






















 CUSTOMER EXPERIENCE	 TRANSACTION SUPPORT	 PRODUCT SUPPORT & IMPROVEMENT	 ADMINISTRATIVE COMMUNICATIONS	 SECURITY	 BUSINESS OPERATIONS	 RESEARCH & INNOVATION	 MARKETING & ADVERTISING	 COMPLIANCE WITH LAW	 ARTIFICIAL INTELLIGENCE & MACHINE LEARNING	 SERVICE DELIVERY	 ACCOUNT MANAGEMENT
What Personal Data We Collect												
Information You Provide	Contact Data Payment Data Account Data Location Data Security Credentials Demographic Data Preferences Social Media Data Other Unique Identifying Information	Contact Data Payment Data Account Data Location Data Security Credentials Social Media Data Other Unique Identifying Information	Contact Data Payment Data Account Data Other Unique Identifying Information	Contact Data Account Data Location Data Other Unique Identifying Information	Contact Data Payment Data Account Data Security Credentials Other Unique Identifying Information	Contact Data Payment Data Account Data Location Data Security Credentials Social Media Data Other Unique Identifying Information		Contact Data Account Data Location Data Demographic Data Preferences Social Media Data Other Unique Identifying Information	Tax Transactions Data		Contact Data Payment Data Account Data Security Credentials Preferences Social Media Data Biometrics Other Unique Identifying Information	Contact Data Payment Data Account Data Location Data Security Credentials Demographic Data Preferences Social Media Data Other Unique Identifying Information
Information Automatically Collected	Product Usage Data Device Data Application Data Performance Data Website Browsing Data Anonymous or Aggregated Data		Product Usage Data Device Data Application Data Performance Data Website Browsing Data Anonymous or Aggregated Data	Product Usage Data Device Data Application Data Performance Data		Product Usage Data Device Data Application Data Performance Data Website Browsing Data Anonymous or Aggregated Data	Product Usage Data Device Data Telemetry Data Application Data Performance Data Website Browsing Data Anonymous or Aggregated Data	Product Usage Data Device Data Application Data Performance Data Website Browsing Data UX data (Cookies/IP address) Digital analytics Anonymous or Aggregated Data		Product Usage Data Device Data Telemetry Data Application Data Performance Data Website Browsing Data Anonymous or Aggregated Data	Product Usage Data Telemetry Data Device Data Application Data Performance Data Website Browsing Data Anonymous or Aggregated Data	Product Usage Data Telemetry Data Device Data Application Data Performance Data Website Browsing Data Anonymous or Aggregated Data
Information from Third Party Sources	Publicly or Commercially Available Data Anonymous or Aggregated Data Social Media Data	Publicly or Commercially Available Data	Anonymous or Aggregated Data			Business-Related Data Publicly or Commercially Available Data Anonymous or Aggregated Data		Publicly or Commercially Available Data Business-Related Data Anonymous or Aggregated Data Social Media Data Website Browsing Data			Third Party Account Data	Third Party Account Data

	 CUSTOMER EXPERIENCE	 TRANSACTION SUPPORT	 PRODUCT SUPPORT & IMPROVEMENT	 ADMINISTRATIVE COMMUNICATIONS	 SECURITY	 BUSINESS OPERATIONS	 RESEARCH & INNOVATION	 MARKETING & ADVERTISING	 COMPLIANCE WITH LAW	 ARTIFICIAL INTELLIGENCE & MACHINE LEARNING	 SERVICE DELIVERY	 ACCOUNT MANAGEMENT
Personal Data												
Sharing with HP	All data necessary for ongoing business operations.											
Sharing with Service Providers	Contact Data Payment Data Account Data Other Unique Identifying Information	Contact Data Payment Data Other Unique Identifying Information	Contact Data Account Data Other Unique Identifying Information (S/N) Product Usage Data Device Data Application Data Performance Data	Contact Data Account Data Other Unique Identifying Information	Contact Data Payment Data Account Data Security Credentials Other Unique Identifying Information	Contact Data Payment Data Account Data Location Data Social Media Data Other Unique Identifying Information Anonymous or Aggregated Data Business-Related Data Publicly or Commercially Available Data		Contact Data Location Data Demographic Data Preferences Social Media Data Other Unique Identifying Information Product Usage Data Device Data Application Data Performance Data Website Browsing Data Publicly or Commercially Available Data Business-Related Data			Contact Data Payment Data Account Data Location Data Social Media Data Other Unique Identifying Information Anonymous or Aggregated Data	
Sharing with Other Third Parties	Contact Data Demographic Data Product Usage Data Device Data Application Data Performance Data Anonymous or Aggregated Data Publicly or Commercially Available Data		Other Unique Identifying Information Product Usage Data Device Data Application Data Performance Data Anonymous or Aggregated Data		Other Unique Identifying Information Product Usage Data Device Data Application Data Performance Data Anonymous or Aggregated Data		Demographic Data Preferences Other Unique Identifying Information Product Usage Data Device Data Application Data Performance Data Anonymous or Aggregated Data Publicly or Commercially Available Data	Contact Data Location Data Demographic Data Other Unique Identifying Information Website Browsing Data Anonymous or Aggregated Data		Demographic Data Preferences Other Unique Identifying Information Product Usage Data Device Data Application Data Performance Data Anonymous or Aggregated Data Publicly or Commercially Available Data		
Basis for Using & Disclosing												
Legal Bases	Consent Contract Performance Legitimate Interests	Contract Performance Legitimate Interests	Consent Contract Performance Legitimate Interests	Contract Performance Required by Law Legitimate Interests	Legitimate Interests Required by Law	Legitimate Interests Required by Law Contract Performance Consent	Consent Legitimate Interests	Consent	Legitimate Interests Required by Law	Consent Legitimate Interests	Consent Legitimate Interests Contract Performance	Consent Legitimate Interests Contract Performance