

China Privacy Policy

This China Privacy Policy applies to individuals in China (“**China**” or “**PRC**”) in accordance with applicable Chinese laws, including the Personal Information Protection Law of the PRC (“**PIPL**”). When you access the Partner Sites from within the PRC, this China Privacy Policy will apply and prevail to the extent of any conflict with other provisions.

Best Buy Partner Portal and Marketplace Seller Privacy Policy.

Protecting privacy of personal information is a priority at Best Buy. When you use the Partner Portal or Seller Hub (“**Partner Sites**”) as a representative of a current or prospective merchandising, non-merchandising or Goods Not for Resale (GNFR) Marketplace seller, or carrier partner of Best Buy, your use is governed by the terms and conditions of the Partner Site which differs from bestbuy.com and the Best Buy mobile app. This China Privacy Policy explains our privacy practices solely related to Partner Sites and serves as notice as required under Chinese law.

When you visit Partner Sites representing a business partner, we collect very little information about you. For the most part, this information is limited to your name and contact information. When you interact with us online, Partner Sites may automatically collect certain information about your interactions, including information about your device and the pages you visit, and if you register as a potential partner, we will collect the information associated with the registration, which may be personal information.

Information we collect:

We collect and store information you provide to us through your use of Partner Sites or through fulfilling your orders and purchases. We may receive information about you from other sources, including the business or organization you represent. This may also include third parties that help us identify potential new suppliers, sellers, or carriers. Together, this includes, but is not limited to, the following information:

- Identifiers:
 - Name
 - Address
 - Email address

- Phone number
- Online Identifiers:
 - Device identifiers (e.g. cookies, beacons, pixel tags, mobile ad identifiers, and similar technologies)
 - IP address
- Other Financial Information
 - Business account information
- Internet and Other Electronic Network Activity Information
 - Your browsing history, search history, and interaction regarding your interaction with the site

Purposes for collecting personal information:

We collect personal information about you for the following business or commercial purposes:

- Recruiting and sourcing merchandising, seller, GNFR, and carrier partners
- Responding to inquiries or sending information about partner programs and seller marketplace
- Performing internal operations and research, e.g. enhancing the effectiveness of websites, analyzing how websites are used, improving our site experience, and managing our partner programs and seller marketplace
- Detecting and responding to security incidents, protecting against and responding to malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity
- Processing liability claims
- Complying with and enforcing applicable legal requirements, relevant industry standards and our policies

Disclosure and sharing

We will only provide personal information to third parties where there is a lawful basis under applicable PRC law and will require recipients to implement appropriate personal information protection measures.

Personal Information Categories	Our Affiliates	Our Business Partners	The Business or Organization You Represent	Government Entities, Including Law Enforcement*
Identifiers	x	x	x	x
Online Identifiers	x			x
Other Financial Information	x			x
Internet and Other Electronic Network Activity Information	x			x

We disclose your information to the following categories of third parties for business purposes:

- Our affiliates
- Our business partners
- The business or organization you represent
- Government entities, including law enforcement

We may also disclose your information when we believe disclosure is appropriate to comply with applicable law; apply applicable terms and conditions and other agreements; or to protect the rights, property or safety of our company, our customers, or others.

We do not sell personal information (including information of persons under 14 years of age) gathered from use of Partner Sites or other sources as the word “sell” is traditionally defined and understood or as defined under Chinese law. We do not share information about your use of Partner Sites for purposes of cross-context behavioral advertising.

We disclose the following categories of information for a business purpose:

- Identifiers
- Online identifiers
- Other financial information
- Internet and other electronic network activity information

Categories of Third Parties

**Please note: Best Buy shares Personal Information with government entities, including law enforcement, only in the following circumstances: (1) when required to do so as a matter of*

law; (2) to assist in the investigation of a potential crime impacting Best Buy, its employees, its customers, or the communities we serve; or (3) when required in response to legal process (e.g., subpoena, search warrant).

Retention – Chinese Residents

We will retain your personal information only for the minimum period necessary to achieve the processing purposes described in this China Privacy Policy unless a longer retention period is required by applicable law or regulation. We will adopt reasonable technical and organizational measures to protect personal information from unauthorized access, disclosure, alteration or destruction. Once the intended retention period has passed or the purpose of processing has been achieved, the relevant information will be deleted or anonymized in accordance with PRC laws so that it is no longer personal information.

Sensitive Information

We generally do not collect, use, or share sensitive information in connection with your use of the site as you represent a business or other organization.

We will only process your sensitive personal information (such as your financial account information) for specific purposes and when there is a strict necessity to do so. We will implement strict security measures to protect such information in accordance with applicable legal requirements.

Children's Privacy

We do not knowingly solicit or collect personal information from children under the age of 14 without parental consent. If we learn that we have collected personal information from a child under age 14 without parental consent, we will promptly delete that information. If you believe that a child may have provided us with personal information without parental consent, please contact us.

Your rights of access, correction, and deletion

You have the right to request access to the personal information we have collected about you as a representative of a business or other organization. However, we do not maintain personal information that can be reasonably linked to you, directly or indirectly, other than your name and contact information. You also have the right to ask us to delete information we have collected about you as a representative of a business or other organization, subject to exceptions. Any personal information that we retain about you in this context is within these exceptions.

You also have the right to request the correction or supplementation of inaccurate or incomplete personal information, the right to copy your personal information, the right to withdraw your consent to our processing of your personal information, and the right to deregister your account.

If you wish to exercise these rights, please contact us using the information below.

Cross-Border Data Transfer

As a multinational company, the personal information we collect may be transferred to, accessed, or stored in jurisdictions outside of China (such as the United States) for the business purposes described in this China Privacy Policy. When we transfer your personal information outside the PRC, we will strictly comply with applicable PRC laws and regulations, including adopting necessary technical and organizational safeguards. Where necessary, we will conduct a security assessment with the competent regulator, or conduct a personal information protection certification with the competent institution or execute a standard contract issued by the competent regulator in accordance with applicable Chinese laws and rules.

Other information

You have the right to be free from discriminatory treatment from us if you exercise any of the rights described in this China Privacy Policy. You may obtain this China Privacy Policy in alternative formats upon request.

Changes to the policy

We may need to update this China Privacy Policy from time to time as our business grows and evolves and our customers' needs change. If we make material changes, we will notify you by email if we have an email available or by posting a notice on this website prior to the change becoming effective, as well as inform you of any choices you may have with respect to these changes.

Contact:

Email:

PrivacyManager@BestBuy.com

Address:

Best Buy Corporate Campus
Attn: Customer Care/Privacy

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