

## **PRIVACY NOTICE (A)**

\* If you register from within the European Economic Area (EEA), see PRIVACY NOTICE (B) below.

\* The EEA includes the following 31 countries:

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom (England, Scotland, Wales, and Northern Ireland), Liechtenstein, Iceland, and Norway

Privacy Notice (A) explains how Nikon collects and processes the personal data of Nikon Photo Contest entrants.

The Nikon Group respects the privacy of individuals and acknowledges that handling personal data in a lawful and proper manner is an important social responsibility and declares that it will strive to protect personal data as follows. This privacy notice is based on the Nikon Group Privacy Protection Statement <url: [https://www.nikon.com/privacy/privacy\\_policy.htm](https://www.nikon.com/privacy/privacy_policy.htm)> and applies to the personal data of entrants that Nikon Corporation (referred to below as “Nikon”) processes concerning the Nikon Photo Contest run by Nikon. This privacy notice states which personal data Nikon collects and processes and its purpose of use. Therefore, we encourage the entrants to read this notice carefully.

### **1. What personal data we collect**

The Nikon Photo Contest is open to all eligible persons. Entries can be submitted by the methods described in the Nikon Photo Contest Entry Guidelines <url: <https://www.nikon-photocontest.com/jp/entry/>>. The personal data that Nikon collects is: the entrant’s name, email address, phone number and FAX number, area of residence, nationality, date of birth, gender (optional), occupation (optional), and the entrant’s uploaded work and its title (including an identifier to ensure that the file name of the entrant’s work is unique). Nikon will later request only the winners to register their mailing address and postal code as additional personal data.

### **2. Purposes of use**

As is detailed in the Nikon Photo Contest Entry Guidelines <url: <https://www.nikon-photocontest.com/jp/entry/>>, Nikon uses the personal data of entrants to hold the Photo Contest for the purposes of use below:

- PR activities utilizing entry works during the Contest period
- Notification of results to the winners
- Informing matters related to the Contest
- Contacting entrants regarding their entry
- Announcement of winning works
- Making records of and publishing winning works as a form of archive

- Contest statistics
- Sending questionnaires related to the Contest
- Sending prizes
- Creating statistical data
- Sending newsletters notifying about the next Contest

The additional purposes of use that apply to the winners are as follows:

- Notifying winners that they have won or telling them about the award ceremony
- Announcing winning works
- Sending items
- Communication with winners regarding requests to create contents
- Making records of and publishing winning works as a form of archive

Aside from the above, Nikon may use entrants' works, their titles and entrants' names for advertisement purpose and social action program for enriching the general image-making culture as stated in "Organizer's Rights" of Nikon Photo Contest Entry Guidelines.

Furthermore, we may use entrants' submitted works, their titles and entrants' names in any media for Nikon's business purposes. They include for example in sales presentations, intranet websites, training materials, calendars, newsletters, posters, onsite galleries, recruitment materials, and company brochures or other company publications.

In addition, we sometimes refer to voluntarily provided questionnaire responses when developing products.

The names of winners will be published on websites, printed materials, or other materials related to the Contest when introducing winning works. In addition, personal data might be used for identity verification should entrants wish to change their address or otherwise update their personal data.

The Nikon Photo Contest Office will handle the above notifications and inquiries.

### **3. Data storage**

Please note that, regardless of the entrant's country of residence, the organizer reserves the right to store data provided upon entry (the image data of works and personal data) in Japan or another country.

### **4. Disclosure to third parties**

The organizer will provide personal data to judges and third parties involved in running the Contest to the extent necessary to run the Contest.

When providing personal data in accordance with the preceding paragraph, the organizer will execute contracts with the judges and third parties that contain provisions of confidentiality, or otherwise ensure that they manage personal data appropriately.

### **5. Security of personal data**

We strive to ensure the security of personal data provided on the internet by using the Secure Sockets Layer (SSL) or an equivalent protocol to prevent unauthorized access.

## **6. Disposal and deletion of personal data**

The organizer will take procedures to dispose of or delete provided personal data (entry forms, the data of submitted works, and other digitized personal data related to the Contest) on December 31, 2021 (the "disposal date") except for the personal data related to winners of the Contest or entrants whose submitted works will be used for purposes other than Contest promotion ("winners, etc.") and the personal data of entrants who wish to be notified by email the next Contest. Due to the above, please note that, except for winners, etc., it will no longer be possible to update or refer for the personal data of entrants as of the disposal date.

## **7. Contact information for inquiries related to personal data (including entry-related inquiries)**

October 22, 2020 to December 31, 2021  
Nikon Photo Contest Office Inquiries Desk  
[support@entry.nikon-photocontest.com](mailto:support@entry.nikon-photocontest.com)

Update of personal data, etc.

If it is necessary to update personal data you have provided, please check the instructions on the entry form. If this is not enough to resolve the issue, please contact the Inquiries Desk above.

\*We may not be able to receive emails from some email addresses. In that case, please send your inquiry using the form linked below.

<https://ssl-entry.nikon-photocontest.com/en/inq-01.html>

## **PRIVACY NOTICE (B) FOR THE NIKON PHOTO CONTEST**

Privacy Notice (B) explains how Nikon collects and processes the personal data of Nikon Photo Contest entrants.

The Nikon Group respects the privacy of individuals and acknowledges that handling personal data in a lawful and proper manner is an important social responsibility and declares that it will strive to protect personal data as follows. This privacy notice is based on the Nikon Group Privacy Protection Statement <url: [https://www.nikon.com/privacy/privacy\\_policy.htm](https://www.nikon.com/privacy/privacy_policy.htm)> and applies to the personal data of entrants that Nikon Corporation (referred to below as "Nikon") processes concerning the Nikon Photo Contest run by Nikon. This privacy notice states which personal data Nikon collects and processes and its purpose of use. Therefore, we encourage the entrants to read this notice carefully.

## 1. Who we are

We are Nikon Corporation, Shinagawa Intercity Tower C, 2-15-3, Konan, Minato-ku, Tokyo, 108-6290, Japan. We are responsible for the collection and use of your personal data described in this privacy notice.

We have determined our respective responsibilities for compliance with the obligations under applicable privacy legislation for processing your personal data in relation to our global processing activities by means of an arrangement between us. In summary, we have arranged that if you want to exercise your rights, such as your right to access, correct, erase, restrict, object or port personal data or to withdraw your consent, or if you have any questions about the processing of your personal data, you can contact us through the contact details in 'Paragraph 9 Contact details for your privacy inquiries' below. Nikon Group companies and Nikon Corporation will assist each other where necessary to ensure that you can exercise your rights and your questions will be handled.

## 2. What personal data we collect and what we do with your data

The Nikon Photo Contest is open to all eligible persons. Entries can be submitted by the methods described in the Nikon Photo Contest Entry Guidelines <url: <https://www.nikon-photocontest.com/jp/entry/>>. The personal data that Nikon collects is: your name, email address, phone number and FAX number, area of residence, nationality, date of birth, gender (optional), occupation (optional), and your uploaded work and its title (including an identifier to ensure that the file name of your work is unique). Nikon will later request only the winners to register their mailing address and postal code as additional personal data.

You are solely responsible for the content you share with us and we ask you to inform any person whose picture you use in the context of the Nikon Photo Contest, as described in this Privacy Notice.

### **Sensitive data**

When uploading works for the Nikon Photo Contest we may receive sensitive data from you in the form of a person's picture. You are solely responsible for the content you share with us and you will provide notice about and obtain a person's prior consent for the use of the person's picture in the context of the Nikon Photo Contest as described in this Privacy Notice. In certain cases, a person's picture could be considered "special categories of personal data" under applicable data protection laws. For example, pictures revealing racial or ethnic origin, political opinions, religious or philosophical beliefs or concerning health or concerning someone's sex life or sexual orientation may qualify as special personal data. In such cases, you will have to formally obtain the person's consent in writing, if the special data is not manifestly made public by the persons themselves. At the time of your entry, Nikon deems the person's consent in writing was formally obtained by you and Nikon shall not be responsible in case of failure of the consent.

## **Purposes of use**

As is detailed in the Nikon Photo Contest Entry Guidelines <url: <https://www.nikon-photocontest.com/jp/entry/>>, Nikon uses your personal data to hold the Photo Contest for the purposes of use below:

- PR activities utilizing entry works during the Contest period
- Notification of results to the winners
- Informing matters related to the Contest
- Contacting you regarding your entry
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Aside from the above, Nikon may use your works, their titles and your name for advertisement purpose and social action program for enriching the general image-making culture as stated in “Organizer’s Rights” of Nikon Photo Contest Entry Guidelines.

Furthermore, we may use your submitted works, their titles and name in any media for Nikon’s business purposes. They include for example in sales presentations, intranet websites, training materials, calendars, newsletters, posters, onsite galleries, recruitment materials, and company brochures or other company publications.

In addition, we sometimes refer to voluntarily provided questionnaire responses when developing products.

The names of winners will be published on websites, printed materials, or other materials related to the Contest when introducing winning works. In addition, personal data might be used for identity verification should you wish to change your address or otherwise update your personal data.

The Nikon Photo Contest Office will handle the above notifications and inquiries.

## **Legal basis**

Nikon processes your personal data and the person(s) in the picture to have you participate in the Nikon Photo Contest as necessary for our legitimate interests or the interests of a third party or on the basis of consent.

When we process your personal data for our legitimate interests or the interests of a third party, we will take reasonable measures to prevent unwarranted harm to you. Our legitimate interests are, for example, to communicate works taking part in the Nikon Photo Contest and promote the competition. More information on the balancing tests we perform is available upon request. Where we process your personal data for our legitimate interests or the interests of a third party, you have the right to object at any time on grounds relating to your particular situation (please see 'Paragraph 7. Your rights' below).

You can withdraw your consent at any time by adjusting your settings or by reaching us through the contact details in 'Paragraph 9 Contact details for your privacy inquiries' below.

Where we process your personal data for a purpose other than that for which we collected it initially (and we rely on a legal basis other than consent or complying with legal obligations for this new purpose), we will ascertain whether processing for this new purpose is compatible with the purpose for which the personal data were initially collected. More information on this assessment is available upon request (please see 'Paragraph 7. Your rights' below).

### **3. How we collect your data**

The personal data we process is information that you knowingly provide to us directly. If you refuse to provide personal data that we require for the Nikon Photo Contest, we may not be able to have you participate in the competition.

### **4. Information sharing**

We will process some of your personal data locally. However, as a global organization and competition, the Nikon Photo Contest can also be carried out (and business efficiencies achieved) by processing or consolidating information about you in specific or centralized databases and systems located at specific secured facilities worldwide. As a result, your information may be shared with other entities within the Nikon Group. However, each Nikon Group company and those other systems and databases will only collect, receive, use, share or otherwise process such personal data in accordance with applicable laws, this privacy notice and our Nikon Group Privacy Protection Statement <url: [https://www.nikon.com/privacy/privacy\\_policy.htm](https://www.nikon.com/privacy/privacy_policy.htm)>. Moreover, internally we maintain a strict access policy with regard to the processing of personal data. Only a limited group of authorized Nikon staff on a need to know basis will have access to your personal data. As a rule, we do not share your personal data with anyone outside the Nikon Group, to judges and to third parties overseeing the contest, besides your competing work, the title and its maker. The work may be used in any media for Nikon's internal use and business purposes and may be accessed on a global level. As well as your work, in order to achieve the purposes of use, we may share your personal data with trusted third parties that provide services to us. All such third parties will be required to adequately safeguard your personal data, subject to agreements that correspond to the requirements of applicable laws. Your personal data may also be shared for investigations (e.g. disclosure to prevent crime or fraud, or to comply with a court order or legislation).

### **5. Security measures and data retention**

Nikon will secure your personal data in accordance with our IT and security policies so that personal data are protected against unauthorized use, unauthorized access and wrongful modifications, loss or destruction. Your personal data will be stored no longer than is necessary for the purpose of your participation in the Nikon Photo Contest, compliance with legal and fiscal obligations and for solving any disputes. The specific data retention periods for the processing activities are in principle kept until the end of the year of the Nikon Photo Contest, except for the case that we keep your email address until the end of the next year of the Nikon Photo Contest upon your request to subscribe to the notification email for the next Nikon Photo Contest, the case that some entrants' personal data are stored for 3 years to be used for Nikon's business purposes, for example calendars, the case that it is necessary to perform agreements with you or necessary for legal obligations, or the case that, as a result of winning an award of the Contest, your personal data and works are stored in the records of winning works for an undetermined period of time.

Also please note that when we delete personal data we collected from you upon your request to erase the data, we retain the request email and your personal data, i.e., your name and your email address, as a proof of the erasure until we delete it together with other entrants' personal data at the end of the year of the Nikon Photo Contest.

## **6. International transfers of personal data**

Given the global nature of our company, your personal data may be transferred to Nikon entities and trusted third parties in countries outside the European Economic Area whose laws may not afford the same level of protection of your personal data. Where necessary, Nikon will ensure that adequate safeguards are in place to comply with the requirements for the international transfer of personal data under applicable privacy laws. For transfers of personal data outside the European Economic Area, Nikon will use European Commission approved mechanisms, such as the Privacy Shield certification, and Standard Contractual Clauses as safeguards, such as the "(EU-)controller to (Non-EU/EEA-)controller" Decision 2004/915/EC (see Article 46 GDPR). If you wish to receive a copy of these safeguards, please contact us through the contact details in Paragraph 9. 'Contact details for your privacy inquiries' below.

## **7. Your rights**

You can contact us (please see Paragraph 9. 'Contact details for your privacy inquiries' below) to exercise any of the rights you are granted under applicable data protection laws, which includes (1) the right to access your data, (2) to rectify them, (3) to erase them, (4) to restrict the processing of your data, (5) the right to receiving a file of your personal data and (6) the right to object to the processing, and where we have asked for your consent, to withdraw this consent. These rights will be limited in some situations. We will, for example, deny your request for access when necessary to protect the rights and freedoms of other individuals or refuse to delete your personal data in case the processing of such data is necessary for compliance with legal obligations. The right to data portability, for example, does not apply in case the personal data was not provided by you or if we process the data not on the basis of your consent or for the performance of a contract. When you would like to exercise your rights, please send your request to the contact details in Paragraph 9 'Contact details for your privacy inquiries' below.

Please note that we may need you to provide additional information to confirm your identity. You also have the right to lodge a complaint with your local Supervisory Authority.

You can also contact us through the contact details in Paragraph 9 'Contact details for your privacy inquiries' below if you have any questions, remarks or complaints in relation to this privacy notice.

#### 7.1 Right to access

You may ask us whether or not we process any of your personal data and, if so, receive access to that data in the form of a copy. When complying with an access request, we will also provide you with additional information, such as the purposes of the processing, the categories of personal data concerned as well as any other information necessary for you to exercise the essence of this right.

#### 7.2 Right to rectification

You have the right to have your data rectified in case of inaccuracy or incompleteness. Upon request, we will correct inaccurate personal data about you and, taking into account the purposes of the processing, complete incomplete personal data, which may include the provision of a supplementary statement.

#### 7.3 Right to erasure

You also have the right to have your personal data erased, which means the deletion of your data by us and, where possible, any other controller to whom your data has previously been made public by us. Erasure of your personal data only finds place in certain cases, prescribed by law and listed under article 17 of the General Data Protection Regulation (GDPR). This includes situations where your personal data are no longer necessary in relation to the initial purposes for which they were processed as well as situations where they were processed unlawfully. Due to the way we maintain certain services, it may take some time before backup copies are erased.

#### 7.4 Right to restriction of processing

You have the right to obtain the restriction of the processing of your personal data, which means that we suspend the processing of your data for a certain period of time. Circumstances which may give rise to this right include situations where the accuracy of your personal data was contested but some time is needed for us to verify their (in)accuracy. This right does not prevent us from continuing to store your personal data. We will inform you before the restriction is lifted.

#### 7.5 Right to receive your file (data portability)

Your right to data portability entails that you may request us to provide you with your personal data in a structured, commonly used and machine-readable format and to have such data transmitted directly to another controller, where technically feasible. Upon request and where this is technically feasible we will transmit your personal data directly to the other controller.

#### 7.6 Right to object



You also have the right to object to the processing of your personal data, which means you may request us to no longer process your personal data. This only applies in case the 'legitimate interests' ground (including profiling) constitutes the legal basis for processing (see par. 'Legal basis' above). At any time and free of charge you can object to direct marketing purposes in case your personal data are processed for such purposes, which includes profiling purposes to the extent that it is related to such direct marketing. In case you exercise this right, we will no longer process your personal data for such purposes.

## **8. How we look after this policy**

We have most recently updated this notice on September 24, 2020 and it replaces earlier versions. We will update this privacy notice from time to time and notify you of any substantive changes.

## **9. Contact details for your privacy inquiries**

October 22, 2020 to December 31, 2021

Nikon Photo Contest Office Inquiries Desk

[support@entry.nikon-photocontest.com](mailto:support@entry.nikon-photocontest.com)

Update of personal data, etc.

If it is necessary to update personal data you have provided, please check the instructions on the entry form. If this is not enough to resolve the issue, please contact the Inquiries Desk above.

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<https://ssl-entry.nikon-photocontest.com/en/inq-01.html>