

Privacy Policy

Last updated: [May, 2025]

If you access or use our website (<https://www.ikea.co.id>) (which we will refer to as “Site” in this Privacy Policy) or mobile application (“App”) or register to create an account (“User Account”) to use the Site or App, then this Privacy Policy will apply to you.

PT Rumah Mebel Nusantara (“IKEA Indonesia”, “we”, “us”, “our”) operates the Site and the App., and as the Personal Data Controller. Personal Data we collect about you will be used in line with this Privacy Policy.

And we may also share your Personal Data with our parent company PT DFI Retail Nusantara Tbk, our affiliate DFI Retail and our franchiser Inter IKEA Systems B.V. (“Our Group”), for the purposes described in this Privacy Policy and with government agencies and other government authorities as required by applicable laws and regulations.

Our Privacy Commitment to our Customers

IKEA Indonesia (“we”) are committed to protecting and respecting your privacy. This policy sets out why we collect Personal Data from you and how it will be processed by us. Please read the policy carefully so that you understand our views and practices and how we will treat your Personal Data. The Personal Data you give to us is confidential and is only disclosed in the circumstances noted in this policy. Furthermore, all your Personal Data will be stored and encrypted in accordance with the applicable laws and regulations.

By purchasing products and services from us, by using our in-store WIFI or by browsing our website on a computer, mobile device and mobile phone application, you give your consent for this personal information to be used by us.

Our registered company address is at: Jl. Sutera Boulevard Kav. 45, Kel. Kunciran, Kec. Pinang, Kota Tangerang, Provinsi Banten, Indonesia 15144. If you have any questions regarding this policy or in respect to data privacy, our contact details are;

IKEA Indonesia, Customer Support, Jl. Jalur Sutera Boulevard Kav. 45, Alam Sutera Serpong, Serpong, Kec. Tangerang, Banten, INDONESIA.

IKEA Customer Service Telephone number: 021-29853900 or Whatsapp +62811-1300-2242 E-mail: CS@IKEA.co.id

IKEA Indonesia processes your Personal Data in accordance with all applicable laws and regulations. We ensure that we collect the information fairly and that it is kept secure.

How IKEA can change the Privacy Policy.

IKEA Indonesia may from time to time update this policy. The date of issue will be indicated by the date on the top of this policy. Changes in technology, legislation and authorities' guidance may require us to inform you of the activities we undertake where it affects your privacy rights. You are advised to check this page regularly to ensure you are familiar with any changes.

Are you over 18?

At times, you may be required to provide us with personal information. Refusal to provide such information may result in your inability to access certain parts of this Website or App, or may prevent us from processing any applications or requests you may submit and/or from providing you with certain products or services.

This Website and App are intended for individuals aged 18 and over. If you are under the age of 18, you may only use the Website, App, or apply for IKEA Family membership with the authorisation and consent of your parent or legal guardian, in accordance with this Privacy Policy. By continuing to use this Website or App, you represent and warrant that you are at least 18 years old, or that you have obtained the required consent from your parent or legal guardian.

Collection of personal information

You may provide us with your personal information when you:

- Apply to receive our annual catalogue.
- Make a purchase in store.
- Become an IKEA Business member or register a profile online.
- Make purchases online.
- Enter competitions.
- Participate in IKEA Family member program.
- Sign up for an activity in store.
- Apply for promotions or redeem vouchers or coupons.
- Participate in surveys.
- Return products or file a claim.
- Correspond with our in-store representatives or customer relations team and provide information to us in writing, by phone or by email.
- Have your WIFI capability on your mobile phone or other electronic device switched on in store or around the outer perimeter of the store.

The information we may receive from you includes:

If you use the Site and/or App to make online purchases, some of the Personal Data we may collect about you includes:

1. your product searches on the Site and/or App, to provide autocomplete functionality or to provide you with information about products related to your search. Please note that your search results do not constitute Personal Data unless we combine it with other information about you which would allow us to identify you. If we do so, we will treat your search keywords as your Personal Data and store and secure your Personal Data as described under this Privacy Policy. We may also use this Personal Data to improve our services;
2. your shopping preferences and choices with respect to favourites, purchases, follow/bookmarks and share functions offered on the Site and/or App. While using the Site or App, you may indicate your interest in certain products and brands, and share this information with us or our third party partners through the Site or App.
3. your transaction history or payment details when you purchase anything through our Site and/or App. When you place an order through the Site and/or App, you will be required to provide the recipient's full name, address and mobile phone number. The order form will set out your identification information (for example your name, date of birth, telephone number etc.), the recipient's address (or installation address for applicable products), the products/services you purchase, the order number, time of order, payment amount and payment method. We collect this information ("Order Information") in order to complete and secure your transaction, to allow you to review your order, and to provide related customer services to you. We also use Order Information to verify your identity, confirm the transaction, process payment and complete delivery, assist you with queries about your order and provide other after-sales services. Further, we use Order Information to detect irregular activities to protect your transactions and User Account;
4. your identity, Order Information and contact information in order to verify your identity when you request any after-sales services and dispute resolution services. If you send general enquiries or complaints to us, we may use your Order Information and any information you provide to our customer service representatives (including through any surveys) to provide services to you and make improvements to our services.

IKEA Customer account and profiles

At IKEA.co.id you can register for different customer accounts and profiles. The customer accounts we offer are:

1. IKEA Indonesia web account enables you to use our interior planner tools and design your home or office with IKEA Indonesia furniture and save your plans at our servers. If you choose, you can also use your account to subscribe to e-mail newsletters from us.
2. E-commerce account enables you to purchase IKEA products and services online without having to fill in your personal information every time you shop online with us. If your

account is not active for 10 years, we reserve the right to deactivate or delete your account.

3. You can delete your e-commerce account permanently by going to your profile page and choose "Delete Account". We would like to inform you that all purchase history will be saved according to our privacy policy. We cannot restore your purchase history to your account if you decide to recover your e-commerce account.
4. IKEA BUSINESS is our business member club which is open for business owners above the age of 18 years. You may apply for an IKEA Business membership here or in our stores. In order to be able to provide you with relevant offers and marketing material, we may process your purchase history connected to your IKEA Business account for up to maximum 5 years from each purchase.
5. IKEA Family is a membership program from IKEA where you can register through the website or IKEA Apps 3.0. On the website & IKEA Apps that exists today, you can create an account and if your account is active for the last 1 year it will automatically become an IKEA Family member. IKEA Family members will get additional benefits.
6. An inactive account is an account that has not been accessed for a certain period of time.
7. You have the right and can request a copy of your personal data in the form of an e-mail by entering your account profile and selecting "Submit User Data". We'd like to remind you that all personal data is sent in accordance with the terms of the privacy policy.
8. We make reasonable efforts to protect any of your Personal Data and/or Transaction Data. We always try to improve the standard of protection of the Site and Application. However, We are not responsible for any losses arising from the damage or loss of Your Personal Data and/or Transaction Data that occurs outside of Our control. Therefore, We strongly recommend that You always update the data on Your account and the software You use and do not disclose Your account password including One Time Password (OTP) to any party.

Who and where do we share your information with?

IKEA Indonesia ensures that the Personal Data collected about you is kept in secure environments. This means that your Personal Data is protected from unauthorised access, disclosure, use, alteration or destruction by organisations or individuals. This is achieved by having in place appropriate technical administrative and physical safeguards.

When your Personal Data is transferred outside the Republic of Indonesia, IKEA Indonesia ensures that the data is subject to the same protection controls and take all reasonably necessary steps to ensure that the data is kept private and held securely in accordance with this policy. However, some countries have legislation and policies which do not guarantee the same protections as within the Republic of Indonesia area.

a. Partners

If you create a User Account with us, your personal data may be shared with our partners to facilitate the processing of payments and delivery, conduct profiling and risk analysis of your User Account, and related services and transactions, as well as for data analytics purposes in order to improve their operations, services or products.

b. Service Providers

Your Personal Data may be shared with any of our Group and/or our service providers (including but not limited to agents and contractors and/or sub-processor appointed by the service providers) which has obtained our prior written consent, who process Personal Data on our behalf to help us administer and operate our Site and our App, to conduct identity verification, profiling and data analytics/processing, process orders and payments, arrange delivery, conduct marketing activities, to help aggregate and anonymise the personal data, or to carry out any of the purposes set out above. These may include IT vendors, back-office and front-end or ancillary service providers, call centre operators and marketing agencies, data management and analytics service providers, and customer contact services. Our Group and/or our service providers may contact you on our behalf for any of the purposes set out above.

We only use trustworthy service providers, who are under a confidential liability to us and/or our Group. Service provider which involved sub-processor in processing your Personal Data has obtained our prior written consent. Service provider and its sub-processor (if any)- are only permitted to use your Personal Data in accordance with this Privacy Policy.

c. Professional advisors and assignees

When necessary, we may share your Personal Data with our professional advisors, including lawyers, accountants, financial advisors and insurers. Your Personal Data may also be shared with third parties in connection with any merger, acquisition, consolidation, restructuring, sale of assets, financing or any other similar scenarios involving the transfer of some or all of our business assets.

d. Government and regulatory authorities

This Privacy Policy is governed by the Law No. 27 Year 2022 on Personal Data Protection & Minister of Communication and Informatics Regulation No. 20 of 2016 on Personal Data Protection in Electronic Systems also other related regulations in the Republic of Indonesia. We strive to handle your Personal Data in accordance with any data privacy laws that we believe apply to us. Your Personal Data may be shared with regulatory authorities, court and other governmental agencies to comply with any legal or regulatory requirements, orders or requests. Any dispute concerning the terms and conditions of this Privacy Policy shall be subject to the exclusive jurisdiction of the courts of Indonesia.

When you visit our Site or App

We may use online tracking technology such as cookies, pixel tags, web beacons and other similar technologies (for example, we may use Google Analytics. To learn how Google Analytics collects and processes information, please visit: “

How Google uses information from sites or apps that use our services”). to automatically collect information about:

- your visits to our Site or App, such as your browsing history, how long you stay on our Site or App, and how often you visit; You have the right to disable any of these online tracking technologies. To learn more about how we use the above data, please see the section below on Online tracking technology

Detail on Online tracking technology:

1. Cookies are small text files that are stored on your browser or device by websites, applications, online media and advertisements when you visit a website.
2. We use cookies and other similar identification technologies such as web beacons, ETags and pixel tags on our Site, App, emails and online advertisements for various purposes, including verifying users; remembering user preferences and settings to enhance your experience when you return to our Site or App; delivering relevant content and advertisements based on your preferences, location and usage patterns; monitoring, evaluating and optimizing the operation of our Site and App; tracking and measuring the effectiveness of our advertising campaigns; and analyzing traffic on our Site, our App and the websites of our partners and our Group.
3. You can exercise your right to choose whether or not to accept cookies by adjusting your browser settings to modify your cookie preferences. Most browsers are set to accept cookies by default, but you are free to remove or block all browser cookies. However, if you turn off your cookies, some of our services may not function properly and you will not be able to receive the most efficient and personalized experience.

Other permissioned need and the benefit

When we provide additional services

We may offer the additional services described below to better personalize products and services offered to you and improve your shopping experience, and request that you provide additional personal information by granting permission for the Site and/or App to access your devices' location information, camera/webcam, photo album. If you do not provide the information described below, or withdraw consent, your use of the basic functions of the Site and/or App will not be affected, however you may not be able to receive the additional services. Please note that your decision to withdraw consent will not affect information previously collected and used based on your prior authorization.

- Personalized recommendation service based on location information. We collect your location information to determine your location to recommend goods or services available in your area. We will only collect information about your geographical location at specific points in time, and will not combine information about your location collected over different points in time to establish a trail of your movement. For example, we may recommend or stores nearest to you.
- Additional features based on cameras / webcams. You can use this additional feature to complete video shooting, picture taking, QR code scanning and other functions.

Aggregated and anonymized data.

Aggregated or anonymised data that does not include any personally identifiable information may be used by us, our Group or other third parties for various purposes, including enabling them to better understand customer needs or to improve and adapt their operations, products and services, or for the purposes of industry benchmarking, machine learning, research or analytics.

a. Direct marketing

If you have opted to receive offers and promotions from us, we may use your Personal Data to:

- send you Marketing Communications in connection with the latest news, events, updates, contests, promotions, offers;
- products, services and rewards offered by us, our partners, or our Group, which relate to our Site or App, reward programmed, retail, clothing, accessories, cosmetics, beauty, healthcare and wellness, personal care, toiletries and medical, baby care, maternity care, insurance, financial, music, sports, lucky draws and contests, food, beverages, dining, travel, transportation, banking, electronics, home, household, textiles, telecommunications, groceries, office and business supplies, technology, outdoor furniture and accessories, furniture, lighting, décor, home accessories, media, e-commerce platforms and facilitators, and publications;
- analyze your preferences, online behavior and transactional history in order to gain insights, so that we can customize the content and types of news, events, updates, contests, promotions, offers, products, services and rewards that we present to you via our Site, our App or Marketing Communications, social media or other communication means; and
- in conjunction with any seasonal events, lucky draws and contests or other promotional activities.

We may send you Marketing Communications and market research invitations by email, through your User Account or in-app notifications on your mobile device, when you access the Site or App, or through online banner advertisements, post, telephone or SMS.

Before providing you with Marketing Communications, we will always ask for your consent. You can choose at any time not to receive any Marketing Communications from us. Please see the section on Your rights below.

b. Can our partners and Group send you marketing materials?

If you have agreed to receive Marketing Communications from us, our Group or our partners may occasionally act as our service providers and send Marketing Communications on our behalf. However, we will not provide your Personal Data to our Group or our partners for them to send you marketing materials regarding their own products or services, unless you allow this.

If any of our partners or our Group wish to send you any marketing materials regarding their own products and services directly, then they must obtain your separate consent for this. We

are not involved in any marketing done directly by our Group that concerns any reward programmed, or products or services offered or provided by them, or by our partners that is unrelated to the Site or App.

If you agree to receive any marketing materials from our partners or our Group, then please carefully read our respective partners' or our Group privacy policies.

Opt-out of direct marketing

At any time, you can ask us to stop using your Personal Data to send you Marketing Communications, or you can customize how you would like to receive Marketing Communications from us. You can exercise your rights to do this by:

- changing your settings on your User Account; or
- following the unsubscribe instructions in the Marketing Communications we send to you.
- We will stop using your Personal Data to send you Marketing Communications in accordance with your request. However, we may still send you non-promotional communications such as information concerning the administration of your User Account, and may use non-personally identifiable information collected via cookies and other tracking technology to display marketing information via online advertising banners on websites and apps visited by you.
We are not involved or responsible for any marketing materials sent directly by our partners or our Group that concern any reward programmes, or products or services offered or provided by them that are unrelated to the functions of the Site or App. If you would like to stop receiving any marketing materials from our partners or our Group, then please contact them directly in order to unsubscribe from their mailing lists.
- If you do not wish to be contacted by IKEA Indonesia about our products or services, you can unsubscribe by writing to us at: Jl. Jalur Sutera Boulevard Kav. 45, Alam Sutera Serpong, Serpong, Kec. Tangerang, Banten, INDONESIA or email us at CS@IKEA.co.id

What we do with the personal information you provide to us.

We use the information you give to us in a number of different ways. The information we hold about you may be matched and co-ordinated with our internal data bases for the purposes set out below and in order to maintain good management of your information.

You have the right to request that your consent to the processing of your Personal Data be withdrawn. If you agree to this withdrawal, we will stop processing Personal Data within 3x24 (three times twenty-four) hours of receiving the request for withdrawal of consent.

Your rights

We provide access to or accept requests or stop processing personal data from you to access Personal Data on websites and applications no later than 3x24 (three times twenty-four) hours after receiving the request for access.

If you find that the personal information we have about you is inaccurate or needs to be updated (for instance, you may need to change your name, address, etc.) then please contact us so that we can update it.

You can request us to stop processing your Personal Data via email no later than 3x24 (three times twenty-four) hours after we receive your request to withdraw consent.

We will delete the account and cease processing Personal Data if it has reached the retention period or the purpose of processing Personal Data has been completed or there is a request from you.

IKEA Indonesia is under a legal obligation to ensure that all information we have about our customers is factually correct and kept up to date. To do this, please write to us at: IKEA Indonesia, Customer Support, Jl. Jalur Sutera Boulevard Kav. 45, Alam Sutera Serpong, Serpong, Kec. Tangerang, Banten, INDONESIA or email at CS@IKEA.co.id or via WhatsApp at +62811-1300-2242.

When you can access & stop personal data.

We provide access to or accept requests from you to access Personal Data on websites and applications no later than 3 x 24 (three times twenty-four) hours after receiving the request for access. You can request that we stop processing your Personal Data via email no later than 3x24 (three times twenty-four) hours after we receive your request to withdraw consent.

We inform you that the delay and restriction of processing of your Personal Data, in part or in whole, is completed no later than 3 x 24 (three times twenty-four) hours after we receive the request for delay and restriction of processing.

We will delete the account and cease processing Personal Data if the retention period has expired, the purpose of processing Personal Data has been met, or there is a request from you that has been adjusted in accordance with applicable laws.

Access to your information

If you want to know what information IKEA Indonesia holds about you, we will provide you with that information free of charge within no later than 3x24 (three times twenty-four) hours of receiving the request. You can request the information by writing to us at: IKEA, Customer Support, Jl. Jalur Sutera Boulevard Kav. 45, Alam Sutera Serpong, Serpong, Kec. Tangerang, Banten, INDONESIA or email at CS@IKEA.co.id.

Update your records.

If you find that the personal information we have about you is inaccurate or needs updating (for instance, you may have changed your name, address etc.) then please contact us so that we can correct it. IKEA Indonesia is under a legal obligation to ensure that all the information we have about our customers is factually correct and kept up to date. To do this, please write to us at: IKEA Indonesia, Customer Support, Jl. Jalur Sutera Boulevard Kav. 45, Alam Sutera Serpong, Serpong, Kec. Tangerang, Banten, INDONESIA or email at CS@IKEA.co.id or via Whatsapp at +62811-1300-2242.

How long do we keep your personal data?

We will only retain your personal data for as long as necessary to fulfill the purposes described in this Privacy Policy, unless the law requires us to keep it for a longer period. Once we no longer need your personal data, we will securely delete it from our servers.

We will only retain your personal data for maximum of 10 years or as long as necessary to fulfill the purposes described in this Privacy Policy.

Manage your registered IKEA Indonesia accounts and profiles.

To contact you about the experience you have had whilst shopping with IKEA Indonesia so that we can find out about what we are doing well and what we can improve on.

To respond to any negative experiences you have had when shopping with us. For instance, you may have asked us questions on our social networking sites and we may reply to you.

If you provide us with your consent to contact you with IKEA Indonesia marketing information, we may do so by telephone, text or picture message, e-mail, telephone, in writing through the Post or otherwise.

To participate in customer satisfaction surveys

We may use the information we collect from you to contact and invite you to participate in customer satisfaction surveys from time to time (including invitation to rate and review an item you have purchased from us). These surveys may be administered by us or our trusted third-party service partners.

CCTV

We may use CCTV within our stores for the purposes of safety and crime detection and monitoring. We only store the data collected by CCTV for a limited period of time which allows us to assist regulatory bodies and law enforcement agencies. This information is kept in secure

environments and access is restricted to qualified security personnel.

Links to other websites

Our website and application may contain links to third-party websites and applications, including websites and applications of our partners and Group ("Third-Party Sites"). We do not own or control, and are not responsible for, the privacy practices of these Third-Party Sites. We encourage you to remain cautious when following any links to leave our website or application, and to review the privacy policies of these Third-Party Sites so that you are aware of how your personal data may be collected and used by such third parties.

Information about IKEA Indonesia and how to contact us

If you have any questions or complaints please contact us by telephoning our Customer Service Centre on 021- 29853900 or email us at CS@IKEA.co.id which can be found on our contact us page at IKEA.co.id

If you wish to contact us in writing, or if any section in these terms requires you to give us notice in writing, you can send this to our registered office is at Jl. Jalur Sutera Boulevard Kav. 45, Alam Sutera Serpong, Serpong, Kec. Tangerang, Banten, INDONESIA. We will confirm receipt of this by contacting you in writing. If we have to contact you or give you notice in writing, we will do so by e-mail, by letter, or by pre-paid post to the address you provide to us in the Order.

Responsibilities

We are not responsible for any of your or third parties suffered losses in the event that such losses are caused by force majeure, your negligence and/or default and/or misuse of the account by the account owner or other parties and/or uploaders who deliberately enter the data and/or incorrect and/or illegal information.

Any questions

If you have any questions about this policy or the personal information we have about you, please do not hesitate to contact us. IKEA, Customer Support, Jl. Jalur Sutera Boulevard Kav. 45, Alam Sutera Serpong, Serpong, Kec. Tangerang, Banten, INDONESIA or CS@IKEA.co.id.