

LG Uplus Privacy Policy

LG Uplus values users' personal information and complies with relevant laws and regulations.

LG Uplus Co., Ltd. (hereinafter referred to as the "Company") values your personal information and properly processes and safely manages your personal information in compliance with the "Personal Information Protection Act" and related laws to protect your personal information. We will guide you through the procedures and standards for the processing of personal information, and we will publish this processing policy on our website so that you can quickly and smoothly deal with any difficulties related to it.

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1. General provisions

(1) "Personal information" is information about a living individual, which identifies a unique individual such as code, text, voice, audio, and video, by referring to the name, the resident registration number, etc. Even if the information alone cannot identify a specific individual, the information that can be easily identified by combining with other information, and the information that cannot identify a specific individual without using or combining additional information to restore it to its original state by processing a pseudonym (hereinafter referred to as "Pseudonymized Information") is also included in personal information.

(2) Through the personal information processing policy, the company informs customers the purpose and method of using the personal information and what measures are being taken to protect the personal information.

(3) The company provides the personal information processing policy on the first screen of the homepage (<https://usfk.uplus.co.kr/>) so that customers can easily view and check it at any time.

(4) The company may revise the personal information processing policy according to changes in related laws or internal operating regulations, and when revising the personal information processing policy, a version number is given so that customers can easily recognize the revised information.

2. Collection items and purpose of use

(1) When the company collects customers' personal information, it notifies in advance the range of collection, the purpose of collection and use through the subscription form or the terms and conditions of the service, etc. in accordance with the related laws and regulations.

(2)The company collects and uses unique identifiable information as follows.

1) Purpose of collection and use of unique identifiable information: Provision of mobile phone identity verification, identity authentication, non-refund information, real name verification.

2) Items of unique identifiable information collected: resident registration number, passport number, driver's license number, alien registration number, (including the image and contents of identification of the customer and the authorized representative).

* Facilities-based telecommunications business entity is allowed to collect and use resident registration number under Article 65-2 of the Enforcement Decree of the Telecommunications Business Act

3) Retention and usage period of unique identifiable information: Used during the service subscription period, and used for up to 6 months after termination and full payment to represent disputes, such as overpayment of charges.

(3)We do not collect sensitive information (information on ideas and beliefs, labor unions, [registration/withdrawal from political parties], political views, health, sex life, etc.) that may significantly infringe on customers' privacy. However, if it is necessary to collect and process some sensitive information to the minimum necessary to provide the service, the personal information can be collected and processed through necessary measures such as consent of the customer in accordance with the relevant laws and regulations.

(4)The company collects the following personal information for the following purposes.

1) Name (business name), gender, classification of domestic/foreign resident, veterans number(men of national merit) representative (name, contact information, address, relationship with the customer), website/application access history, communication terminal information (IMSI, UICCID, IMEI)

- Identity verification/authentication (including third-party mobile authentication services), credit judgment, applicant relationship and identity verification, verification of the number of identity verification cases, and prevention of illegal use

2) Name (business name), Address (installation location), mobile phone number, landline phone number, e-mail

- Provision and notification for Service/product, delivery of goods, delivery of notification, confirmation of intent, etc. to secure communication channels

3) Payer (name, date of birth, address), bank (card company) name, account (card) number, card expiration date, relationship with the user

-Billing(charging, recipience, debt collection, international phone call charge, information usage payment, etc.), facility cost, deposit refund

4) Name, date of birth, gender, classification of domestic/foreign resident, mobile phone number, carrier information, connection information(CI), duplicate subscription confirmation information (DI)

- Provide identity verification service for mobile phone subscription customers

* Connection information(CI) is used to identify customer for provision of partnership service between webpages, and duplicate subscription confirmation information (DI) is used to identify certain customer within the webpage.

5) Name (business name), address (installation location, etc.), mobile phone number, landline phone number, email,

heart rate, respiration rate, sleep report

- Provide personalized service through analysis of customer lifestyle and personal information

6) Name, date of birth, contact information, address, Certificate of Enrollment, access logs(connection status, number of access, data quantity etc.)

- Check the target for data charge support for EBS educational contents and check whether the service is used

7) Information generated during service use and other collected information (device information, USIM information, credit information, billing information, quality information, usage details, change history, subscription information, cookie and access log, advertising identifier, access IP, membership information, LG Uplus service usage information, statistical data, website setting information, signal strength, etc.)

- Provision and guidance of applied services/products, provision of services according to statistical characteristics and frequency of use, provision of personalized services, development/specialization of services/products, statistics/analysis of users and service usage, management of customer relationships

8) Consultation

- Analysis about providing convenience and improving inconvenience and service quality

9) Customer behavior data(Login customer's customer number, subscription number, AD-ID, gender, age, year of birth, subscription type, membership type, membership level, subscription date, communication terminal brand/model name)

- Analysis of users' tastes and interests through the collection of customer behavior data, and use to provide customized contents/services

10) Personal location information

- In accordance with Article 23 of the Act on Protection and Use of Location Information, location information business and location-based service terms and conditions Chapter 5 Articles 16 and 17, customer complaints and disputes such as location inconsistency / settlement of charges

11) Data confirming the collection, use, and provision of personal location information

- Fee settlement and complaint handling with other business operators or customers (Based on Article 16, Paragraph 2 of the Act on Protection and Use of Location Information)

12) The detailed personal information collection, purpose of use, and storage status of the main services are as follows.

service	purpose	item	retention and usage period
homepage (https://usfk.uplus.co.kr)	identity verification, member authentication, statistics and analysis about the users and service usage, notification delivery, confirming customers' intention, claims and communication channel, invoicing, settlement, collection, service status check, providing customized service, service activation/change/cancellation/quality improvement	name, homepage ID/PW, telephone no. mobile no. email, base address, date of birth, IP address, cookies, date of access, service usage history, communication terminal information, credit card information, photo of ID, the military document confirming the period of service	during the subscription/service period and up to 6 months after cancellation and full payment
Mobile	identity verification, identity	foreigner registration no.	during the

	authentication, non-refund information, real name verification, real user verification	driver's license no.	subscription/service period and up to 6 months after cancellation and full payment
	- Registration information, overdue information, fee settlement, application service information, customer management, business processing, subscription fact notification, etc.	- user(transferee): name(business name), contact information, email ,address, mobile phone number, LG Uplus mobile no. registered with user's name, CI/DI - payer : name, date of birth, address, bank (card company) name, account (card) number, card expiration date, relationship with the user - other documents : ID, legal representative , military service period, - others : terminal information (serial number MAC information, model name, IMEI, UICC, IMSI), USIM information, credit information, billing information, quality information, usage history, change history, subscription information, cookies and access logs, Advertising identifier, access IP, membership information, U+ service usage information, statistical data, website setting information, signal strength -Information generated by combining the above personal information	during the subscription/service period and up to 6 months after cancellation and full payment 3 months if application is not completed
	- Claims, Quality improvement	- Consultation content (chatbot/chat, etc.)	3 years
	- Location based service and guide on service, fee settlement	- Personal location information : base station, GPS,	during the subscription/service period and up to 3months after cancellation and full payment
Internet/telephone/CATV	identity verification, identity authentication, non-refund information, real name verification, real user verification	foreigner registration no. driver's license no.	during the subscription/service period and up to 6 months after cancellation and full payment, 3 months if application is not completed

	<ul style="list-style-type: none"> - Registration information, overdue information, fee settlement, application service information, customer management, business processing, subscription fact notification, etc. 	<ul style="list-style-type: none"> - user(transferee): name(business name), contact information, email address, mobile phone number, LG Uplus mobile no. registered with user's name, CI/DI - payer : name, date of birth, address, bank (card company) name, account (card) number, card expiration date, relationship with the user - other documents : ID, legal representative , military service period, - others : terminal information (serial number MAC information, model name, IMEI, UICC, IMSI), USIM information, credit information, billing information, quality information, usage history, change history, subscription information, cookies and access logs, Advertising identifier, access IP, membership information, U+ service usage information, statistical data, website setting information, signal strength -Information generated by combining the above personal information 	<p>during the subscription/service period and up to 6 months after cancellation and full payment 3 months if application is not completed</p>
	<ul style="list-style-type: none"> - Claims, Quality improvement 	<ul style="list-style-type: none"> - Consultation content (chatbot/chat, etc.) 	<p>3 years</p>

(5)The company may collect and use personal information even without the customer's consent when it is clearly difficult to obtain the usual consent for economic and technical reasons as personal information necessary to fulfill the contract for the provision of services.

If necessary for fare settlement, the company may use or provide personal information to third parties beyond the scope or terms and conditions notified to customers when collecting customer personal information, as stated under relevant laws (Framework Act on National Taxes, Local Tax Act, Protection of Communications Secrets Act, Act on Real Name Financial Transactions and Confidentiality, Credit Information Use and Protection Act, The Framework Act on Telecommunications, The Framework Act on Consumers, The Banking Act, Criminal Procedure Act, etc.). However even under relevant laws and regulations, the customer's personal information is provided according to the procedures and methods prescribed in the laws and regulations.

(6) The company may use personal information without the customer's consent to the extent that is reasonably related to the purpose of collection in accordance with relevant laws such as the Personal Information Protection Act, etc. In such case, we comprehensively consider whether or not it is relevant to the original collection purpose, it is foreseeable based

on the collection circumstances or general practices, the customer's interests are unfairly infringed, and whether necessary measures have been taken to ensure safety, such as pseudonymization or encryption.

3. Retention and usage period

(1) The information is used and retained during the subscription period, and is retained/used for up to 6 months after cancellation and payment in full to prepare for any disputes such as fee settlement and overpayment/erroneous payment.

(2) Personal location information is preserved for 3 months, and data for confirming the collection, use and provision of location information is automatically recorded and preserved for 6 months. However, if there is a need to preserve it in accordance with the relevant laws and regulations, such as the Framework Act on National Taxes, the Corporate Tax Act, the Value-Added Tax Act, the Commercial Act, etc., then it is retained according to the regulations.

(3) In the following cases, we may retain your personal information within the necessary scope until the period or conditions are fulfilled:

1) If necessary to retain the personal information for a certain period of time in accordance with the provisions of relevant laws such as the Commercial Act, etc., your personal information will be retained for the relevant period. Examples are as follows:

① Personal information included in commercial books and important business documents: 10 years (Commercial Act)

② Personal information included in slips or similar documents: 5 years (Commercial Act)

③ Customer's name, resident registration number, phone number, address, payment details (billing amount, amount received, date and time of payment, payment method, etc.), other transaction books: 5 years from the date when the reporting for related national taxes has elapsed (the Framework Act on National Taxes)

④ Records on contract or subscription withdrawal: 5 years from contract or subscription withdrawal (Act on the Consumer Protection in Electronic Commerce)

⑤ Records on payment and supply of goods: 5 years from the time of supply (Act on the Consumer Protection in Electronic Commerce)

⑥ Records on consumer complaints or dispute handling: 3 years from the time of complaint or dispute handling (Act on the Consumer Protection in Electronic Commerce)

⑦ Records on labeling and advertising: 6 months (Act on Consumer Protection in Electronic Commerce, etc.)

⑧ Records on the collection, processing and use of credit information: 3 years (Act on Use and Protection of Credit Information)

⑨ Name, resident registration number, phone number, etc. required for user identification when providing communication confirmation data: 12 months (Communications Secrets Protection Act)

⑩ The date and time of telecommunication, the start and end time of telecommunication, the subscriber number of the other party, such as the outgoing and incoming communication number, the frequency of use, location tracking data of

the outgoing base station's which is capable to locate information communication devices connected to the information and communication network: 12 months (Communications Secrets Protection Act)

⑪ Log data of the Internet, computer communication in relation to computer communication or Internet user's use of telecommunication service, tracking data of access points that can determine the location of information and communication devices in use for computer communication or internet user's access to information communication network: 3 months (Communications Secrets Protection Act)

2) If the customer's consent is individually obtained, the period for which the consent was received

3) If the service has been terminated due to cancellation, etc., but the usage fee (including other transaction fees) has not been paid, that until payment is complete.

4) In the event of a dispute between the company and customer, such as a complaint or lawsuit, if the dispute is not resolved within the retention period, until the dispute is resolved

4. Use and provision of personal information to 3rd party

(1) The company uses and provides the customer's personal information within the scope notified for the purpose of collecting and using personal information in the subscription application form, terms and conditions, and personal information processing policy, and does not use or provide it beyond that scope. In particular, we will use and provide personal information with care in the following cases:

1) Partnership

In order to provide better service, customers' personal information may be provided/shared with affiliates. In this case, the customer is informed in advance of who the affiliate is, what items of personal information are provided or shared, why such personal information should be provided/shared, and how long and how it is stored/managed, which will go through the process of obtaining consent by notifying in telephone, writing, fax, mail, e-mail individually. If the customer does not agree, we will not provide/share customer personal information to affiliates.

2) Sales · M&A

When the company's rights and obligations as a service provider are completely succeeded or transferred, the fact that personal information is to be transferred, the name of the person to whom the personal information is transferred (hereinafter "business transferee, etc."), address, phone number, other contact information will be notified in advance. If the customer does not want to transfer personal information, the method and procedure for withdrawing consent will be notified in detail, and the customer will be given the option of withdrawing consent to personal information.

(2) Except with the consent of the subject of personal location information or when it falls under any of the following subparagraphs, personal location information or location information collection, use, and provision confirmation data is not used or provided to third parties beyond the terms of use for the location information business and location-based service.

1) When data confirming the collection, use, and provision of location information is required for the settlement of charges for the provision of location information and location-based services, etc.

2) In case a specific individual is processed and provided in an unrecognizable form for statistical data, academic research or market research

(3)As for the location information business which provides such information to a third party, as soon as the location information is collected and provided, the company will immediately inform the subject for the location information which has been collected with its personal location information, with the recipient of the information, the date and time of provision and the purpose of provision each time, by SMS. However, in the following cases, it is notified to the communication terminal device or e-mail address specified and designated in advance by the customer.

1) If the communication terminal device does not have a function to receive information such as text/voice/video

2) In the case of a prior request for notifying to the other communication terminal device or e-mail address, etc.

(4) When the company provides the customer's personal information to a third party, the purpose of provision, the items of personal information provided, the recipients of personal information, and the period of retention/use are shown in the table below.

Recipient	Purpose	Items	Retention and usage period
KFTC (Korea Financial Telecommunications & Clearings Institute), KS-NET, Toss Payments, Credit card company for which you set up auto-pay	Auto-payment (users only)	Payer no., date of birth (Business registration no.), phone number, date of sales, total sales, installment period, card number, card company name, expiration date	Service provision period
KFTC (Korea Financial telecommunications & Clearings Institute), KS-NET, Credit card company for which you set up auto-pay, Toss Payments, Bank for which you set up auto-withdrawal	Instant payment by credit card, bank account authentication (users only)	Payer no., customer name, date of birth (business registration no.), billing amount, card number, card company name, validity period, installment period	
KFTC (Korea Financial Telecommunications & Clearings Institute), Toss Payments, Credit card company for which you set up auto-pay	Credit card authentication (users only)	Credit card number, validity period, date of birth	
Korea Association for ICT Promotion (KAIT), Ministry of Science and ICT, other mobile carriers	Joint management of broadcasting and communication information (credit information identification, overdue/cancellation, welfare, suspension of use, lost devices), prevention of identity theft (※ Sending SMS (all mobile phones (including third parties) under your name) or notifying the subscription by post (address on your resident registration card) in accordance with Article 32-6 of the Telecommunications Business Act), and dispute settlement, prevention of illegal use (mobile loan, international calls, spam sending), cancellation refund	Customer name, subscriber status, service usage details, overdue amount, address, unique identifiable number (resident registration number, passport no., driver's license number, alien registration number), device IMEI, model name, serial no.	

	information		
Sejong Telecom Inc., SK broadband Co., Ltd., SK telink, Corp., KT Corporation, Korea Cable Telecom, CJ Hello Vision, Samsung SDS Co., Ltd., LBHunet, KNS, Allied Telesis	060 service, international call, internet service, CATV service, telephone service additional service fee settlement (users only)	Customer name, location information, date of birth, activation date, delivery information (recipient name, order product, address), service usage details, overdue amount, withdrawal amount, amount received, billing amount, payment amount, e-mail, ID, address, phone number	Service provision period
Korea Association for ICT Promotion (KAIT), mobile carriers	Notification of overdue communication fee, notification of cancellation due to non-payment of usage fee	Name, expected date of overdue information registration, expected date of delegation of credit information agency, expected date of Ex Officio cancellation, overdue amount, payment deadline, name of provider (LG Uplus Corp.), personal identification information (DI), mobile phone number or service management number, legal representative's personal identification information (DI) for underage customers	Until the processing of the relevant business is completed
Korea Association for ICT Promotion (KAIT)	Joint management of broadcasting and communication information (credit information, identification, overdue/cancellation, suspension of welfare use, lost devices)	Overdue amount	Until the processing of the relevant business is completed

(5) Personal Information collected from sources other than customers is listed in the table below.

Provider	Recipient	Purpose	Items	Retention and usage period
Korea Association for ICT Promotion (KAIT)	LG Uplus Corp.	Blocking the use of the device that has been reported as lost in overseas areas (only for the person who reported the lost device)	Communication fee arrears (Y/N)	Until the business is completed

5. Transfer of personal information abroad

If necessary, the company may entrust the storage and processing of customers' personal information overseas. The personal information that is consigned and stored overseas is as follows.

Provider	Recipient	Purpose	Items	Retention and usage period
LG Uplus Corp.	Korea Association for ICT Promotion (KAIT)	Blocking the use of the device that has been reported as lost in the overseas areas (only for the person who reported the lost device)	Device info (IMEI, model name, serial no.)	Permanent storage (However, it is deleted when the report of loss is canceled)
Korea Association for ICT Promotion (KAIT)	GSMA *Information on the provision of "personal information transferred overseas" pursuant to Article 39-12 of the Personal Information Protection Act			

	1. Transferred to (country) : United States 2. Transferred to (organization) : Global System for Mobile communications Association (GSMA) imeihelpdes@gsm.a.com / +1(408)617 8959 3. Transfer date and method : Within 24 hours of reporting loss, using SFTP			
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6. Consignment of personal information processing

(1)The company consigns the collection, storage, processing, use, provision, management, destruction, etc. (hereinafter referred to as "processing") of customers' personal information to an external professional company to facilitate the performance of tasks such as providing better service and customer support and etc.

(2)When the company consigns processing of customers' personal information, the contents of the consignment work and the consignee are shown in the table below.

Consignee	Consignment details
Woori Credit Information Co., Ltd., Koryo Credit Information Co., Ltd., Mirae Credit Information Co., Ltd., MG Credit Information Co., Ltd.	Information and consultation on unpaid bills, debt collection
Samjeong Accounting Firm, Hanyoung Accounting Firm, Anjin Accounting Firm, Samduk Accounting Firm, Hyundai Accounting Corporation	Asset due diligence for device securitization
LBHunet	consultation on customer claims, operation on USFK dedicated billing system and homepage
TNC Technology	maintenance and operation on USFK dedicated billing system and homepage

(3)When consigning personal information processing, the company clearly stipulates the following in documents and keeps the contract in writing or electronic form.

- ✓ Matters concerning the prohibition of processing other than the purpose of consignment business
- ✓ Matters concerning technical and managerial protection measures
- ✓ Matters concerning the purpose and scope of consignment work and restrictions on re-entrustment
- ✓ Matters concerning measures to ensure safety
- ✓ Matters related to supervision, such as inspection of management status of personal information
- ✓ Matters related to liability, such as compensation for damages in case of breach of fiduciary duty, etc.

(4)In principle, the company does not consign personal information for purposes other than providing services without prior notice. However, if the need arises, the contents of the consignment work and the consignee will be notified to the customer.

7. Destruction of Personal Information

(1)When personal information becomes unnecessary as follows, the company destroys the information without delay, except when it is necessary to keep it according to the customer's consent, the terms of use, and related laws.

- ✓ When the purpose of collection and use of collected personal information and personal location information is achieved
- ✓ When the period of retention and use of collected personal information and personal location information ends

(2)In the case of personal information written in writing, the company shreds or incinerates it, and in the case of personal information stored electronically, the personal information is destroyed in accordance with laws and regulations related to personal information protection using a technical method including file deletion that cannot reproduce the record.

8. Rights of Users and Method of Exercise

(1)At any time, the customer may request access to, correction/deletion, or suspension of processing of the following information;

- ✓ Personal Information
- ✓ Usage and provision of personal information
- ✓ Details of consent to the collection, use and provision of personal information

When it is recognized that there is a legitimate reason for the customer's request, such as when it is found that there is an error in the personal information or the retention period has elapsed, the company takes the necessary measures without delay.

(2)Customers may request access or correction of personal information by visiting the company's branch shop or agency office. However, depending on the type of shop/office, the items and scope of information may be limited.

(3)The specific methods and procedures for viewing/correcting/deleting/suspending processing of online subscription information are as follows. Upon request through the procedure below, the company will take necessary measures promptly.

Homepage	Click "My Subscription Information - Change Membership Information" on the homepage to view, correct, or withdraw your subscription.
Customer Call	• Mobile: Mobile phone +114,1544-0010

Center	<ul style="list-style-type: none"> • Internet/070/IPTV: 101 • Company: 1544-0001
Email	Reception desk: Customer Protection Team (privacy@lgplus.co.kr)

(4)When an agent visits and requests viewing/certification, the company verifies whether the agent is an agent by identifying a power of attorney, a certificate of seal impression, and an identification card of the agent.

(5)Customers must update and accurately enter their personal information, and notify the company of any changes. Customer shall be responsible for claims arising out of its entering inaccurate information or not notifying the company of changes in customer information(6)If a customer steals/infringes/enters false information of others' information, the service may be terminated and membership may be lost, and can be subject to punishment in accordance with relevant laws and regulations.

(7)If there is a concern that the customer may interfere with the business, such as repeated requests to view and provide personal information, or if the amount is considerable and costs are incurred; Or, if there is a legitimate reason to reject a customer's request under the laws related to personal information protection, the company may limit, postpone, or reject the customer's request, or charge the customer for actual expenses (copying expenses, etc.).

9. Protection of Children's Personal Information and Legal Representative's Rights and Exercise Method

(1)The company takes the following measures to protect the personal information of children under the age of 14.

- 1) When collecting personal information of children under the age of 14, consent is requested from the legal representative such as the child's parents.
- 2) The company does not provide/share the information of children under the age of 14 to a third-party without the consent of the legal representative.
- 3) The company collects personal information (name, date of birth, mobile phone number, relationship, address) of the legal representative in order to obtain consent from the legal representative in accordance with the relevant laws and regulations. The personal information of the legal representative is used for the purpose of confirming consent.
- 4) The legal representative of a child under the age of 14 may request to view, modify, or delete the child's personal information, and the company will take necessary measures without delay in response to such requests.

(2)In order to protect the life or body of "children age of 8 or below, etc." stated below, if the person obligated to protect the children age of 8 or below, etc. agrees to the to the collection, use, or provision of the personal location information of the children age of 8 or below, etc., such consent will be deemed as the consents from the children age 8 or below, etc.

- 1) Children age of 8 or below
- 2) Incompetent person
- 3) As a person with a mental disability according to Article 2, Paragraph 2, Item 2 of the Disabled Persons Welfare Act which is considered as a Persons with severe disabilities according to Article 2, Subparagraph 2 of the Employment

Promotion and Vocational Rehabilitation of Disabled Persons Act (limited to those who have been registered as disabled in accordance with Article 32 of the Welfare of Persons with Disabilities Act)

(4) If there is a concern that the customer may interfere with the business, such as repeated requests to view and provide personal information, or if the amount is considerable and costs are incurred; or, if there is a legitimate reason to reject a customer's request under the laws related to personal information protection, the company may limit, postpone, or reject the customer's request, or charge the customer for actual expenses (copying expenses, etc.).

10. Installation and Operation of the Personal Information Collecting System and Details of Rejection

(1) For website operation, the company may use “cookies (a very small amount of information delivered to the customer's browser by the website server)” to provide services, when necessary. Customers have options for the cookies; they can accept or refuse using cookies and confirm or change its setting as below. However, if they refuse to install cookies, they may have difficulties using the services.

Browser	Check cookie settings	note
Internet Explorer	https://support.microsoft.com/ko-kr/help/17442/windows-internet-explorer-delete-manage-cookies	Refer to the browser home page Help
Edge	https://support.microsoft.com/ko-kr/help/4027947/microsoft-edge-delete-cookies	
Safari	https://support.apple.com/ko-kr/guide/safari/sfri11471/mac	
FireFox	https://support.mozilla.org/ko/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=ko	
Chrome	https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=ko	

(2) When offering mobile phone and wireless Internet services, the company can operate statistical data and usage behavior information, which are stored in a specific area of the communication terminal and periodically delivered to the company's server. For service improvement, usage statistics, customer analysis, and customized service delivery, etc., the major activity history of user within the web/app are automatically collected through the collection tool and the details are as follows.

1) Service usage statistics (mandatory, functions): call access, call disconnection, network status at the time of call failure, download error, wireless Internet access failure, connection time, etc.

Category	Detail	Retention period
Session information	Session information for maintaining sessions or linking to other sites	Destroyed after session ends
Mobile Classification	Check whether mobile device is connected	

Menu information	Menu processing information for inquiry, search, and access	
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2) Usage behavior information (analysis, statistics) : Web/app activity history

Category	Detail	Retention period
Usage behavior information.	Company service website visit history, company service app usage history (Menu movement path, number of uses, number of visitors, usage time, etc.)	Stored and used for up to 2 years from the date of collection, and immediately deleted at the end of the period of use.

3) Except when necessary for the performance of the company's obligation under contract and for fare settlement, and when required under relevant law, the customer may refuse company's collection and use of statistical data by using the statistical data block option on its terminal.

Category	Option setting Method	Note
Web Browser	Internet Explorer: Tools → Internet Options → Privacy → Advanced → Block or handle cookies Chrome: Settings → Advanced → Privacy and Security → Site Settings → Cookies and Site Data → Block third-party cookies	The method may be slightly different depending on the version.
Mobile	Android: Settings → Privacy → Advertising → Select or deselect advertising personalization iOS: Settings → Privacy → Advertising → Limit ad tracking	

(3) The company operates cookies and statistical data for the convenience of users. The purpose of use of cookies and statistical data is as follows.

- 1) Provide differentiated information based on individual interests
- 2) Analyzing the frequency of access, time spent between members and non-members, etc. to identify users' tastes and areas of interest and use them for target marketing
- 3) Keep track of what you've been looking for and provide personalize service on your next visit
- 4) Information on the period of use when using paid services
- 5) Analyze the habits of the members and use them as a standard for service reorganization
- 6) Registering a post on a bulletin boards

(4)The retention and use period of cookie information for which no separate retention period has been specified is until the browser is closed or logged out.

11. Technical and Administrative Protection of Personal Information

(1)Technical Measures

The company is taking following technical measures to ensure safety so that your personal information is not lost, stolen, leaked, forged, altered, or damaged.

- 1) The company taking measures to prevent forgery and falsification of access records.
- 2) Depending on the type of the personal information it is managed by 'encrypted storage' or 'encryption when transmitting information' at the level required by relevant laws.
- 3) The company takes adequate measures to prevent damage caused by computer viruses by utilizing antivirus software. The antivirus software is updated periodically, and in the event of a sudden virus outbreak, an antivirus will be applied as soon as it is released to prevent any infringement of personal information.
- 4) The company is using security tools (such as SSL, etc.) which safely transmit personal information on the network using encryption algorithms.
- 5) In preparation for external intrusion such as hacking, etc., the company is doing its best to secure each server by using intrusion prevention system and vulnerability analysis system.

(2)Administrative, Physical Measures

For the safe protection of personal information, major systems and facilities are subject to objective certification such as certification of information protection management system from external specialized institutions, and the following administrative and physical measures are taken.

- 1) The company establishes and implements an internal management plan for personal information protection.
- 2) The company limits the number of people who can process your personal information to the minimum as below.
 - ① A person who directly deals with customers and conducts consulting and CRM (marketing, etc.)
 - ② A person who performs management of personal information (e.g., a person in charge of protection of personal information and relevant management, etc.)
 - ③ A person who is unavoidable to process personal information for perform his/her job
- 3) The company conducts regular in-house training / outsourced training on new security technology acquisition and personal information protection obligations, etc. for the employee processing personal information.
- 4) The company prevents information leakage in advance through a security pledge when new employees join the company, and establish internal procedures to audit compliance with the personal information processing policy.
- 5) The handover of the personal information duties are thoroughly carried out in a security state, and responsibility for personal information accidents are clarified after entering and leaving the company.
- 6) 'Personal information' and 'common data' are stored separately.

- 7) The company prepares and keeps a record of 'pseudonym information processing'. In addition, when 'pseudonym information' is used, additional information is separately stored and managed. Necessary measures are being taken, such as separating access rights, so that it is not illegally combined with 'pseudonym information' and used for re-identification.
- 8) Computer room & data storage room, etc. is classified as a special protection area, so access is limited.
- 9) The company does not take responsibility for 'customer mistakes' or 'accidents that happen due to basic Internet errors/dangers'. Customers must properly manage their own ID/PW to protect their own personal information and take responsibility for themselves.
- 10) The company takes appropriate counter measures and compensation in the situation of theft, leakage, alteration or damage of personal information due to internal manager's mistakes or accidents in technical management.

12. Processing of pseudonym information

(1) Purpose

In accordance with Article 28-2 of the Personal Information Protection Act, the company may pseudonymize personal information for statistical purposes (including commercial purposes), scientific research (including industrial research), and preservation of public records, etc. At this time, pseudonymous information is separated from additional information to prevent it from being re-identified, stored/managed separately, and necessary technical/administrative protection measures are taken.

(2) Matters concerning the processing of pseudonymous information

Pseudonymized information is retained/used only for the period to achieve the purpose set when establishing each pseudonymous processing plan. The company's handling of pseudonymous information is shown in the following table.

Category	Pseudonym information processing items	Purpose of use	Retention and use period
Research	Customer information, movement information, payment information, credit information, combined information	Development of a store operation optimization diagnostic solution based on pseudonym combination information on consumer lifestyle and purchasing behavior for retail small business owners	Retained until pseudonym combination is completed through a data specialized agency.
Research	Customer information, movement information, combined information	Identifying cultural and leisure industry payment characteristics to seek direction for the development of the Korean film industry	Retained until pseudonym combination is completed through a data specialized agency.

Research	Customer information, movement information, combined information	Aim to improve understanding of LG Household & Health Care's customers and services by additionally securing and classifying customer characteristics.	Retained until the pseudonym combination is completed through a combination agency.
Research	Customer information, movement information, payment information, credit information, combined information	Analysis of commuter travel patterns in the metropolitan region and a comparative examination of fare, time, convenience, and other factors concerning the introduction of new transportation services compared to those of existing transportation systems.	Retained until pseudonym combination is completed through a data specialized agency.
Research	Customer information, movement information, combined information	Calculation of living population by region and analysis of characteristics to provide administrative and financial support to areas with population decline	Retained until the pseudonym combination is completed through a combination agency.
Research	Customer information (household type), movement information (number of visits, etc.)	Analysis of differences in user characteristics following LG Arts Center relocation	Retained until the pseudonym combination is completed through a combination agency.
Research	Customer details (telecommunication company membership subscription level, etc.), location information (primary place of residence, etc.)	Research/analysis of consumption patterns through consumption propensity (primary consumption industry, etc.) by generation composition and main living area	Retained until the pseudonym combination is completed through a combination agency.
Research	Customer information (age range), movement information (movement information of floating population, etc.)	Improve facilities for less advantaged people and find connected visitor routes by identifying movement paths in the forested area for leisure activities.	Retained until the pseudonym combination is completed through a combination agency.

(3) Matters concerning consignment of pseudonymous information processing and provision to third parties.

Recipient	Purpose of use by recipient	Types and subjects of pseudonym information provided	Department in charge
Korea Credit Information Services	Development of a store operation optimization diagnostic solution based on pseudonym combination information on consumer lifestyle and purchasing behavior for retail small business owners	Customer information, movement information, payment information, credit information, combined information	AI/Data Business Development Team
Korea Credit Information Services	Identifying cultural and leisure industry payment characteristics to seek direction for the development of the Korean film industry	Customer information, movement information, combined information	AI/Data Business Development Team
LG CNS	Aim to improve understanding of LG Household & Health Care's customers and services by additionally securing and classifying customer characteristics.	Customer information, movement information, combined information	AI/Data Business Development Team
Korea Credit Information Services	Analysis of commuter travel patterns in the metropolitan region and a comparative examination of fare, time, convenience, and other factors concerning the introduction of new transportation services compared to those of existing transportation systems.	Customer information, movement information, payment information, credit information, combined information	AI/Data Business Development Team
Statistics Korea	Calculation of living population by region and analysis of characteristics to provide administrative and financial support to areas with population decline	Customer information, movement information, combined information	AI/Data Business Development Team
NICEZINIDATA	Analysis of differences in user characteristics following LG Arts Center relocation	Customer information (household type), movement information (number of visits, etc.)	AI/Data Business Development Team

Samsung Card	Research/analysis of consumption patterns through consumption propensity (primary consumption industry, etc.) by generation composition and main living area	Customer details (telecommunication company membership subscription level, etc.), location information (primary place of residence, etc.).	AI/Data Business Development Team
Korea Internet & Security Agency	Improve facilities for less advantaged people and find connected visitor routes by identifying movement paths in the forested area for leisure activities.	Customer information (age range), movement information (movement information of floating population, etc.)	AI/Data Business Development Team

(4) Matters concerning measures to ensure the safety of pseudonymous information

The company creates and keeps related records to manage the handling of pseudonymous information in accordance with the Act on the Protection of Personal Information. In addition, when using pseudonymous information, additional information is stored and managed separately, and has adopted the following methods to ensure safety (e.g., separate access rights to prevent illegal combination with pseudonymous information and reproduced).

- 1) Administrative measure: establishment and implementation of internal management plans, regular employee training, etc.
- 2) Technical measures: Management of access rights to pseudonymous information, access control, prevention of re-identification, installation of security programs
- 3) Physical measures: Control access to computer rooms, data storage rooms, etc.

13. Inquiries concerning personal information policy and handling complaints

(1) The company appreciates and values customers' opinions and feedback, and will provide prompt and accurate answers to customer inquiries at the customer center or agency.

(2) The company operates a customer center for smooth communication with customers. The contact information is as follows:

email : usfkcscenter@lguplus.co.kr

tel (toll-free): 080-850-1891 (Sun~Mon, 0800~2000)

homepage : <https://usfk.uplus.co.kr>

(3) Customer service through telephone is available on weekdays from 09:00 to 19:00 (mobile), 09:00 to 18:00 (Internet/070/TV), 09:00 to 18:00 (corporate), and customer service by e-mail, fax, or mail is available (we will respond within 12 hours after submitted). However, in the case of customer service request submitted after business hours or on weekends and holidays, it is processed the next day.

(4) If you need consultation on other matters in relation to personal information, you can contact the Personal Information Infringement Report Center, the Cyber Investigation Division of the Supreme Prosecutor's Office, or the Cyber Investigation Bureau of the National Police Agency.

1) Personal Information Infringement Report Center: Tel 118 / Email privacy@kisa.or.kr / Homepage <http://privacy.kisa.or.kr>

2) Cyber Investigation Division of the Supreme Prosecutor's Office: 1301 without area code / website www.spo.go.kr

3) Cyber Investigation Bureau of the National Police Agency: Phone 182 / Website <https://ecrm.police.go.kr>

14. Personal Information Protection Officer and Person in Charge

The company is doing its best to protect personal information so that customers can use the service safely, and has designated the person in charge of personal information protection and operated the department in charge as follows for inquiries related to customers' personal information, complaint handling, and damage relief.

Personal Information Complaint Handling Manager	Chief Privacy	Location information protection manager
Officer Name : Moon Chan-oh Email : privacy@lguplus.co.kr Tel (toll-free): 1544-0010, 101, 114	Officer Name : Hong Gwanhui Email : securitypol@lguplus.co.kr Tel (toll-free): 1544-0010, 101, 114	Officer Name : Lee Wooseok Email : infudrha@lguplus.co.kr Tel (toll-free): 1544-0010, 101, 114

15. Updated date

The company's personal information policy was updated on April 10, 2024. In case of any additions, deletions, or modifications to the contents due to changes in government policy or security technology, such will be notified through the "Notice" page of the privacy policy page before revision.

NOTE : If the contents of this document conflict with the Korean version of the company's privacy policy, the Korean version will be given priority.