PRIVACY POLICY

1. About us and our website

1.1 We, BSH Home Appliances (Vietnam) Co. Ltd (collectively called "**BSH**", "**we**" "**our**" or "**us**") of 8F, Tower B, Commercial and Service Area combined with High-rise Residential at Lot 1-13 in Functional Area No. 1 - No. 15 Tran Bach Dang Street, An Khanh Ward, Ho Chi Minh City, Vietnam operate this website. Please use the contact information provided below to contact us.

1.2 Please read this Privacy Policy so that you know and understand the purposes for which we collect, use and disclose your personal data.

1.3 By continuing to access and/or use this website(s) or mobile application, you signify that you have read, understood and agreed to be bound by the terms and conditions of this Privacy Policy statement or subsequent amendment thereto in respect of BSH's collection, use, process and disclosure of your personal information in accordance with the Law on Personal Data Protection No. 91/2025/QH15 and its implementing guidance documents ("**PDPL**").

2. Our guiding principles

BSH is committed to protecting your personal information. Your personal data is therefore processed with great care and in compliance with PDPL of Vietnam, effective from 1 January 2026.

Organizational and technical security measures have been taken to protect all of our websites against the risks present in processing personal data. Our partners who support us in the provision of this website must comply with these provisions as well.

3. What is Personal Information?

Personal Information or Personal Data means digital data or information in other forms that identifies or helps identify a specific natural person. Personal data is divided into basic personal data and sensitive personal data. Basic personal data and sensitive personal data are determined in accordance with the lists to be issued by the Government. Personal data that has been de-identified in accordance with applicable law will no longer be considered personal data.

4. How does BSH collect your personal information?

4.1 BSH collects the personal information from you when you:

(a) purchase our products or services or receive a refund;

(b) complete a warranty registration under "MyBosch", purchase extended warranty or lodge a warranty claim;

(c) respond to one of our surveys, promotions or competitions or contest or any marketing campaigns;

(d) otherwise contact us, either online through our website, our social media accounts via direct message, by email, mail, in person or by phone (you will be informed if we record phone calls and why);

(e) register to receive newsletters or updates from us;

(f) access and use any of our website(s) services (both mobile and web versions);

(g) post a consumer or product review or comment about a BSH product or review information about a BSH product on our websites or one of our social media accounts (including Facebook, Youtube, Tiktok and Instagram) or a third party website, such as websites are operated by our authorised dealers/distributors/retailers/representatives website(s) or retail outlet(s) retailers;

(h) attend one of our brand experience centres;

(i) apply for a job with us;

(j) enter into any agreement, contract or provide other documents or information related to your interactions with us, or when you use our products and services;

(k) to perform our contractual obligations with you, our authorised dealers/distributors or third party service provider(s);

(l) interact with us, such as through phone calls (which may be recorded), correspondence, faxes, face-to-face meetings, social media platforms and email;

(m) grant permission on your device to share information with our apps or website;

(n) make transactions through our services;

(o) delivery of our products or services to you;

(p) provide feedback or submit a complaint to us; and/or

(q) submit your personal information or personal data to us or our third party service providers for any reason.

4.2 Sometimes we may also collect your personal information from third parties such as when:

(a) you return a warranty registration to a third party you bought a product or service from;

(b) given the nature of the job you have applied for, we require you to take a medical assessment, police check and/or drivers licence check;

(c) you publically post on or privately send a consumer or product review or comment about our product via a third party website which our third party service providers help us to collect;

(d) you visit and access or request information about our products and services from our authorised dealers/distributors/representatives websites;

(e) delivery of our products or services to you; and/or

(f) provide feedback or submit a complaint to us.

5. What Personal Information does BSH collect?

5.1 We collect personal information from you when you provide consent to us. With your prior consent, the personal information which BSH may collect about you including but not limited to the following, where applicable:

(a) your full name, gender, date of birth, identification card number, passport number, "MyBosch" membership information, subscription of any products packages or services, contact billing and/or delivery details such as address, email address and phone number;

(b) your payment information e.g. credit or debit card and/or banking details including the name of the cardholder, card number, billing address and expiry date;

(c) details of the product or service you have purchased, including warranty details;

(d) information which you provide to us for all surveys, service satisfaction, promotions, lucky draws/contests/competitions;

(e) records of our communications with you, including any complaints, requests, claims, service and repair, after-sales services and/or or queries;

(f) your photos, images, videos, CCTV footages and/or personal audio recordings;

(g) your visits to and your activities such as our marketing events at our brand experience centre(s), authorised dealers/distributors retail outlet(s) and/or places determined by us;

(h) information provided by you and/or third parties as part of your job application with us (depending on the role for which you have applied this may include sensitive information, due diligence check and etc);

(i) information in any consumer or product(s) review or comment you publically post on or privately send via our website(s), social media account(s), third party website(s) or mobile application;

(j) your visits to and activities on our authorised dealers/distributors /retailers/representatives website(s) or retail outlet(s) (including through their online platforms/marketplaces) in connection with our products and services;

(k) information about your network, including your contact list when you consent to sharing on your device, and the people and accounts with which you interact;

(l) Government-issued identity information or other information for our legal review, customer identification, information verification and/or fraud prevention purposes;

(m) your biometric data, such as facial image data, to verify your identity, if applicable; and/or

(n) any information permissible under PDPL and/or the relevant applicable laws.

(o) With respect to the biometric data referred to in item (m) above, we apply appropriate physical security measures to the devices used to store and transmit such data, restrict access rights, and maintain a monitoring system to prevent and detect infringements, in accordance with Article 31 of the PDPL.

6. Use of Personal Information

6.1 With your separate prior consent for each specific purpose below (consent must be expressed for each individual purpose, in accordance with Article 9 of the PDPL), we will collect and use your personal information for the purpose of carrying out our business including but not limited to the following, where applicable:

(a) to enable you to access and/or use a service our website(s) or mobile application;

(b) to verify your identity when you access and/or use our website(s) or mobile application;

(c) to enhance and update our records in connection with any services you have requested from us;

(d) to process your personal information for purposes such as accounting, billing and auditing;

(e) products and services development;

(f) customer services, administration and perform our contract with you, including registering and managing warranties, responding to complaints, enquiries, comments and requests, performing after-sales services, assessing and responding to consumer or product reviews, lucky draw/contest/competition, cooking classes or culinary events, marketing events, delivery & installation of products by our third party service providers or independent contractors, maintenance tips for products, individualised services and/or anything in relation the products, services and/or customer related matters;

(g) surveys, service satisfaction, feedback, market research, sales promotions and marketing activities;

(h) assessing your job application;

(i) technical administration of our website(s) or mobile application;

(j) detecting, investigating, preventing, remediating and/or enforcing our rights in relation to any actual or suspected violations of the service terms and conditions, any applicable internal policies, relevant industry standards, guidelines, laws or regulations in accordance with PDPL and/or the relevant applicable laws;

(k) any other legitimate business purpose, such as to store, host, or back up your personal information for operational, legal or business in accordance with PDPL and/or the relevant applicable laws; and/or

(l) complying with PDPL, the relevant applicable laws and our legal obligations.

You may consent to one, some, or all of the purposes listed above; your consent to one purpose is not conditional on you consenting to any other purpose, and your refusal to consent to a specific purpose will not affect the provision of other services that do not depend on that purpose. Your silence or failure to respond will not be treated as consent.

6.2 In accordance with the PDPL, we may process your Personal Data without your consent

(i) if, in an urgent case, it is necessary to immediately process relevant Personal Data to protect the life, health, honour, dignity, or lawful rights and interests of you or others;

(ii) to respond to an emergency situation, or a threat to national security, public order or social safety, as prescribed by law;

(iii) to serve the operations of state agencies or state management activities as prescribed by law;

(iv) (iv) to fulfil the contractual obligations of you with relevant agencies, organisations and individuals as prescribed by the applicable laws; and

(v) in other cases as prescribed by the PDPL and/or the relevant applicable laws.

6.3 If you wish to withdraw your consent to allow us to use your personal information in the future, you may write to us (including in electronic form or another verifiable format) by contacting our Data Protection Officer via email to bosch-vn-info@bosch-home.com and/or sgr_v_dpo@bshg.com and/or bshvn.service@bshg.com. Withdrawal of your consent does not affect the lawfulness of the processing of your personal data carried out before we receive your withdrawal request.

7. Dealing with us anonymously or using a pseudonym

Where it is necessary and lawful, you can deal with us anonymously or use a pseudonym if you wish including when you post a consumer or product review or comment on our products and services. However in many instances, if we unable to identify you or if you do not provide us with your personal information we request for, then we may not be able to provide you with comprehensive/complete information of our products or services, respond to your complaints, enquiries, comments and requests, review, posts, or assess job applications, if applicable.

8. Disclosure of Your Personal Information

8.1 We work together with a number of third parties including our related companies, affiliates and BSH Group of Companies. We have chosen these third parties carefully to keep your personal information safe. To the maximum extent permitted by law, in the course of carrying out our business, it may be necessary for us to share information about you with and between our related companies, affiliates, BSH Group of Companies and/or third party service providers, some of which may be located in countries outside your country of residence, including but not limited to the following, where applicable:

(a) to our holding company, subsidiaries, associated, affiliates and/or related companies within BSH Group of Companies in other jurisdictions (principally located in Singapore, India, China and European Economic Area (EEA) countries);

(b) to third parties such as our authorised agents, representatives, intermediaries, contractors, independent contractors, product dealers/distributors/representatives (including through their online platforms/marketplaces), third party service providers, mobile application service providers, external advisors and consultants to provide services including but not limited to hosting services, programming services, sales and marketing services, legal services, media agency services, maintenance and repair of product services and/or customer contact centre services to us and/or for and on our behalf;

(c) to any social media website(s) or mobile application such as Facebook, Instagram, Zalo, Tiktok, LINE for the purpose to create customised audiences for targeted marketing;

(d) to process personal information to fulfil contractual obligations with you, our authorised dealers/distributors or third party service provider(s);

(e) where disclosure is otherwise authorised or required by courts, arbitrations, tribunals, regulatory authorities, law enforcement, governmental or regulatory authority and/or competent state agencies in accordance with PDPL and/or the relevant applicable laws.

For the third parties referred to in item (b) above who process personal data under BSH's instructions and for BSH's purposes, such third parties act as a Personal Data Processor under a data processing contract/agreement entered into with BSH (as the Personal Data Controller and Processor), in accordance with the PDPL.

8.2 Transfer of your personal data outside of Vietnam

With respect to the transfer of your personal data outside of Vietnam referred to in item (a) above, BSH will carry out a cross-border personal data transfer impact assessment and submit the relevant dossier to the specialised personal data protection authority under the Ministry of Public Security within the time limit prescribed under Article 20 of the PDPL, and will update such dossier periodically or promptly whenever an update is required by law.

We will take reasonable steps to ensure that your personal information transferred outside of your country of residence is adequately protected. In addition, we will ensure that such transfers comply with the requirements of the PDPL.

9. Quality and Security of Your Personal Information

9.1 We take reasonable steps and efforts to ensure that the personal information we collects are accurate, up-to-date and complete, and when being used or disclosed, relevant for the purpose of the use or disclosure. However, please help us to maintain the quality of your personal information by contacting our Data Protection Officer if you believe that the personal information which BSH holds about you may be inaccurate, incomplete, out-of-date or irrelevant.

9.2 We have the necessary security measures in place to protect the personal information we hold against misuse, interference and loss, and from unauthorised access, modification or disclosure. We will also take reasonable steps and efforts to ensure that the personal information disclose, transfer or share with our third party service providers is protected at the same level. But unfortunately, the transmission of information via internet is not completely secure and safe. Although we will use best reasonable efforts to protect your personal information, we are unable to guarantee the security of your personal information transmitted through this website(s) or mobile application; any transmission is at your own risk.

9.3 In order to keep your information secure, we may store your personal information in an electronic format on a central database held on secure servers which are owned and operated by BSH Group of Companies or our related companies, principally located in Singapore, India, China and/or European Economic Area countries. These companies are subject to BSH Group's corporate guidelines on data protection and information security. Our third party service providers who may also hold or host on the servers or platforms information we collect through the use of

their services are subject to obligations to ensure the security of the personal information they process on our behalf. We also hold some personal information in hard copy. These documents are held in secure locations within BSH offices and/or achieve facilities. BSH restricts access to documents containing personal information to those authorised employees who need it for the purpose of conducting BSH business in accordance with this Privacy Policy.

9.4 We encourage you to be careful and protect your personal information when use our website(s) or mobile application. In the event of cyber-crime, loss, or damage of your personal information that is beyond our reasonable control, we will not be held responsible for such actions in any manner whatsoever directly or indirectly.

9.5 If we have provided (or you have chosen) a password which allows you to access various parts of our website(s) or mobile application, you are responsible for maintaining the confidentiality of that password. We request you not to disclose the use of the password to any third party in any manner whatsoever directly or indirectly. If you share a computer or a mobile device with others, you should not save your log-in information (e.g. user ID and password) on the shared device.

9.6 Our security procedures, if necessary, will be continually enhanced as and when new technology becomes available.

9.7 We are also committed not to buy or sell your personal information in any form with any third parties, unless it is otherwise permitted by law.

9.8 Notification of breach of personal data protection regulations: Where a breach of personal data protection regulations is detected that could cause harm to national defence, national security, public order or social safety, or could infringe your life, health, honour, dignity or property, we will notify the specialised personal data protection authority under the Ministry of Public Security no later than 72 hours from the time the breach is detected, and will also notify you in an appropriate manner where necessary to protect your lawful rights and interests, in accordance with Article 23 of the PDPL.

10. Data processing on the website

10.1 Our website(s) or mobile application uses a browser feature known as “cookies”. When you visit our website(s) or mobile application, our web server(s) will automatically record the following information:

(a) date of the access;

(b) time and length of the access;

(c) URL of the linking website or mobile application;

(d) name of your internet service provider;

(e) websites or mobile application you actually visit;

(f) files accessed;

(g) browser type and version;

(h) operating system;

BSH Home Appliances (Vietnam) Co. Ltd (Enterprise Code: 0317397393) 8F, Tower B, Commercial and Service Area combinded with Highrise Residence at Lot 1-13 in Functional Area No. 1 - No. 15 Tran Bach Dang Street, An Khanh Ward, Ho Chi Minh City, Vietnam

(i) IP address (anonymised).

10.2 This information is collected via cookies and active components (e.g. JavaScript) which BSH uses to follow the preferences of our visitors and optimize our website(s) or mobile application accordingly. BSH does not attempt to identify you using this information.

10.3 You can reset your browser either to notify you when you receive a cookie, or to refuse to accept cookies. Please note that certain areas of most sites may not function properly if you reject a cookie. Some expire at the end of each session and some remain for longer so that when you return to our website(s) or mobile application, you will have a better user experience. We uses cookies to personalise content we send to you and to make our marketing more relevant.

10.4 We also allowed Facebook and/or Instagram and/or LINE and/or Google to use third party cookies on our website(s) or mobile application to target advertising to you when you visit our website(s) or mobile application and other social media accounts platforms.

10.5 To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit, www.allaboutcookies.org.

10.6 In order to help us design our website(s) or mobile application appropriately, we may collect usage data relating to your visit to our website(s) or mobile application using analytics cookies and other technologies. As part of this, we record the mouse movements and clicks of randomly selected users of our website(s) or mobile application. Your IP address is anonymised as a matter of course. The resultant log of your use of our website(s) or mobile application is randomly analysed so that we can derive potential improvements for our website(s) or mobile application.

10.7 We use our third party service providers, Mouseflow ApS, Flaesketorvet 68, 1711 Copenhagen, Denmark for the purpose of collecting this usage data.

10.8 We do not conflate the resultant usage profiles with your name or any other details that could disclose your identity, such as your e-mail address. Under PDPL, we are permitted to process data in this context with your consent. The usage data is deleted three months after the date on which it is collected.

10.9 Opt-out: Please use Mouseflow's opt-out website via the following link if you wish to prevent this usage data being collected: https://mouseflow.com/opt-out.

10.10 Our website(s) or mobile application may also use other web analytics tools and technologies to facilitate the purchase of our products you wish to buy including by connecting you to products available on authorised dealers/distributors/retailers/representatives website(s) or mobile application (including through their online platforms/marketplaces) and to understand your purchasing and other activities on our authorised dealers/distributors/retailers/representatives website(s) or mobile application (including through their online platforms/marketplaces), in connection with our products and services.

10.11 Our website(s) or mobile application may include links to other websites or other mobile application which are not covered by this Privacy Policy and for which BSH has no responsibility. Further we shall not be held responsible for any data entry errors caused by registration or transmission of your personal information provided by you.

10.12 For features of a social/community nature on our website(s) or mobile application (e.g. posting consumer or product reviews or comments), we do not require you to provide images or video containing the full or partial content of your identity documents as a means of account verification, and we provide you with the option to opt out of tracking of your usage activity beyond what is necessary to operate the service, in accordance with Article 29 of the PDPL.

11. Newsletter/Update (if applicable)

Our website(s) or mobile application provides the option of subscribing to our newsletter/update of our products, services and special offer and sales promotion. If you subscribe to receive our newsletter, and therefore consent to it being sent to you, your details are solely used in order to send you the newsletter. You can withdraw your subscription at any time by writing to us or withdraw it through relevant link stated in each copy of our newsletter, where applicable. We will update from our database that you have unsubscribed from the newsletter.

12. Direct Marketing and Opting-Out

12.1 Depending on how we collect your personal information and/or interact with you, we may, with your consent where required, communicate with you (e.g. via email, push notification and/or text message (SMS), telephone or via social media account messaging) about our current and new products, services and/or sales promotion and marketing activities, where applicable. Before you give your consent, we will clearly inform you of the content, method, form and frequency of such product/service communications, in accordance with Article 28 of the PDPL.

12.2 Occasionally, we may carry out a survey to help us to understand and identify our customer needs and preferences, and to improve our product, services and our website(s) or mobile application. You have the right to participate in such survey or chose not to participate at your discretion.

12.3 If you do not wish to receive direct marketing communications from us you may opt-out at any time by contacting our Data Protection Officer via email to bosch-vn-info@bosch-home.com and/or sgr_v_dpo@bshg.com.

12.4 We do not outsource or arrange for a third party to carry out the entirety of an advertising service that uses your personal information on our behalf without appropriate contractual personal data protection safeguards, and we will provide you with a mechanism to opt out of behavioural or personalised advertising, in accordance with Article 28 of the PDPL.

13. Your Right to access, complete, correct, erase, update, and transfer your Personal Information

13.1 You may generally access on request personal information which BSH holds about you, and you may request for corrections, updates, transfers, erase, delete destroy, suspend, anonymise and/or transfers of your personal information which you believe is inaccurate, out-of-date, incomplete, irrelevant or misleading. Please note that after deleting your personal information, we may not be able to provide the same level of services to you as we will not be aware of your preferences.

13.2 You have right to object to or restrict data processing activities. Furthermore you have the right to give or refuse consent, or to request the withdrawal of your consent to the processing of your personal data in accordance with PDPL. You also have the right: (i) to be informed of the

processing of your personal data; (ii) to request the restriction of the processing of your personal data where you have doubts about the scope, purpose of processing, or the accuracy of the data; and (iii) to file a complaint or denunciation, initiate a lawsuit, or claim compensation for damages in accordance with law, in accordance with Article 4 and Article 10 of the PDPL.

13.3 To make such request, please contact our Data Protection Officer on the details below. We may need to ask you a few questions in order to verify your identity before we can respond to your request. If we are unable to provide access to, or correct or update your personal information, we will inform you in writing of our reasons and how you may take the matter further if you are not satisfied with our decision.

13.4 We may not be required to delete or destroy your personal information if it is for our legal or business purposes of us, or as required by PDPL and/or the relevant applicable laws.

13.5 Cross-border transfer of Personal Information

The personal information we collect will be used domestically or transferred outside your jurisdiction to serve the purpose set out in this Privacy Policy. However, we will not transfer or permit any of your personal information to be transferred outside of such jurisdiction unless the transfer is in compliance with PDPL, including the preparation and submission of a cross-border personal data transfer impact assessment dossier to the specialised personal data protection authority in accordance with Article 20 of the PDPL.

14. Changes to Privacy Policy

BSH reserves the right to update this Privacy Policy from time to time to reflect changes to our information handling practices or legal obligations in accordance with PDPL and/or the relevant applicable laws. Any changes will be effective from the date that they are posted on this website(s) or mobile application. Please check frequently to see any updates or changes to this Privacy Policy.

15. How long BSH will retain your Personal Information

We will take reasonable steps and efforts to ensure that we will retain your personal information only for as long as is appropriate to the purpose of processing, for the duration of the contractual obligations or as required by PDPL and/or the relevant applicable laws. Once the processing purpose has been fulfilled, the statutory retention period has expired, or another case under Article 14 of the PDPL applies, we will delete or destroy your personal information using secure measures designed to prevent unauthorised access or recovery.

16. Protection of minors

If you are below age of majority (i.e. below 16 years old), please do not send any of your personal information to us without consent from your parent or legal guardian.

We will only process personal information of a child who is 7 years old or older upon obtaining consent from both the child and the parent or legal guardian of the child.

For a person who has lost or has limited civil act capacity, or a person with difficulties in cognition or behavioural control, the legal representative of that person will exercise the rights of the data

subject under this Policy on their behalf, except in cases where processing personal data does not require consent under the PDPL. A person who has given consent for the processing of the personal data of a child, or of a person who has lost or has limited civil act capacity, or a person with difficulties in cognition or behavioural control, has the right to withdraw that consent, in accordance with Article 24 of the PDPL.

17. Language

This Privacy Policy terms is made in both English language and the Vietnamese language. Both texts are equally original. In the event of any conflict, inconsistency or different in interpretation between both texts, the English language shall be deemed to be automatically amended to conform with and make it consistent with the relevant Vietnamese text.

18. Governing law

The Privacy Policy and your use of this website shall be governed in all respects by the laws of Vietnam, including the Law on Personal Data Protection No. 91/2025/QH15 and its related implementing guidance documents.

19. Contact Details for questions relating to your Personal Information

19.1 If you have any questions about how BSH handles your personal information, or if you are concerned that we may have breached your privacy and wish to make a complaint, please put your complaint in writing and send it by mail or email to our Data Protection Officer using the details below. We will investigate your complaint and will notify you of a decision in relation to your complaint as soon as practicable after it has been made.

Data Protection Officer

BSH Home Appliances (Vietnam) Co. Ltd

8F, Tower B, Commercial and Service Area combined with High-rise Residential at Lot 1-13 in Functional Area No. 1 - No. 15 Tran Bach Dang Street, An Khanh Ward, Ho Chi Minh City, Vietnam.

Telephone: 1800 8167

E-Mail: bshvn.service@bshg.com

Website: https://www.bsh-group.asia

19.2 In addition to contacting our Data Protection Officer, you also have the right to file a complaint, denunciation, or lawsuit with the specialised personal data protection authority under the Ministry of Public Security, in accordance with Article 4 of the PDPL.

Effective date: 01 January 2026.