



## Customer Privacy Notice—Marketing & Sales

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This Customer Privacy Notice (the “Notice”) applies to [The Dow Chemical Company and its direct and indirect global subsidiaries and controlled affiliates](#) (where Dow owns more than 50 per cent of the voting rights or has the right to control the entity) (collectively, the “Dow Companies”; each a “Dow Company”).

The Dow Company that is providing services or communicating to you (referred to herein as "Dow" or "we" or “our”), is responsible for the processing of your personal data and controls how it is used, in accordance with this Notice. For applicable data protection law, that Dow Company is the primary controller of your data; other Dow Companies may also receive and process your personal data, in the capacity of controller, and this Notice applies equally to them.

This Notice explains why and how we collect personal data about you, how we process such data, and what rights you have regarding your personal data.

### The Information Dow Collects

We may collect the following categories of personal data:

- *The business contact information you share with us, such as:* name, job title, business name and mailing address, email address, telephone numbers, and industry/business segment;
- *Additional information you provide to us in the course of our business relations, such as:* interests in Dow products; marketing preferences; registration information provided at events, webinars, fairs; contract or order data; invoices, payments, business partner history; data concerning the fulfilment of our contractual obligations and pre-contractual measures including marketing activities, correspondence data, call/meeting transcripts and recordings, offers, tenders, contract and order data, invoices, payments, insurance data, records relating to queries/questions/complaints/orders; employee number, passport number, date of birth, travel visa information; interview assessment/feedback; tracking/analytics data; training records; gender; customer/consumer ID; product usage data; preferences;
- *Electronic identification data and information collected by the communications systems, IT applications and website browser, such as:* IP address, the source of your site visit, webpage views and time spent on the website or a particular page, links clicked, comments shared, emails opened, browser type, date and time of visit, cookies, digital alias/signature, login credentials.

The following types of personal data are only collected and processed, if at all, in accordance with applicable local laws in your country of residence:



- *Data about criminal convictions and offences, such as:* criminal background information and sanction list information to the extent required for the purposes of criminal background screening and Know Your Customer (“KYC”) and Anti Money Laundering (“AML”) obligations;
- *To the extent necessary to fulfil our obligations, data obtained from publicly accessible sources or which are legitimately transmitted by other third parties (e.g. a credit agency):* commercial register data, association register data, creditworthiness data.

### **The purposes for which we use your information**

We may use your personal data as described above for the following purposes:

- Process, evaluate and respond to requests and inquiries;
- Capture personal data of potential customers for future communications;
- Conduct marketing and sales activities (e.g., by generating leads, pursuing marketing prospects, performing market research, determining and managing the effectiveness of our advertising and marketing campaigns and managing our brand and communicating about new business projects);
- Send marketing communications by post, telephone, text, email and/or other digital methods about products and services (such as alerts, promotional materials, newsletters, etc.);
- Provide relevant marketing offers and information;
- Process and fulfill orders;
- Provide and administer our products and services;
- Manage customer relationships;
- Provide customer and product support;
- Ensure the accuracy of customer contact information;
- Improve the customer experience with Dow and provide better and more personalized content (e.g., by conducting data analytics, market research, trend analysis, financial analysis, customer segmentation and profiling of customers);
- Conduct and facilitate customer satisfaction surveys, marketing campaigns, market analyses, sweepstakes, contests, or other promotional activities or event registration;



- Communicate with business partners about products, services and projects of Dow or business partners (e.g. by responding to inquiries or requests);
- Reorganize, acquire and sell activities, business units and companies;
- Manage process quality and insurance;
- Carry out audits, risk and compliance reviews and regulatory checks to meet applicable legal obligations;
- Maintain and protect the security of products, facilities, services, systems, networks, computers and information;
- Prevent and detect security threats, fraud or other criminal or malicious activities; and
- Manage IT resources, including infrastructure management including data back-up, information systems' support and service operations for application management, end user support, testing, maintenance, security (incident response, risk, vulnerability, breach response), user accounts management, software licenses assignment, security and performance testing and business continuity.

In furtherance of these purposes (particularly: to confirm the accuracy of your contact information, to provide you with tailored marketing communication and advertisement, and to send you personalized messages), we will use automated methods to build a profile based on data that we have obtained as described in this Notice such as the number of Dow webpage views, opened emails, your webinar registrations and the recent interaction and activities with Dow. For more information about—or to object to—these profiling activities, you may submit a data subject request [here](#).

We collect only the personal data from you that we need for the purposes described above. For statistical purposes, improvement of our services and testing of our IT systems we use as much as reasonably possible anonymized data. This means that these data can no longer (in)directly identify you or single you out as an individual.

### **The legal basis we rely on**

We use your personal data for the purposes described in this notice based on one of the following legal bases, as applicable:

- We may process your personal data for the fulfilment of contractual obligations resulting from contracts with you or your company, or as part of pre-contractual measures we have been asked to take;



- We may process your personal data on the basis of statutory requirements, for example, on the basis of tax or reporting obligations, cooperation obligations with authorities or statutory retention periods;
- We will ask your consent for the activities described in this privacy notice when required by applicable law, for example when we process your data for marketing purposes including sharing tailored marketing communication with you, sending you personalized messages, and to ensure accuracy of your contact information where we don't have an existing business relationship with you or your company; or
- We will rely on our legitimate interests to process your personal data within the scope of the business relationship with you or your company insofar as this is not overridden by your own privacy interests. Such interests may include:
  - collection and use the personal data for this purpose are management and furtherance of our business.
  - conduct, management, development and furtherance of our business in the broadest sense possible including supply of products and services, performance of agreements and order management with customers, process and fulfilment of purchases, process quality management and improvement of products or services, analytics and market intelligence, reduction of default risks in our sales processes, enforcement of legal claims, including debt collection via out-of-court procedures, and reorganization, acquisition and sale of activities, business divisions and companies;
  - for direct marketing purposes for existing customers including sharing tailored marketing communication with you, sending you personalized messages, and to ensure accuracy of your contact information;
  - monitor, investigate and ensure compliance with legal, regulatory, standard and Dow internal requirements and policies;
  - prevent fraud and criminal activity including investigations of such activity, misuse of Dow assets, products and services, and as strictly necessary and proportionate for ensuring network and information security; and
  - transmitting personal data within Dow Companies for internal administrative purposes as necessary for example to provide centralized services.
- In some cases, we process your personal data on the basis of legal obligations and statutory requirements, for example, on the basis of tax or reporting obligations, cooperation obligations with authorities, statutory retention periods or the disclosure of personal data within the scope of official



or judicial measures may be required for the purposes of taking evidence, prosecution or enforcement of civil law claims.

With regard to personal data concerning criminal convictions and offences, we will only process such data where such processing is permitted by applicable (local) law.

**Third parties with whom we share your personal data (in and outside the country where the Dow Company that controls your data is located)**

We share your personal data with other Dow Companies or third parties as necessary for the purposes described in this table below:

<b>Recipient</b>	<b>Purpose</b>
DOW <a href="#">affiliates and subsidiaries</a>	The purposes described in this privacy notice
DOW business partners, distributors, and agents	The purposes described in this privacy notice
Service providers working on Dow’s behalf—e.g., providing services such as IT tools and infrastructure; marketing; payment processing; professional and advisory (including accountants, auditors, lawyers, insurers, bankers, recruiters, travel agents and other advisors or service providers)	The purposes described in this privacy notice
Insolvency administrators or creditors	For default and insolvency management
Potential or actual acquirers of DOW businesses or assets	For the evaluation of the business or assets in question or for the purposes described in this privacy notice
Recipients as required by applicable law or legal process, to law enforcement or government authorities, etc.	Where required by applicable law or a legitimate request by government authorities, or a valid legal requirement

Where we share your personal data with a Dow Company or third party—so that it is transferred to or becomes accessible from outside the European Union (“EU”) and the European Economic Area (“EEA”) or outside the country where the Dow company that controls your data is located—we put adequate safeguards in place to protect your personal data. Examples of these safeguards are an adequacy decision of the European Commission ([read more here](#)), Standard Contractual Clauses ([read more here](#)), and the Binding Corporate Rules that some of our suppliers have adopted ([read more here](#)). We have taken additional measures for the transfer of data from within to outside the EU, EEA and outside the country where the Dow Company that controls your data is located to protect your personal data.



If you would like an overview of the safeguards which are in place, you may submit a request [here](#) or send an email request to [fglpriv@dow.com](mailto:fglpriv@dow.com).

### How long we keep your personal data

Dow will retain your personal information for as long as necessary to fulfill the purposes for which we collect it, including for the purposes of satisfying any legal, accounting, or reporting requirements.

### Your data privacy rights

Depending on the jurisdiction in which you are located and in which your personal data is processed, you may have the following rights:

Data privacy rights	What it means
The right to access your data	You are entitled to ask Dow for an overview of or to obtain a copy of the personal data we hold about you.
The right to have your data corrected	You may request immediate correction of inaccurate or incomplete personal data we hold about you.
The right to have your data erased	You may request that personal data be erased when it is no longer needed, where applicable law obliges us to delete the data or the processing of it is unlawful.
The right to restrict data processing	You have the right to restrict the processing of your personal data in specific circumstances.
The right to data portability	You have the right to receive your personal data in a structured, machine-readable format for your own purposes, or to request us to share it with a third party.
The right to object to data processing	You have the right to object to our processing of your personal data where we rely on our legitimate interests as the basis for our processing, where your data protection rights outweigh our reasoning for legitimate interests.
The right to withdraw consent	Where Dow has asked for your consent to process personal data, you may withdraw your consent at any time. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

Please note that the rights described above are not absolute, and that your request cannot always be met entirely. For example, sometimes we cannot delete or restrict the processing of your personal data as we may have legal obligations or contractual obligations to keep certain such personal data.



You may request to enforce your data privacy rights by sending an email request to [fglpriv@dow.com](mailto:fglpriv@dow.com) or by submitting a request [here](#). No fees or payments are required to exercise your legal rights, though Dow may charge fees for duplicate or excessive requests. Dow may request information from you to allow us to confirm your identity and your rights over the data, as a security measure.

### **What happens if you ask us to stop processing (or do not provide) your information**

Dow may not be able to adequately establish, conduct or terminate a business relationship with you or your company (or otherwise perform the purposes described above) without certain personal data. Although we cannot obligate you to share your personal data with us, please note that this then may have consequences which could affect the business relationship in a negative manner, such as not being able to take requested pre-contractual measures to enter into a contract with you or to establish and continue the business relationship you have asked for.

### **Contact and further information**

If you want to access your personal data, make use of any of your other rights mentioned above or if you have any questions or concerns about how Dow processes your personal data, please contact Dow's Data Privacy Team at [fglpriv@dow.com](mailto:fglpriv@dow.com) or submit a request [here](#). Questions, requests and inquiries concerning this Notice and the information set out in this Notice may also be directed to your local Dow representative.

For more information about Dow's data privacy practices, including about certain data subject rights that may apply to you under applicable law, please refer to Dow's [Privacy Statement](#).

Should you not be satisfied with our response or believe we are processing your personal data against the law, you may also have the right to file a complaint with the applicable data protection or privacy authority in your country of residence or work, or seek a remedy through the courts where you believe an infringement of data privacy laws may have taken place.