addition, we describe the choices you can make about how we use the information you provide us. We tell you how you can reach us to review and update your contact information, change your privacy preferences, or answer any questions you may have about our privacy practices.

1. What personal information do we collect?

The personal information we collect from you will depend on how you interact with IKEA and can include:

- Your name, address, and date of birth
- Your billing address and delivery address
- Your telephone number and email address
- Your IKEA Family membership number
- Your purchasing activity
- Your credit or debit card, or other payment information
- Your IP address which we store when you browse our website or other device identifier when you use a mobile device
- Any other information you decide to give us when you contact our customer service centre, engage with our social media platform, use our Smaland service, or when you sign up for IKEA Family membership number

When you use a mobile device while in an IKEA store with its WiFi capability switched on or have access to our free in-store WiFi, we may collect your Media Access Control (MAC) address and location data. We use this data to perform analysis and to help us identify people flows around our stores to maximize the efficiency of our store design. If you do not want us to track your device or use your information in this way, please turn off the WiFi capability on your phone or other electronic device within your settings.

For security and safety purposes, our locations are equipped with Closed Circuit Television (CCTV) cameras. Camera footage will be kept for no longer than 90 days, except in some limited circumstances.

We may also collect personal information about you from third parties who provide us with additional information about you, available publicly or from sources where you have agreed for your information to be shared with third parties.

We do not knowingly collect personal information from children under the age 13, without the consent of a parent or guardian. For more information about our practices for collection of children under the age of 13, please contact us at the telephone number, email, or mailing address provided below.

2. When do we collect your personal information?

Providing your personal information to us is your choice. If you choose not to provide us with certain personal information, you may not be able to take advantage of certain IKEA services or features. We collect your personal information when you:

- request a catalogue or other publication from us
- purchase products and services from us in store, online, or over the phone
- return a product
- make a claim as part of any legal proceedings
- access our website or use any of our mobile Apps. Our website also uses cookies. To find out more about the use of cookies and how you can manage them, please read our [Cookie Policy](#)
- log into our in-store WiFi or have your WiFi settings switched on in-store

- are recorded on our CCTV camera
- join our IKEA Family membership programme
- take part in a competition, prize draw, survey or other promotional activity organized by IKEA
- create a customer profile on our website
- use our Smaland service
- ask us to contact you to provide product information such as stock notifications or recall information
- contact our customer service team in store, online, or over the phone
- engage with us on social media (by mentioning/tagging us or by contacting us directly)

3. How and why do we use your personal information?

To make our products and services available to you

We use your personal information to provide you with the products and services that you request or purchase from us (i.e. to complete certain tasks, processes or orders on our website or within our apps, take payment online (where applicable) and deliver your products or service), and communicate with you regarding those products and services.

To provide customer service and understand your needs

We also use your personal information to better understand your product and service needs and to offer you relevant information, products, and services to ensure you are satisfied as a customer, including troubleshooting in connection with purchases, responding to requests for services, or when you ask us questions in store, online or via telephone, including on social media.

To improve our website

We use your personal information to enhance our website, improve our services and products and identify online usage trends. We want to ensure our website is customer friendly and works properly and that our products and services are efficient and of high quality. We also want to make it easy for you to interact with us. We use your IP address to deliver our website services, help diagnose problems with our server and provide a better web experience. Your IP address is used to help identify you and your shopping cart. We

may also use your personal information to monitor the use of our website and ensure that our website is presented in the most effective and relevant manner for you and your device and setting default options for you (such as language and store location).

To personalize your shopping experience and improve our operations

We use your personal information to enhance your shopping experience with us. This allows us to help you find the products and services which you may be looking for without having to browse through products or services which are not relevant to you. For example, creating a profile on our website enables you to purchase IKEA products and services online without having to fill in your personal information every time you shop online with us. We use your information to track the products you have added to your online shopping cart and the products you have viewed so that we can provide a browsing experience that is relevant to you. We also provide notification of stock availability at our stores. When you consent to receiving marketing communications, we send specific offers based on your interests or online behaviour. We may also collect aggregate information about our customers which cannot be linked to any individual.

To manage your IKEA Family membership

We use the personal information you provide when you join IKEA Family to:

- process your registration details, track account activity and purchase history to analyze how you shop and identify what you purchase. This may include information on products you have viewed and historical transactions and products you have added to your online shopping cart. This allows us to provide a browsing experience which is relevant to you and personalize offers for you;
- with your consent, send specific offers via SMS and email based on your in-store spend or on a special occasion such as your birthday;
- send you relevant marketing communications digitally and physically based on your interests or online behaviour and purchase history; and
- measure the effectiveness of our marketing campaigns and our advertising.

To opt-out or manage our communications with you, review, update, or modify your

account information at any time, log into your IKEA Family account. You may also permanently delete your IKEA Family membership by contacting us here.

For security and compliance reasons

We use your personal information to:

- Ensure the personal and financial information you provide to us is accurate;
- Conduct fraud checks or prevent other illegal activity;
- Protect our rights or property (or those of others); and
- Fulfil our legal and compliance-related obligations.

For example, we may use CCTV cameras in our stores to track store traffic or our stock or otherwise assist with loss prevention. We also collect information during a return of merchandise to help detect and prevent fraud.

To administer claims:

We use your personal information to:

- initiate, process, review, investigate, assess, validate, settle, finalize, and otherwise administer claims, according to the terms and conditions of the class action settlement agreements as approved by the courts-for reporting, auditing and analytics purposes, including to provide with reports on claims and to audit claims on behalf of its clients;
- communicate with you regarding your claim(s);
- verify your identity;
- to detect fraud, and to otherwise protect us, our customers and others from fraud, error and other harm.

4. Who do we share your personal information with?

In order for us to provide products and services to you, we share your personal information with third parties within the IKEA corporate family, and our trusted third parties, as detailed below. Whenever we share your personal information, we put safeguards in place which require these organizations to keep your information safe and

not use your personal information for any reason other than to provide you with those specific services, except as may be permitted by law. We will never sell any of your personal information to a third party.

To fulfil orders for products and services

We work with a number of trusted service providers who carry out services on our behalf when you purchase products and services from us. The services provided by these organizations include fulfilling orders, delivering, assembling or installing IKEA products, and processing payments. We require these service providers to keep your information secure and only allow service providers to use or disclose your information in order to provide the services to us and for no other purpose.

To prevent crime and comply with laws

We share your financial information including your credit card, debit card, or other payment information with third parties to ensure that your payment is safe and that your details are not being used fraudulently. This data sharing enables us to conduct fraud analysis which ensures that genuine and accurate payment details are provided to us for any purchase. In addition, we may be legally obligated to share or disclose your personal information to law enforcement agencies or public authorities in order to prevent or detect crime.

To provide a positive customer experience

We work with selected third parties, such as our customer database hosting provider, marketing agencies and advertising partners who assist us in providing you with a positive customer experience. We work with these third parties to place relevant content and advertisements for you on our website, other websites, social media, and online and mobile apps. In order to do this, IKEA and selected third parties place cookies, pixels and related technology on our website. The advertising cookies can be stored for varied periods of time, may remember your browsing activity and may be used to understand demographical information. Only anonymized information is captured and aggregated (so that it can no longer be associated with you) to share with third parties in order to provide you with relevant content.

You can choose to accept cookies or not by changing the settings on your browser. Generally, your browser will offer you the choice to accept, refuse, or delete cookies, including cookies from third parties. For further information, please refer to: <https://www.aboutcookies.org/how-to-delete-cookies/>. You can see our Cookie Policy [here](#).

IKEA Group companies

We may share the personal information we collect about you with other organizations in the IKEA Group where these companies share various operations and business processes with us.

Business Transfers

We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets. If the business is transferred, we will provide you with the opportunity to tell us that you would prefer that personal information about you not be transferred. Should such a transfer occur, we will use reasonable efforts to try to ensure that the transferee uses personal information about you in a manner that is consistent with this Privacy Notice.

5. Transfer of your personal information outside Canada

We may need to transfer your information outside of Canada for processing and storing. The privacy laws in other jurisdictions may differ from Canadian privacy laws and in some jurisdictions your information may be accessed by law enforcement authorities or the courts. We will ensure that any transfer of your personal information outside of Canada is subject to appropriate safeguards as if it were being processed in Canada and under the guiding principles set out in this Notice.

6. How long do we keep your personal information?

We use and keep your personal information for as long as it is required for the purpose identified when you provided the information or as otherwise required to comply with any legal obligation.

We may use anonymized data indefinitely. If you would like further information, please contact us.

7. Your Rights

You have the right to refuse to give us your personal information.

You have the right to have your personal information processed fairly and lawfully and in a transparent way and to be informed about how your personal information is being used.

You have the right to withdraw or change your consent to our use and disclosure of your personal information.

You have the right to access, update and correct any mistakes in your personal information we hold about you. We respond to access requests as required by applicable laws and within a reasonable time. We may decline access to personal information in certain circumstances. These circumstances include where the information requested would reveal confidential information or personal information about someone else, or if legal or regulatory requirements prohibit providing access or permit not providing access to such information. In order to respond to an access request, we may request certain personal information to verify the identity of the individual seeking access before providing the personal information. Should you be required to pay for reasonable charges for retrieving or providing you with specific information that you have requested, we will notify you before proceeding.

You have the right to opt-out at any time from receiving marketing communications.

If you have any questions about how we treat your personal information or about any of your rights, please contact us at:

By Phone: 1-800-661-9807

By Email: support@ikeaservice.ca

By Mail:

Attention: Privacy Office

1065 Plains Road East

Burlington, Ontario

L7T 4K1

8. Changing Your Preferences

If you no longer wish to be contacted by us about our products or services or receive marketing communications, you can amend your preferences by contacting us or simply follow the unsubscribe link provided in emails you receive from us. Alternatively, if you have a profile on the IKEA website or an IKEA Family membership, you can unsubscribe by logging into your account and updating your preferences.

If you find that the personal information we have about you is inaccurate or needs updating (for instance, you may have changed your name or address), then please contact us so that we can correct it or log into your IKEA account or IKEA Family membership online to update the information.

9. Security of your personal information

We take the security of your personal data very seriously. We have implemented various strategies, controls, policies and measures to keep your data secure and keep these measures under close review. We maintain administrative, technical and physical safeguards to protect against unauthorized disclosure, use, alteration and destruction of the personal information in our possession. This means that your data is protected and only accessed by co-workers who need it to carry out their responsibilities. We also ensure that there are strict physical controls in our buildings which restricts access to your personal data to keep it safe. Online access to your personal information is protected with a password you select. We strongly recommend that you do not share your password with anyone.

10. Changes to this Privacy Notice

We may update this Privacy Notice from time to time. When we post modifications to this Privacy Notice, we will revise the "last updated" date at the bottom of this web page. The modified Privacy Notice will be effective immediately upon posting on the IKEA website. Your continued use of the website after the posting of the modified Privacy Notice

constitutes your agreement to abide and be bound by it. We encourage you to review this notice periodically to ensure you are aware of the most up-to-date information about our personal information practices.

This Privacy Notice was last updated on July 31, 2019.