

PRIVACY POLICY

Last Updated: 1 September, 2026

LG Electronics Co., Ltd. a company with its registered address at Twin Tower 128, Yeoui-daero, Yeongdeungpo-gu, Seoul, 07336 Korea (hereinafter “**LGE**”, “**we**”, “**our**”, “**us**”) is committed to protecting and respecting your privacy. This Privacy Policy sets out the basis on which we will process any personal information or usage information we collect from you (“**you**”, “**your**” “**user**”), or that you provide to us, how the information is used, and what we do to protect the personal information in connection with your participation in the Service Event “Who’s interested which portable party speakers offer strong bass? Test the xboom Stage 501 and find out!” which is organized and provided by LGE (collectively, the “Event”, “Service” , “Event Service”) in accordance with applicable data protection laws.

1. Personal Information We Collect

When we refer to “personal information” in this Privacy Policy, we mean information that relates to an identifiable individual (for example, name, contact details).

The following types of personal information may be collected or have been collected in the past 12 months from the sources below in connection with the Event:

Information you provide directly to us or third parties

- Personal identifiers: You might provide us with your personal data (name, address, age, phone number, etc.), information required for the Event (email, Instagram account ID), and information for prize delivery (name, address, Zip code, phone number etc.)

2. How We Use This Information

In this section we set out the legal grounds on which we rely to process your personal information and under each legal ground, we explain the purposes for which we collect and use your personal information.

Provision of services based on your contractual relationship with us

We process your personal information when this is necessary under our contract with you, including to:

- Establish whether you are eligible to participate in our events
- Enable you to participate in our events
- Announce you as a winner of our events

- Provide you with prizes

3. Sharing Information

We transfer, disclose or otherwise make available personal information about you to third parties as described below:

- Affiliates. We may share your personal information within our corporate umbrella (e.g., with our corporate parent, subsidiaries, and other affiliates) for purposes consistent with this Privacy Policy.

- Service Providers. We transfer or disclose your information to carefully selected companies and individuals that provide services to us [LG CNS Co., LTD]; for example providers of email, IT hosting and data maintenance, companies that run contests, sweepstakes and other promotions on our behalf. These entities are only authorized to access and use your personal information to the extent this is necessary for them to provide us with their services and they are under contractual obligations with the aim of, amongst other things, preventing them from using your information for other purposes.

- Business advisors: for example, our lawyers, accountants, business consultants, insurers, auditors, to the extent it is necessary for them to provide us with their services.

- Government authorities, judicial authorities, regulators or other third parties where required: We will disclose personal information to government authorities, judicial authorities, regulators or other third parties where we have a legal requirement to do so or where we believe this is necessary:

- to comply with the law or respond to compulsory legal processes (such as a search warrant, subpoena or court order);
- to verify or enforce compliance with the terms and policies governing our Services and to investigate and prevent fraud or other unlawful activity relating to the use of our Services or affecting our business, to the extent such disclosure is permitted by applicable data protection laws; and
- to protect and defend our rights, property, and the security or safety of our business operations and those of any of our respective affiliates, staff, business partners, our customers or members of the public.

- Corporate transactions. We may disclose your information to a third party (and their business advisors) as part of a merger or transfer, reorganization, acquisition or sale (including in the

context of negotiations), dissolution or other corporate transaction, or in the event of a bankruptcy.

- Other parties with your consent or on your request. In addition to the disclosures described in this Privacy Policy, we may share information about you with third parties when you separately consent to or request such sharing.

[For Californian residents]

In the preceding 12 months, we have not sold or shared, as defined in the California Consumer Privacy Act, amended by the California Privacy Rights Act (“CCPA”), personal information collected during the Event.

In the preceding 12 months, we have disclosed, as defined in the CCPA, all categories of personal information described above in this Privacy Policy for business/commercial purposes.

4. Retention of Personal Information

We take appropriate steps to ensure that we process and retain information in accordance with the following principles:

- at least for the duration for which the information is used to provide you with our services;
- as required under law, a contract, or with regard to our statutory obligations (e.g., tax laws); or
- only for as long as it is necessary for the purpose for which it was collected, is processed, or longer if required under any contract, by applicable law, or, in anonymized form, for statistical purposes, subject to appropriate safeguards. For example, if a dispute arises between you and LGE, we may retain relevant information until such dispute is resolved.

5. Your Rights

The law applicable to your jurisdiction may provide you with some or all of the rights listed below. However, these rights are not absolute and some laws do not provide these rights. Therefore, in certain cases we may decline your request as permitted by law.

- Right to control. You are in control of the information that you choose to directly provide to us or third parties. You may decline to provide information we request. However, if you do not provide the information we identify as required or mandatory, we may not be able to provide you with certain services.
- Right to access. You can ask us for a copy of the personal information we hold about you and to provide you with personal information that you provided to us for a contract or with your consent in a structured, machine readable format.
- Right to appeal. You can appeal our denial of any request validly submitted.

- Right to correction. You can ask us to correct inaccurate personal information that we have collected about you.
- Right to deletion. You can ask us to delete the personal information that we have collected from you.
- Right to opt-out. You can opt-out of the processing of your personal information for targeted advertising purposes, sale and automated processing of personal information to evaluate, analyze, or predict personal aspects about an individual in furtherance of decisions that produce legal or similarly significant effects concerning such individual (if applicable under the law of your jurisdiction).
- Right to restriction. You can also ask us to restrict or limit the processing of your personal information, and withdraw your consent to the extent provided by applicable law.

[For Californian residents]

- Right to information. You can request the following information about how we have collected, used, and disclosed your personal information:
 - the categories of personal information that we have collected.
 - the categories of sources from which we collected personal information.
 - the business or commercial purpose for collecting and/or selling/sharing personal information.
 - the categories of personal information that we have shared or sold or disclosed for a business purpose, and for each category, the categories of third parties to whom the personal information was disclosed.
- Right to nondiscrimination. You are entitled to exercise the rights described above free from discrimination as prohibited by the CCPA.
- Right to opt-out. You can opt-out of the “sharing, as defined by the CCPA, of your personal information.
- California Shine the Light. You have the right to be provided with a description of any categories of information that we disclosed to third parties for their direct marketing purposes and to know the identity of those third parties. To make such requests please contact us at sunholee@lgcns.com.

[For European residents]

- Right to port. If you are in the EEA (European Economic Area, that is in the European Union and Iceland, Lichtenstein, Norway), UK or Switzerland, you have the right to ask us to share (port) your personal information to another controller.
- Right to object marketing. You have the right to object at any time to the use of your personal information for direct marketing purposes, including profiling relating to direct marketing.

[For Nevada residents]

Nevada residents have the right to opt-out of the sale of certain personal information for monetary consideration. While we do not currently engage in such sales, if you are a Nevada resident and would like to make a request to opt out of any potential future sales, please email sunholee@lgcns.com.

Your rights under this section may be limited, for example if fulfilling your request would reveal personal data about another person, where they would infringe the rights of a third party (including our rights) or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping. Relevant exemptions are included in the applicable law. We will inform you of relevant exemptions we rely upon when responding to any request you make. To make a request concerning your rights or to make an inquiry, use the contact details under the "[Contact Us](#)" section below.

6. How We Protect Personal Information

We take the protection of your information seriously and we have in place safeguards designed to protect the information we collect through our Services. However, please note that although we take reasonable steps to protect your information, no website, internet transmission, computer system, or wireless connection is completely secure.

7. International Transfer of Information

Your use of our Services will involve the transfer, storage, and processing of your personal information within and outside of your country of residence, consistent with this Privacy Policy. In particular, your personal information will be transferred to the Republic of Korea and potentially to the United States. Please note that data protection laws and other laws of countries to which your information may be transferred might not be as comprehensive as those in your country.

[For European residents]

If you are in the EEA, UK or Switzerland, we will transfer your personal information to other countries outside the EEA, UK or Switzerland. European Union Law recognises the Republic of Korea as adequately protecting personal information. However, where we transfer your personal information to a jurisdiction which is not considered adequate by applicable law, we will take appropriate measures, in compliance with applicable laws, to ensure that your personal information remains protected. Such measures include for instance the use of model clauses which have been approved by the EU, UK and Switzerland. In some instances, we will rely on your explicit consent, where this is appropriate. To request more information or obtain a copy of

the contractual agreements or other safeguards in place, use the contact details set out in the [“Contact Us”](#) section below.

8. Updates to Our Privacy Policy

We will update this Privacy Policy when we change the way we use your personal information, or when we are required to do so under data protection laws. We will bring to your attention any material changes to our Privacy Policy in an appropriate manner (for example, by posting a notice on the Event and indicating at the top of the notice when it was most recently updated).

9. Contact Us

To exercise your rights, or for further information about how we use your personal information, please contact us at sunholee@lgcns.com.

We may need to verify your identity in order to process your information/know, access, appeal, correction, or deletion requests and reserve the right to confirm your residency. To verify your identity, we may require government identification, a declaration under penalty of perjury, or other information, where permitted by law.

[For European residents]

If you are in the EEA, UK or Switzerland, our Data Protection Officer can be contacted at [\[dpo-eu@lge.com\]](mailto:dpo-eu@lge.com).

[For US residents]

- Exercising your right to information, access, appeal, correction, deletion, and other rights. You may submit requests to exercise your also by calling toll-free 800-243-0000.
- Authorized agents. Under some US state privacy laws, you may appoint an authorized agent to exercise your rights on your behalf. However, we may need to verify your authorized agent's identity and authority to act on your behalf. We may require a copy of a valid power of attorney given to your authorized agent pursuant to applicable law. If you have not provided your agent with such a power of attorney, we may ask you to take additional steps permitted by law to verify that your request is authorized, such as by providing your agent with written and signed permission to exercise your state privacy laws rights on your behalf, the information we request to verify your identity, and confirmation that you have given the authorized agent permission to submit the request. In order for us to honor a request made by your agent, you must submit proof of your written authorization of the agent to sunholee@lgcns.com prior to submitting a request.

If you are not satisfied with how we use your personal information or believe that this is not in accordance with data protection laws, you have the right to complain to the data protection authority where you live, work or where you believe that an infringement of data protection laws has taken place.

10. Personal Information of Children

Our services are designed for a general audience and are not directed towards children. In connection with our services, we do not knowingly collect or maintain personal information from anyone under the age of 18 or knowingly allow such persons to use our services. Please do not provide us with any personal information relating to persons under the age of 18. If you are under 18, please do not attempt to register for our services or provide us with any personal information. If we learn that a person under the age of 18 has provided us with any personal information, we will promptly delete such personal information. If you believe that a child under age 18 may have provided us with personal information, please contact us using the information specified in the "[Contact Us](#)" section above.

In some jurisdictions we may adopt a stricter age-gating policy.