



## What does this mean?

In order to contact you with personalised commercial messages, we will create profiles and analyse your interactions with us. For this purpose, we will look at your personal data such as:

- your name, gender, date of birth, e-mail address and physical address;
- your preferences and interests, such as those that you have actively shared with us, and also those inferred through your registered interactions with AkzoNobel websites and apps (for which we may use cookies);
- your shopping history, both online (if you link your purchases to your profile) and offline (when making an offline purchase); and
- the links you click in our e-mails.

This way, we learn about your interests and can ensure that we provide you with the information and promotions that are of the most interest to you. We may also ask you for your opinion about our products and services.

If you don't want to receive any more messages or if you want to opt-out of a particular form of communication with us (for example SMS, E-mail or regular mail), just follow the steps in that specific communication.

For further information, please read our full [Privacy Statement](#) [1].

### Links

[1] <https://www.dulux.ie/en/privacy-policy>