

Privacy & Security

B&H Foto & Electronics Corp - Web Privacy Policy. Version Effective September 26, 2023

A. Who we are

B & H Foto & Electronics Corp ("B&H") is the largest non-chain photo, video and consumer electronics store in the United States. The business operates a retail store on 34th St. and 9th Avenue in New York City, along with their main website (www.bhphotovideo.com), mobile application and content delivery site, "B&H Explora" (www.bhphotovideo.com/explora).

Due to the nature of the retail and eCommerce business, B&H is often required to obtain Personal Information from our consumers, organizational sales customers, affiliates and vendors to successfully operate. B&H recognizes the need to maintain the confidentiality of private, highly confidential and proprietary information. This Data Privacy Policy ("Policy") will offer a transparent breakdown of how B&H and our strategic partners protect the confidentiality of the information collected by B&H.

B&H is a "Data Controller", a legal term which means we make decisions regarding how and why we collect and use your Personal Information. As the "Data Controller", we are responsible for ensuring that your Personal Information is only used for the purposes for which it was originally collected and in compliance with all applicable data protection laws. We are also responsible for ensuring that any third party that we authorize to process the data on our behalf, known as "Data Processors", also follow these standards and use the data only for these same reasons.

If you have concerns or questions regarding this privacy policy, the use and collection of your Personal Information by B&H, or if you require more details on how we collect, store or use your Personal Information, you can email privacy@bhphoto.com.

You may also write to us at the following address:

Privacy Team, Legal Department
B & H Foto & Electronics Corp.
420 Ninth Avenue
New York, NY 10001

800-606-6969 or 212-444-6615

This Policy should be read in conjunction with all the B&H Website Terms and Conditions.

B. Changes to B&H Privacy Policy

We reserve the right to modify this privacy policy. When we make changes, the updated policy will be posted here and the revision date will be updated. You are encouraged to refer back to ensure you are familiar with our most recent policy updates.

C. Purpose of this policy

This Policy covers B&H and its affiliated Partners. It explains the Legal Basis that B&H has in processing your Personal Information, how and what data we collect about you and what we do with that data. This policy will also inform you of your data privacy rights and how you can exercise those rights.

In this policy, when we talk about "Personal Information", we are referring to any information that relates to you, such as your name, email address, mailing address, telephone number, etc.

When we talk about the B&H Platform we mean the B&H websites, www.bhphotovideo.com and www.bhphotovideo.com/explora, and the B&H mobile application.

For specific information about the EU-US Data Privacy Framework Program, See Section L below.

D. The data we collect from you and how we collect that data

We collect Personal Information directly from you and from any devices, including mobile devices, that you use when you use our Platform, register for an account with us, provide us with information on a web form, update or add information to your account, participate in a community board discussion chat, or when you otherwise correspond with us.

The provision of Personal Information is voluntary but may be necessary in order to use our Services, such as setting up an account, conducting a transaction, commenting on a blog post or reviewing a product.

1. 1. Personal Information you give us when you use our Services or register for an account with us

- **Account Registration:** Identifying information such as your name, addresses, telephone numbers or email addresses when you register for an account with us.
- **Purchases:** Name, telephone number, email address, mailing address, billing and other information used to process an order and send you the items you purchased. If needed, information required to clear customs (such as Tax ID or other identification numbers) and relevant postage information (such as tracking numbers and tracking updates) may be collected as well.
- **Communicating with Us:** You may also provide us with additional information through a web form, by updating or adding information to your account, through your participation in blog posts, community discussions, and chats, or when you otherwise communicate with us regarding our Services.
- **Events:** You may provide us with your name and contact information when you register for an event on our website or in our store.
- **Authentication:** Additional information we are required or authorized by applicable national laws to collect and process in order to authenticate or identify you or to verify the information we have collected.
- **Used Item Sales:** When selling a used item to B&H, it is required that B&H collect a copy of a valid government issued ID.

B&H does not collect credit card or other financial information from you; that information is collected directly by our trusted third party payment processing partners. On occasion, for some international customers B&H will require bank account information.

If you give us Personal Information about someone else, including pictures of them, their name, their e-mail address, etc., on our social media Platforms, e-views and comments on our websites, you must do so only if you have that person's consent to provide us with that information. You should direct them to this policy so that they are informed about how we collect, use, disclose, and retain their Personal Information. Please see our website [user agreement](#) for how we may use and retain any content submitted to us.

2. 2. Personal Information we collect automatically when you use our Services or register for an account with us

- **Advertising:** We collect information about your interaction with our Services, your advertising preferences and your communications with us. This is information we receive from devices (including mobile devices) you use when you access our Services. This information could include the following: Device ID or unique identifier, device type, ID for advertising and a unique device token.
- **Advertising Analytics:** Computer and connection information such as statistics on your page views, traffic to and from the sites, referral URL, ad data, your IP address, your browsing activity, history and your web log information.

3. 3. Personal Information we collect using cookies and similar technologies

- We use cookies, web beacons, unique identifiers and similar technologies to collect information about the pages you view, the links you click on and other actions you take when using our Services, within our advertising or email content.
- For more information about our use of these technologies, and how to control them, see section on Cookies (Section I).

4. 4. Personal Information we collect from third parties

- **Marketing:** On occasion we might collect Personal Information from third parties such as tradeshow or email lists to market our products and services to you. This information is usually limited to name, email address and, rarely, mailing addresses.

5. 5. Linking to External Websites

- B&H sites such as Explora can contain links to external sites and social media pages, including those of photographers, artists, and other contributors. B&H does not assume responsibility and is not liable for your data privacy on any external sites. Please consult the privacy policy of the site/s.

E. EEA Your personal data rights

Under the GDPR, residents and nationals of the EEA have the following data rights:

- **Right to be informed:** You have a right to know what Personal Information we collect from you, how we collect it and what we use it for. You will find that information in this policy.
- **Right to request access:** You have the right to request access to the Personal Information held about you, to obtain confirmation that it is being processed, and to obtain certain prescribed information about how we process it.

- **Right to object:** applies to the processing of your Personal Information where it is based on Legitimate Interests and where your data is processed for direct marketing or processed for the purposes of collating statistical information.
- **Right to restrict processing:** or 'block' the use of your Personal Information, for instance where you believe your Personal Information is not accurate (until the accuracy can be verified).
- **Right to Erasure:** The right to have your Personal Information erased, also known as the "right to be forgotten" enables you to request the deletion or removal of Personal Information where there is no compelling reason for its continued use. Requests for erasure may be refused in some circumstances, such as where the Personal Information must be retained to comply with a legal obligation or to exercise or defend legal claims.
- **Right to rectification:** You have the right to request to have your Personal Information corrected if it is inaccurate and to have incomplete Personal Information completed in certain circumstances.
- **The right to data portability** allows you to obtain and reuse your Personal Information for your own purposes across different services; to move copy or transfer your Personal Information easily from one environment to another in a safe and secure way without hindrance to usability.

You may exercise your rights in relation to **automated decision making** in circumstances which have a legal effect or otherwise significantly affects you. This right allows individuals in certain circumstances to access certain safeguards against the risk that a potentially damaging decision is taken solely without human intervention. In specific instances, you have the right to request human intervention and an explanation of the automated decision, and you may be able to challenge that decision.

If you are a resident or national of the European Economic Area (EEA) and would like to exercise your individual data subject access rights, please call toll free [800.947.9915](tel:800.947.9915) or email privacy@bhphoto.com.

To make a data-privacy related request, please call toll free [800.947.9915](tel:800.947.9915) or email privacy@bhphoto.com. You can also reach our Data Protection Officer at dpo@bhphoto.com for any other inquiries related to our handling of your personal information.

F. California Privacy Notice

California Personal Information Rights:

Under the California Consumer Protection Act, California residents have the following data rights:

- **Right to know about personal information collected, disclosed, or sold:** You have the right to request a list of the categories of your personal information we have collected and used within the last 12 months. You are also entitled to receive a) information identifying all third-party companies to whom B&H may have disclosed, within the last 12 months, personal information pertaining to you and your family; and b) a description of the categories of personal

information disclosed. You can also find a list of the categories of information we collect and disclose about you elsewhere in our privacy policy. To request a list of the information we collect about you, email privacy@bhphoto.com. Once the request has been received, you may be asked to provide additional personal information for verification purposes, including your name, email address, telephone number, physical address and previous order history before your request can be accommodated. For requests involving specific pieces of information, we may also require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request.

- **Right to request deletion of personal information:** You have the right to request that we delete any personal information we have collected about you provided we do not need to retain the information for legitimate business or legal reasons. To request that your information be deleted from our system, please email privacy@bhphoto.com with your request. Once the request has been received, you may be asked to provide additional identifying information for verification purposes, including your name, email address, telephone number, physical address and previous order history before your request can be accommodated.
- **Right to opt-out of the sale of personal information:** As a California resident, you have the right to opt-out of the sale of your personal information by a business to a third party. B&H does not sell customer information to third parties.
- **Right to non-discrimination for the exercise of your privacy rights:** B&H respects and values the privacy rights of our consumers, and we do not discriminate against customers who exercise their privacy rights under California law or any other law.
- **Authorized Agent:** As a California consumer, you have the right to have someone else make requests for you under the CCPA. For requests made by an authorized agent, we may require you to provide written proof of authorization and to verify your own identity directly with us (as described above).

For more general information on our privacy policies and business practices, please see the rest of our privacy policy or email legal@bhphoto.com.

How to Make a Request:

To make a data privacy related request, please call toll free [800.947.9915](tel:800.947.9915) or email privacy@bhphoto.com. Once the request has been received, you may be asked to provide additional personal information for verification purposes before your request can be accommodated, including a combination of two or more of the following: email address, telephone number, billing address, previous purchase history and order information. If you would like an authorized agent to make a request on your behalf, in addition to the information above, we will need written authorization from you identifying the authorized agent by name and email address and directing us to respond to the request the authorized agent is making on your behalf.

The "Legal Categories" of Personal Information We Collect About You:

California law requires us to tell you about the Personal Information we collect about you in a certain way - specifically, we need to tie it back to the "legal categories" of Personal Information that are listed in the law. To do this, we bundled up the information we gave you in Section D of this policy and matched the different types of Personal Information we collect about you with the legal category. To

make things easier to understand, we've put this information in a **California Privacy Chart** at the end of this California Privacy Notice section.

Sharing Your Personal Information

This section will tell you about how we share your Personal Information with others. First, we will tell you how we use and share your Personal Information for marketing purposes. Then, you'll learn about how we share your information for business purposes. We use the California Privacy Chart at the end of this California Privacy Notice section to match the "legal categories" of Personal Information with what we share, why we share it, and who we share it with.

Marketing. Once you've made a purchase with us or registered for an account with us, we may use your name, email address, mailing address, and purchase history to contact you with information, special offers, or new products that we think you might be interested in. We might also collect this Personal Information from third parties such as tradeshow or email lists to market our products and services to you. This information is usually limited to name, email address and, rarely, mailing addresses. We may share this Personal Information with our Partners to provide you with special offers related to B&H.

Sharing for Business Purposes. Except for marketing, we only share your information for our business purposes. In other words, we only share your information to operate our business and for the purposes we've described in this privacy policy. The list below tells you when we share your Personal Information for a business purpose and who we share it with.

- Service Providers: Other companies sometimes provide services to us or on our behalf. For example, we may use other companies for IT support, order fulfillment, warranties, shipping and tracking, technology solutions, maintaining our website, fraud prevention, verification, and government policy compliance.
- Third Parties with Whom You Ask Us to Share Your Personal Information: If you ask us to share your Personal Information with a third party, we will only share the information that is needed to complete your request. This can apply to any request you make, like warranty claims, store credit cards, manufacturers or suppliers, and other requests you might make.
- Compliance with Legal Obligations: We may need to disclose certain information to auditors, government authorities, law enforcement, regulatory agencies, our legal counsel, third-party litigants and their counsel, or other authorized individuals to comply with laws that apply to us, subpoenas, discovery requests, or other legal obligations such as contractual requirements. This can include things like customs and used item sales.
- Changes in Business Structure or Ownership: We may disclose or transfer your Personal Information to a third party in the event of any reorganization, merger, sale, acquisition, joint venture, assignment, transfer, or other disposition of all or any portion of B&H's business, assets, or ownership interest (including through bankruptcy or similar proceedings).

B&H does not sell consumers' Personal Information to anyone. The law also requires us to explicitly tell you that we do not sell the Personal Information of minors under 16 years old.

California Privacy Chart:

Legal Category*	Types of Information Collected	Purpose for Collection and Use	Sharing for Business Purposes+
A. Identifiers.	Real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, driver's license number, passport number, or other similar identifiers.	<ul style="list-style-type: none"> • Account Registration • Purchases • Communicating with Us • Events • Authentication • Used Item Sales • Advertising • Advertising Analytics • Marketing 	<ul style="list-style-type: none"> • Service Providers • Third Parties • Compliance with Legal Obligations • Changes in Business Structure/Ownership
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	<p>Name, signature, address, telephone number, passport number, driver's license or state identification card number, bank account number, or any other financial information.</p> <p>Some personal information in this category may overlap with other categories.</p>	<ul style="list-style-type: none"> • Account Registration • Purchases • Communicating with Us • Events • Authentication • Used Item Sales • Advertising • Advertising Analytics • Marketing 	<ul style="list-style-type: none"> • Service Providers • Third Parties • Compliance with Legal Obligations • Changes in Business Structure/Ownership
C. Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	<ul style="list-style-type: none"> • Advertising • Advertising Analytics • Marketing 	<ul style="list-style-type: none"> • Service Providers • Third Parties • Compliance with Legal Obligations • Changes in Business Structure/Ownership

D. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	<ul style="list-style-type: none"> • Advertising • Advertising Analytics • Marketing 	<ul style="list-style-type: none"> • Service Providers • Third Parties • Compliance with Legal Obligations • Changes in Business Structure/Ownership
E. Geolocation data.	Physical location or movements.	<ul style="list-style-type: none"> • Advertising • Advertising Analytics • Marketing 	<ul style="list-style-type: none"> • Service Providers • Third Parties • Compliance with Legal Obligations • Changes in Business Structure/Ownership
F. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	<ul style="list-style-type: none"> • Advertising • Advertising Analytics • Marketing 	<ul style="list-style-type: none"> • Service Providers • Third Parties • Compliance with Legal Obligations • Changes in Business Structure/Ownership

* We may also collect your information to comply with laws or regulations or with legal requests that don't fit into one of the categories we've described for you.

† We share the following categories of information about you for business purposes:

- A. Identifiers
- B. California Customer Records Categories
- C. Commercial Information
- D. Internet and Network Activity
- E. Geolocation Data
- F. Inferences and Profiling

G. Legal basis for collecting and processing data

As part of our GDPR compliance program, we would like to inform our customers of the legal reasons for which we collect your Personal and Sensitive information. We collect and process your Personal Information for a range of different business and legal purposes. The following are details of how and according to which Legal Basis we use your Personal Information.

1. 1. Processing necessary to fulfill a sales order/contract and provision of services

We use your Personal Information to fulfill sales and provide you with our Services. This includes the following:

- To manage your registration as a user on the B&H Platform. This helps us identify you as a Platform user, and offers you access to different functionalities and a better experience.
- To complete business transactions and fulfill orders (online or in our store), including providing your Personal Information to our partners for shipping and tracking requirements.
- To process payments. We do not store or capture any credit card information. This information is collected directly by our payment processing partners. Since this information is collected from our site and from you, our customer, we would like to inform you about its collection.
- To provide you with the best quality of customer service via our chat, email and phone lines.
- To provide you with services related to the warranty of your purchase, usually provided through our warranty partners or sometimes directly from the manufacturer of your purchased product.
- To provide you with important information about your purchased product including any updates or other manufacturer notices.
- To ask you to review your purchase, your experience on our Platform and review us as a company.
- To update, confirm and inform you about events you may have registered for, held in our stores, event spaces or virtually on our websites.
- To detect, prevent, mitigate and investigate fraud or other criminal or potentially prohibited activities.

2. 2. Processing necessary for us to comply with our legal obligations:

We may use your Personal Information to comply with our local laws and regulations, including:

- To comply with all relevant tax and financial reporting requirements and regulations.
- To comply with all legal proceedings.
- To deal with requests from you to exercise your Data Subject access rights.
- To process information regarding a crime or offence and support associated proceedings.
- To monitor activities and safeguard your welfare on our Platform and premises.
- To protect you, ourselves and our employees through appropriate legal action against third parties who have committed a criminal act or are in breach of their legal obligations.

3. 3. Processing based on our Legitimate Interests:

We may use your Personal Information to pursue our Legitimate Interests where your rights and freedoms do not outweigh those interests. We have implemented controls to balance our interests with your rights. Our use of your Personal Information for our Legitimate Interest includes:

- Improving our services; for example, reviewing information associated with nonfunctioning pages or links, so that we can fix them and give you a frustration free experience on our Platform.
- Personalizing, measuring and improving our advertising based on your activities on our Platform.
- Contacting you via email, push notifications on your browser and mobile app, and by SMS/text message to offer you information about your purchased products, our products, sales, offers and services.
- Measuring the performance of our marketing campaigns; for example, analyzing the open and click rates of an email campaign.
- To serve you better, we may combine the information you provide to us online, in our superstore and through our catalogs to improve your overall shopping experience; for example, analyzing browsing behavior to create a better navigation menu so that you need less clicks to get to your product of choice.
- To improve the content on our website; for example, we may use cookies to find out which parts of our site or our products are visited most often.
- Contacting you by email, telephone or SMS, or other equivalent forms of electronic communication, such as push notifications etc., regarding updates or informative communications related to the functionalities, products or contracted services, including Platform security updates, when necessary or reasonable for their implementation.
- To respond to your posts and comments and provide customer service on our Platform and other social media platforms, including, but not limited to, Twitter, Facebook, and Instagram.
- Providing customer service to you via chat and email.
- Measuring the performance of our customer service associates.
- Verifying product and customer experience reviews left on the B&H website to provide a truthful assessment of our services and merchandise.
- For the internal management and audit of business operations and financials.
- We use CCTV monitoring in our physical locations including our Superstore to prevent criminal activity and protect you, our customer.
- Direct marketing, in which communication (by whatever means) of any advertising or marketing material is directed to individuals.
- Where reasonably appropriate for the purposes of ensuring network and information security, i.e. the ability of a network or an information system to prevent accidental

events or unlawful actions that compromise the confidentiality, integrity and availability of stored or transmitted personal data.

4. 4. Processing based on Consent

With your consent, we may use your Personal Information to:

- Provide you with marketing via email, SMS/Text message and push notifications on your browser and through our mobile application.
- Provide you with targeted advertisements from other parties while you are experiencing our Platform.
- Provide you with targeted advertisements on third party websites, including our advertisements and those of third parties.
- Send you printed mailings.
- Allow select partners to profile your activities on our Platform so that you can have a better experience on our, their and other third party websites.
- Host educational, demonstrations and other events in our event spaces, store and online on our website.

Our partners may use automated profiling technologies for the purpose of serving you more relevant ads and improving your browsing experience.

H. How and when you can withdraw consent

Data Subjects who are residents and nationals of EEA region are covered by GDPR, and can withdraw consent from B&H at any time.

1. 1. Email Marketing

For email marketing and communications, please visit our [Email preferences page](#) in your profile which can be accessed from the 'My Account' menu on the top of any page on our Platform. You can also unsubscribe using the links at the bottom of any of our emails to you.

2. 2. Advertising

At this time only customers accessing our Platform from EEA regions can withdraw consent.

If you do not wish to participate in our advertising personalization programs, you can opt out by unchecking the appropriate cookies on our [Cookie preferences page](#). We do not allow third parties to track or collect your Personal Information on our sites for their own advertising purposes without your consent.

Please note that you can disable all cookies from your browser settings. However, our websites require cookies to function and disabling all cookies will limit functionality of the site, including actions like adding products to a cart, etc.

3. 3. Push Notifications

You can configure settings for Push Notifications in your web browser settings for the websites and on the application settings for the mobile app.

You can also [contact us](#) should you have a question or need more information.

I. B&H cookies

When you visit our Platform, we or our authorized service providers may use cookies, web beacons, and other similar technologies for storing information to help provide you with a better, faster, and safer experience for advertising purposes.

1. 1. What is a Cookie

A Cookie is a small text file that a website stores on your PC, telephone or any other device, with information about your navigation on that website. Cookies are necessary to facilitate browsing and to make it more user-friendly. They do not damage your computer and are never used to store your sensitive Personal Information.

The purpose of using cookies is to improve your web browsing experience, enhance site security, and for marketing and promotional purposes. Cookies allow us to remember your preferences (like preferred language and country), estimate patterns of use, and provide improved search results. We also collect certain technical information from your computer, like your IP address and the address of a referring web site, if any. This information will allow us to enhance our site to match your preferences. This information is used only for the benefit of B&H, our authorized Partners and you, our customer.

You can visit our site without cookies if you choose to do so. However, please be aware that some features of the site may not function properly or may be slower if you refuse cookies. To visit our site without cookies, you can configure your web browser settings. Please check the browser's help menu to learn how to change your cookie preferences.

2. 2. Types of Cookies on our Platform

There are several types of cookies that we may use on our site. These are constantly changing while we monitor and upgrade our site.

- **First Party Cookies:** These Cookies are set exclusively by us. We use both session and persistent Cookies.
- **Third Party Cookies:** These Cookies are set by our service providers at our request while on our Platform. They may be Session or Persistent cookies. These are cookies that sit out on our Platform and are managed by third parties at our request, to provide services and improve the customer browsing experience. They may also be used to detect and prevent fraudulent activity. These cookies collect data about your activities while on our Platform and may be used to enhance the setting party's datasets. They can be used to serve advertising to you on our Platform and other websites.

We do not permit any third-party content on our Platform with the exception of our authorized service providers. If you have a concern about our, or our authorized third-party service providers Personal Information collection, please [contact us](#).

3. 3. Purposes for our Cookies:

We use cookies for the following purposes:

- **Essential Website Operations:**

these technologies are strictly necessary to provide you with services available on our Platform and to use its features, such as adding products to a cart, form submissions, video playback, etc. Turning these off would result in limited functionality being available on our Platform.

- **Performance and Functionality:**

these technologies are used to enhance the functionality of our Platform but are not critical to their use. We recommend you use them, since that would give you the best experience of our Platform.

- **Analytics:**

these Cookies collect information that is used in aggregate form to help us understand how our websites are being used and to help us improve our Platform and provide you with a better experience.

- **Advertising:**

these are technologies which help us make advertising messages more relevant to you. They collect behavioral information about your activities on our Platform and perform functions like preventing the same ad from continuously appearing, ensuring ads are properly displayed and, in some cases, relevant to your interests. These cookies may be used to serve ads for our products or products of third parties on our, or third party websites.

4. 4. Managing your Cookie consent and preferences

At this time only customers accessing our Platform from EEA regions can update their cookie preferences

You have the ability to opt out of the use of our Cookies. Please visit our [Cookie Preferences Page](#) where you can manage your preferences for the types of Cookies listed above.

Should you wish to turn off all Cookies, you may do so in your browser's settings.

J. Relationships and Sharing Information

B&H maintains special relationships with a select number of authorized business partners. For your security or benefit, we may share information about you and your transactions with other companies for many reasons, including verification, fraud prevention, government policy compliance, order fulfilment and warranty purposes. We also may be required to disclose an individual's Personal Information in response to a lawful request by public authorities, including meeting national security or law enforcement requirements.

With your consent, B&H shares your information with our marketing partners who serve advertising, send emails and push notifications, and distribute catalogs on our behalf.

For more information about the companies with whom B&H shares customer information, please [contact us](#) using the details at the top of this policy.

K. How We Protect Your Information

We implement and maintain appropriate technical, and administrative security measures designed to safeguard your Personal Information against unauthorized access, destruction, loss, alteration, or misuse. We evaluate and update these measures on an ongoing basis and ensure reasonable security

measures are deployed consistent with industry standards. However, no Personal Information system can be 100% secure, so we cannot guarantee the absolute security of your Personal Information.

We retain your Personal Information for as long as we have a relationship with you or for as long as legally required. When deciding how long to keep your Personal Information after our relationship with you has ended, we consider our legal and regulatory obligations and internal Personal Information management policies. For example, we may retain records to investigate or defend against potential legal claims or where required by law. Where we retain data, we do so in accordance with any limitation periods and records retention obligations that are imposed by applicable law.

Our employees are trained to understand and comply with these security measures and we communicate our Privacy Notice, practices and guidelines to our employees.

L. International Transfers of Information

While B&H has global reach offering products through our website, we do not transfer or store Personal Information across geographical borders, unless it is requested by you, required for the fulfillment of a sale, the provision of services, or requested by a governing authority.

M. The Data Privacy Frameworks

B&H complies with the EU-US Data Privacy (DPF) Framework, the UK Extension to the EU-US DPF and the Swiss-US Data Privacy Framework as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information transferred from European Union member countries, the United Kingdom and Switzerland to the United States in reliance on the DPF. B&H has certified to the Department of Commerce that it adheres to the Data Privacy Framework Principles with respect to such data. If there is any conflict between the policies in this privacy policy and data subject rights under the Data Privacy Framework Principles, the DPF Principles shall govern. To learn more about the Data Privacy Framework Program, and to view our certification page, please visit <https://www.dataprivacyframework.gov/s/>.

With respect to personal data received or transferred pursuant to the Data Privacy Framework, B&H is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission.

Pursuant to the Data Privacy Frameworks, EU and Swiss individuals have the right to obtain our confirmation of whether we maintain personal information relating to you in the United States. Upon request, we will provide you with access to the personal information that we hold about you. You may also correct, amend, or delete the personal information we hold about you. An individual who seeks access to, or who seeks to correct, amend, or delete inaccurate data transferred to the United States under the DPF, should direct their query [here](#). If requested to remove data, we will respond within a reasonable timeframe.

We will also provide an individual opt-out or opt-in choice before we share your data with third parties other than our agents, or before we use it for a purpose other than for which it was originally collected or subsequently authorized. To request to limit the use and disclosure of your personal information, please submit a written request [here](#).

B&H's accountability for personal data that it receives in the United States under the Data Privacy Framework and subsequently transfers to a third party is described in the Privacy Shield Principles. In particular, B&H remains responsible and liable under the DPF Principles if third-party agents that it

engages to process the personal data on its behalf do so in a manner inconsistent with the Principles, unless B&H proves that it is not responsible for the event giving rise to the damage.

In compliance with the Data Privacy Principles, B&H commits to resolving complaints about your privacy and our collection or use of your personal information transferred to the United States pursuant to the Data Privacy Frameworks. European Union, United Kingdom, and Swiss individuals with Privacy Shield inquiries or complaints should first contact B&H at:

Legal Department

B & H Foto & Electronics Corp.

440 Ninth Avenue

New York, New York 10001

Phone: 212-239-7500

Email: compliance@bhphoto.com

Web: www.bhphotovideo.com

B&H has further committed to refer unresolved privacy complaints under the Data Privacy Framework Principles to an independent dispute resolution mechanism, Data Privacy Framework Services, operated by BBB National Programs. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <https://bbbprograms.org/programs/all-programs/dpf-consumers/ProcessForConsumers> for more information and to file a complaint. This service is provided free of charge to you.

If your Data Privacy Framework complaint cannot be resolved through the above channels, under certain conditions, you may invoke binding arbitration for some residual claims not resolved by other redress mechanisms. See <https://www.dataprivacyframework.gov/s/article/G-Arbitration-Procedures-dpf?tabset-35584=2>.