

Neonode Privacy Policy

1 Overview

1.1 Neonode Safeguards Your Personal Integrity

Neonode respects your privacy and is committed to maintaining a high level of security and integrity regarding your personal data. Neonode is also committed to ensuring that processing is carried out in accordance with applicable data protection legislation.

This privacy policy describes how Neonode processes personal data about you in your capacity as a representative of a company that is a Neonode customer or a potential customer, as a visitor to Neonode's websites including <https://www.neonode.com>, <https://support.neonode.com>, <https://air.bar>, as a subscriber to the Neonode newsletter or as a follower of Neonode on social media.

Neonode Technologies AB, a Swedish corporation having reg. no. 559771-2095, and having a principal place of business at Karlavägen 100, 115 26 Stockholm, Sweden, is the controller of your personal data and is therefore responsible for ensuring that your personal data is processed correctly and securely in accordance with applicable legislation.

Do not hesitate to contact us if you have any questions about this privacy policy, the processing of your personal data, or if you wish to exercise your rights under this privacy policy or applicable legislation. Write to privacy@neonode.com to contact the data protection officer at Neonode.

1.2 Definitions

"Neonode" means Neonode Inc., a Delaware corporation having a principal place of business at Karlavägen 100, 115 26 Stockholm, Sweden, its subsidiaries and affiliated legal entities.

The term "personal data" shall mean any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

The term "processing" shall mean any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

2 Personal Data Collection

2.1 Customer Representatives

Neonode collects and stores the following personal data in order to fulfill its undertakings toward data subjects in their capacity as a representative of a company or organization:

- Personal information and contact information, such as name, address, telephone number, email address, job title, position, employer, city, country, interests, languages;
- Information that data subjects provide to Neonode via email, social media or other channels of communication;
- Previous purchases and event participation;
- IP address;
- Information regarding phone calls with Neonode employees, contractors or customer service;
- User profiling data, including name, email address, phone number, job title, employer, city, country, interests, previous purchases, event participation, languages, buying role, IP address (see section 3.4 “Profiling and Automated Decision Making” for more information).

2.2 Visitors to Company Websites

In connection with visits to Neonode websites, Neonode collects the following information in order to improve, streamline, simplify and develop its websites:

- Technical data, such as IP address, network and device information, browser, language and identification settings, geographic location, operating system, referring source, demographics, other information from cookies or similar mechanisms (see the Neonode cookies policy at <https://neonode.com/cookie-policy> for information on how Neonode uses cookies);
- Any information a data subject sends Neonode via a “contact us” form;
- User profiling data, including interests, demographics, association (see section 3.4 “Profiling and Automated Decision Making” for more information).

2.3 Social Media Visitors

In connection with visits to Neonode social media, Neonode collects the following information:

- Interactions with Neonode advertisements and organic content, including viewer geography, language, gender, age, interests, job function, seniority and industry;
- IP address;
- Analytics provided by social media.

With respect to customers and company representatives for customers and potential customers, personal data is usually collected from the company or organization that the data subject represents, but also, in certain cases, directly from the data subject, e.g. via email, social media or other channels of communication or in connection with events or meetings. Neonode may also receive personal data about a data subject

from companies within the Neonode group, or from Neonode partners. Neonode may also use external information services to supplement existing data.

2.4 Cookies

Neonode uses cookies and similar technologies in accordance with the Neonode cookies policy to provide certain functions on Neonode websites, to improve Neonode websites and to deliver a more personalized experience to Neonode website visitors. Cookie information is stored in the form of a file comprising encrypted login data. See the Neonode cookies policy at <https://neonode.com/cookie-policy> for more information on how Neonode uses cookies.

3 Personal Data Processing

The tables below list the purposes for which Neonode processes personal data and the legal basis for the processing.

3.1 Customer Representatives	
Purpose	Legal basis
To be able to keep in touch with a representative of the customer, e.g., in connection with the delivery of goods or services, when providing customer service, or when contacting Neonode via a contact us form.	The processing is necessary for Neonode's legitimate interest to keep in touch with customer representatives in order to fulfill its obligations under agreements with its customers, to respond to queries and messages and to maintain records of correspondence (legitimate interest).
To fulfill legal requirements, e.g. security requirements and accounting requirements.	The processing is necessary for compliance with Neonode's legal obligations.
To enable marketing and communication about the Neonode brand and Neonode products and services, e.g., mailing of newsletters and other marketing materials, invitations to Neonode events, meetings and other gatherings.	The processing is necessary for Neonode's legitimate interest to market its brand, its products and services to you as a customer or to the company that you represent (legitimate interest).
To conduct profiling activities for marketing purposes, including search engine marketing and social media analytics.	Your consent
To track behavior of website visitors and email recipients.	Your consent

3.2 Visitors to Company Websites	
Purpose	Legal basis
To ensure operation of Neonode websites and applications.	The processing is necessary for Neonode's legitimate interest to improve, streamline, simplify and develop its website and applications to attract customers and partners and to increase the number of recurring customers and partners.
To develop the Neonode website and adapt the website based on how it is used.	Your consent

3.3 Social Media	
Purpose	Legal basis
To understand audience profiles and how users interact with Neonode advertisements and organic consent.	Your consent
To provide targeted advertising based on audience profiles.	Your consent

3.4 Profiling and Automated Decision Making

Where a data subject has given his or her consent, Neonode uses automated decision making and profiling in the following activities:

- Neonode creates profiles for marketing purposes in order to provide relevant news, links and literature to customers and interested parties. The profiling is based on name, email address, phone number, job title, employer, city, country, interests, previous purchases, event participation, language, buying role, IP address. Neonode collects such data when the data subject visits Neonode websites, takes part in events or registers as a customer or interested party.
- Neonode uses web beacons and similar technologies in its marketing emails to analyze who opens the emails and what actions they take, e.g., what they click on.
- Neonode automates the display of advertisements containing Neonode products and services on other websites the data subject visits, based on the fact that the data subject has visited a Neonode website using cookies.
- Neonode automatically analyzes and categorizes the collected information in order to gain a better understanding of what its website visitors want in terms of website content and products, how to improve the website and how to advertise and market Neonode products and services to website visitors.

You have the right to object to Neonode’s use of automated decision making and profiling described in this section. To object, write to privacy@neonode.com to contact the data protection officer at Neonode.

4 Personal Data Storage, Sharing and Third-party Access

4.1 Personal Data Storage

Neonode has implemented security measures necessary to protect personal data against unauthorised access, alteration and destruction. Neonode will not disclose personal data, except as described in this privacy policy. Personal data is stored as long as it serves the purposes for which the data was collected in accordance with this privacy policy. Certain personal data is stored for up to eight years for the purpose of complying with applicable accounting legislation. Thereafter, personal data is deleted.

Neonode stores contact information regarding company and organization representatives in order to maintain its relationship with the company or organization. Neonode shall delete the data when Neonode becomes aware that the information is no longer adequate or relevant for this purpose, or at the request of the company or organization representative.

For more information about how long Neonode stores specific personal data, please contact the data protection officer at Neonode using the address privacy@neonode.com.

4.2 Third-party Access to Personal Data

Neonode does not disclose personal data to third parties, except when necessary to fulfill a legal obligation or to fulfill Neonode's obligations to data subjects, customers and/or partners. Personal data will not be sold to third parties for marketing purposes. Personal data may be disclosed to third parties as listed in the table below.

Third-party Disclosures	
Third party	Reason for third-party disclosure
Other companies within the Neonode group	Personal data may need to be transferred to other companies within the Neonode group, as certain central functions such as marketing and finance are managed jointly within the group.
Service providers that assist Neonode in running its business and process personal data on behalf of Neonode. These include: email providers, information technology (IT) service providers, web developers, customer service providers, hosting providers.	Your personal data will be shared with these service providers where necessary to provide you with the service you have requested.

Third-party Disclosures	
Third party	Reason for third-party disclosure
Suppliers and partners	Neonode may disclose personal data to suppliers and partners, if the suppliers or partners need the personal data to fulfill their undertakings or obligations toward Neonode.
Accountants, advisors, affiliates, business partners, independent contractors, and insurers	For the purpose of running and managing Neonode's business efficiently.
Authorities and law enforcement agencies	Personal data may be disclosed to authorities when necessary for compliance with Neonode's legal obligations.
Potential buyer of Company's business	If Neonode intends to transfer all or part of its business, personal data may be disclosed to a potential buyer.

For more information about the identities of Neonode's service providers please contact Neonode.

4.3 Transfer of Personal Data Outside the EU/EEA

Neonode may transfer personal data to countries outside the EU/EEA. When transferring personal data to a country outside the EU/EEA, Neonode shall take measures to ensure that the personal data is processed securely and with a level of protection that is comparable to the protection offered within the EU/EEA, for example by creating an agreement with the recipient that includes the standard contractual clauses (SCCs) that have been adopted by the European Commission. You have the right to obtain a copy of these standard contractual clauses. Please use the following link https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc/standard-contractual-clauses-international-transfers_en to obtain a copy of the standard contractual clauses.

5 Your Rights

A summary of your rights as a data subject according to applicable legislation is set forth in the table below.

5.1 Rights of the Data Subject	
Right	Description
Right to withdraw consent	Where the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. See Art. 7.3 GDPR.

5.1 Rights of the Data Subject	
Right	Description
Right of access	You have the right to access your personal data and to obtain a copy of the personal data concerning you that is processed by Neonode. See Art. 15 GDPR.
Right to rectification	If the personal data concerning you that is processed by Neonode is inaccurate, incomplete or outdated, you have the right to obtain rectification of such personal data. See Art. 16 GDPR.
Right to erasure	You have the right to request the erasure of personal data concerning you. Unless Neonode has a legal basis to continue the processing of the personal data concerning you, such personal data shall be erased. See Art. 17 GDPR.
Right to object	Under certain circumstances you have the right to object to Neonode's processing of your personal data. See Art. 21 GDPR.
Right to restriction of processing	Under certain circumstances you have the right to obtain restriction of processing of your personal data. See Art. 18.1. GDPR. Where processing has been restricted, Neonode may only under certain circumstances carry out processing activities concerning the personal data other than storage. See Art. 18.2. GDPR.
Right to data portability	Where your personal data is processed based on your consent or based on a contract with you, you have the right to receive the personal data concerning you in a machine-readable format and request that the data be transmitted to another controller. See Art. 20 GDPR.
Right to lodge complaints with a supervisory authority	You have the right to lodge complaints concerning Neonode's processing of the personal data concerning you to a supervisory authority. In Sweden, the supervisory authority is the Swedish Authority for Privacy Protection, Box 8114, SE-104 20 Stockholm. See Art. 77 GDPR.

You may also exercise your right to object to Neonode using or processing your information for direct marketing purposes by clicking the unsubscribe link provided at

the bottom of any marketing email Neonode sends you and following the instructions which appear in your browser following your clicking on that link.

6 Changes to This Policy

Neonode reserves the right to change this privacy policy at any time. In the event of changes to this privacy policy, Neonode will publish the amended privacy policy on <https://neonode.com/privacy-policy> with information on when the changes will come into effect and may also notify customers and partners in an appropriate manner.