

Personal Information Protection Policy

1. This Personal Information Protection statement

Ericsson-LG Co. Ltd. ("Ericsson-LG") is committed to protecting personal information that you provide to us via our web site. Please read this Personal Information Protection statement carefully as it explains what information Ericsson-LG collects about you and how we use your Personal information, including setting out the circumstances where we could provide it to third parties. You should also read the separate General Terms and Conditions applicable to our web site.

2. What Personal information do we collect and what do we do with it?

To assist us in delivering services to you we will collect Personal information about you or your computer when you browse on our website, or if you choose to register and take advantage of our services.

2.1 We will use the Personal information which we collect to help us to improve the usefulness and effectiveness of our web site, and to personalize your experience on our web site, to help you log on in future and to continue to use our web site. By knowing your preferences we can deliver relevant information that meets your needs and ensure that your visit to our site is quick, easy and productive.

2.2 We may use your IP address to conduct analyses of user traffic, to help diagnose problems with our server, administer our web site, or to enable selected third parties to provide us with information on the companies visiting our site.

2.3 As Ericsson-LG is an international company having offices in North America, Europe and the Asia Pacific, there may be occasions where information may be transferred from one country or continent to another

2.4 If you are an existing customer we may use your email address to respond to inquiries and to provide you with information that may be of interest to you, relating to products similar to those you use or have used in the past, at your request. Every email you receive from us will contain simple instructions for removing yourself from the list or changing your profile. Ericsson-LG is also happy to provide existing customers and other interested parties with information about the full range of Ericsson-LG's products and services on request.

3. Accessing your Personal information

3.1 If you want to access or update any of your Personal information held by Ericsson-LG, you can make certain changes thru e-mail

3.2 Ericsson-LG reserves the right to access and disclose personal information to comply with applicable laws and lawful government requests, to operate its systems properly, or to protect itself or its users.

4. Sharing of Personal Information with Third Parties

4.1 We may need to pass your personal information to third parties who help us to maintain, administer or develop our web site, if so, that Personal information is only given to those third parties for that limited purpose.

4.2 From time to time, Ericsson-LG may pass your personal information to selected third parties who will help us to provide you with the products and services available on our web site that might be of interest to you. Such third parties will not use your personal information for any other purpose. If you do not wish to permit such third party use, you should follow the procedure set out in the paragraph dealing with cookies below to deactivate third parties cookies.

4.3 If we do disclose personal information to third parties, we will only do so to third parties whom we are satisfied have measures to protect your personal information in a manner consistent with all applicable laws.

5. Your Consent

5.1 By utilizing the Ericsson-LG web site you acknowledge and agree that:

- 5.1.1 in the course of registering and using our web site and any services offered via our web site, certain personal information about you will be captured electronically or otherwise and transmitted to Ericsson-LG, and potentially to any third parties as set out above; and
- 5.1.2 we may transfer your personal information from one country or continent to another for processing or use in accordance with this Personal Information Protection statement.

5.2 By using our web site, you expressly agree to the collection and use of your personal information as set out above for the purposes set out in this Personal Information Protection statement

6. Our Responsibilities - How does Ericsson-LG protect user Personal information?

6.1 Ericsson-LG respects the Personal information of its customers and business partners and is committed to complying with all laws relating to the protection of personal information. Ericsson-LG has adopted Principles of Personal Information Protection that apply to all our global operations and protect the rights of customers in compliance with all laws relating to the protection of personal information.

6.2 To prevent unauthorized access, we follow appropriate security procedures in the storage and disclosure of personal information which you have given to us.

6.3 Certain areas of our web site are password protected. You can help to preserve your Personal information by never sharing your password with anyone else.

7. What are 'Cookies' and how do we use them?

7.1 We may conduct analyses of user traffic. These analyses will be performed through the use of IP addresses and cookies. We also use cookies when you request personal information, so that we can provide you with more tailored information when you return to our web site. We do not use cookies to store any personal information for any promotional or marketing purposes.

7.2 A cookie is a piece of information that is stored on your computer's hard drive by your web browser. The information stored will make your usage of our web site easier and faster because it allows you to use our web site without having to re-enter information on each visit. Cookies also maintain the visitor's identity while at our web site so you need only log in once. Most browsers accept cookies automatically, but usually you can alter the settings of your browser to prevent automatic acceptance.

8. Changes to Personal Information Protection Policy

We reserve the right to add to or change the terms of this Personal Information Protection statement at our sole discretion, without prior notice to you. If we change this Personal Information Protection statement, we will post the new Personal Information Protection statement on our web site, and it will become effective from the time of posting to our web site. Please visit this Personal Information Protection statement on a regular basis to make sure you have read the latest version and you understand what we do with your personal information. Whenever possible, we will give you notice of any changes prior to their implementation. Your continued use of our web site following the posting of changes to these terms means that you consent to those changes.

9. Personal Information Protection (PIP) Contacts

Ericsson-LG has appointed the following PIP manager/officer who is responsible for managing the Company's Personal Information Protection regulation and for reviewing, maintaining, and improving the policy on a continuous basis. It's important to us at Ericsson-LG to hear what users have to say about our policies. If site users have any questions, concerns, or complaints about this Personal Information Protection policy, please contact to PIP manager/department as below.

PIP Department

- Name: Ericsson-LG Security Team
- Tel : +82 02-2016-1615
- E-mail : security.elg@ericssonlg.com

PIP Manager

- Name: Hyunae Lee

PIP Officer

- Name: Haengman Heo