

Privacy Notice for Acer's interest-based advertising programs

By means of this privacy notice (hereinafter the "Privacy Notice") Acer Inc. (hereinafter "Acer", "We" or "Us") with registered offices at 8F, No. 88, Section 1, Xintai 5th Road, Xizhi, New Taipei City 221, Taiwan, R.O.C., acting as data controller, informs you about our practices concerning the processing of your personal data that may be carried out by certain Acer programs when you select interest-based advertising on your Windows-based device. Such programs may include the following: Get Norton, Get Alexa.

1. Collecting and processing of personal data

Once you activate the Windows Advertising ID, either during the initial setup of your device or through Windows Settings, you give your consent to Acer to provide personalized recommendations for Acer or third-party products or services. Such personalized recommendations are based on usage information processed on your device locally without transmitting or storing it in the cloud or otherwise outside your device. The purpose of processing such data is to provide recommendations more relevant to you, as well as reduce recommendations less relevant to you, thereby enhancing your experience of using your device.

Usage information collected includes data about the use of the device through the history logs and activities of the operating system, browsers and other software applications. This includes but is not limited to the applications installed and used on the device, and the websites visited from the device. Information collected on your device will not be shared or disclosed to any partners or other third-parties unless as mandated by law or with your explicit consent.

You may opt out interest-based advertising at any time by turning off the Advertising ID option at Windows Settings > Privacy. If opted out, Acer will stop making personalized recommendations with the usage information. However, you may continue receiving general recommendations that may be less relevant to you.

2. User's rights

You can at any time exercise your rights according to applicable laws, including the right to obtain confirmation as to whether or not personal data concerning you exists in Acer's files, to know their content and source, to verify their accuracy, or ask for

modifications or cancellation. You shall also have the right to object to the processing of your personal data.

For any questions or comments regarding this Privacy Notice, please contact us at: privacy_officer@acer.com. In order to allow us to provide you with faster service, please submit inquiries in English if possible and advise us of the country you are contacting us from, along with a description of the make and model of your products (if applicable).