



TOKYO ELECTRON EUROPE Ltd.

Tokyo Electron Europe Limited
DIRECT MARKETING POLICY
14 January 2021

UNCONTROLLED
WHEN PRINTED

Tokyo Electron Europe Limited



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1. Purpose

- 1.1. Direct marketing consists of any promotional, publicity or communications activity sent directly to particular individuals or companies intended to promote TEE's products and services.
- 1.2. Tokyo Electron Europe Limited, TEL Magnetic Solutions Limited, and Tokyo Electron Israel Limited (together referred to as "TEE") carry out direct marketing in accordance with the Privacy Notice and legal requirements.
- 1.3. Please also refer to the TEE'S Privacy Notice which can be found [here](#). The Privacy Notice explains the basis for processing personal data.

2. Who we are

- 2.1. TEE is the controller of your personal data when you engage it to provide services to you; this means that TEE decides why and how your personal data is processed.
- 2.2. Tokyo Electron Europe Limited is a company with registered in England and Wales with company number 2923252 and its registered office is at Pioneer, Crawley Business Quarter, Fleming Way, Crawley, West Sussex, RH10 9QL UK.
- 2.3. TEL Magnetic Solutions Limited is a company registered in Ireland with company number 223523 and its registered office at Unit J, Furry Pk Ind Est, Santry, Dublin D09 Y271, Ireland
- 2.4. Tokyo Electron Europe Limited is a company registered in Israel with company number 512712613 and its registered office at Leshem 1, Kiryat Gat, Israel.

3. How does TEE use direct marketing?

- 3.1. TEE uses email and e-marketing via its CRM system combined with a third party e-marketing software, to send information directly to its business customers and contacts including insights, event invitations and news on products and services ("Centralised Communications.")
- 3.2. This information is not sent automatically, and you are not obliged to receive it. TEE operates an "opt-in" policy for its Direct Marketing. This means you will only be sent and receive Centralised Communications if you are a customer of the company (or associated with a customer of the company) or where we have your express consent



to do so. We also reserve the right to email you with Centralised Communications if you fall outside of the groups specified above, if we believe it is in your business interest to receive the communication.

- 3.3. Direct Marketing is only conducted via email. It does not use text messaging, telesales, post or fax to carry out direct marketing.
- 3.4. We may occasionally share personal data with trusted third parties to help us deliver efficient and quality services. Any such recipients will be contractually bound to safeguard the data we entrust in them and will not contact you to offer services.

4. What direct marketing might I receive from TEE?

- 4.1. We will use and process your data to send you Centralised Communications about:
 - Events, including invitations to seminars/webinars and/or networking events
 - Insights, relating to the topics which you have indicated are of interest to you as part of the opt-in process, or those we deem are in your interest to receive.
 - New products or services
 - News and information about TEE
- 4.2. As part of our opt-in process, you will be invited to select the service areas and sectors on which you wish to receive Centralised Communications.
- 4.3. We may send you details of our products or services that we have identified as likely to be of interest to you, based on the preferences you have indicated to us.

5. In what circumstances would I receive this information?

- 5.1. You will only receive Centralised Communications from TEE (including information about our products and services, relevant Insights, seminar, webinar and event invitations and other news/announcements) if you are a customer and you have opted-in to receive these communications, or we believe it is in your business interest to receive the communication.
- 5.2. You will be invited by email to opt-in online as a result of:
 - You or your employer becoming a customer of TEE;
 - Your attendance at an event, seminar or webinar hosted, or co-hosted, by or with TEE;
 - Your attendance at a 'public' event organised or co-hosted by TEE



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- Your providing a business card directly to an employee of TEE at (for example) a trade or networking/business event;
- Your registering your contact details in order to obtain information or free downloads from a TEE website;
- An email request from you to attend an event we have advertised via social media or on our website or via a third party.
- An employee adding your details to our database due to an existing relationship.

5.3. We record your opt-in/opt-out and marketing preferences.

5.4. We do not buy lists from third parties to use for direct marketing, unless we have proof that the third party has obtained opt-ins or consents within the last six months which specifically name us.

6. What if I don't want to receive information anymore?

6.1. If you would like to withdraw your consent or opt-out of receiving any Centralised Communications, you can do so by clicking the unsubscribe on any Centralised Communications via email and follow the directions on the link.

7. How do you keep my details accurate?

7.1. You will receive an email from us at intervals of no less than 2 years where you will be asked to confirm your contact details to ensure we keep accurate records.

8. Who do I contact if I have any questions about TEE's Direct Marketing policy?

8.1. Please write to the Data Protection Representative at Legal and Compliance Department at Pioneer, Crawley Business Quarter, Fleming Way, Crawley, West Sussex, RH10 9QL UK. Our email address for data protection queries is dpr.tee@europe.tel.com.