

P&G RETENTION SCHEDULES FOR CONSUMER PERSONAL DATA

These retention schedules apply to P&G consumer data only. They do not apply to P&G employee data or other personal data involved in the services you provide to P&G. The general rule is that any personal data should not be kept for longer than it is needed to provide the service. The periods below outline the maximum time personal data should be kept by you in providing the services. If you can delete the personal data sooner, you should do so. If a Master Services Agreement or Statement of Work provides for a more specific retention period for consumer personal data for the services you are providing to P&G, that retention period takes precedence over the schedules below.

1. **Marketing Campaigns via Email and SMS:** 30 days maximum
2. **P&G's Consumer Data Management Platform:** (a) Maximum 50 months after non-activity for CRM Activities (b) Maximum 110 months for digital media activations [For European Economic Area, UK, and Serbia: 36 months; For South Korea: 12 months for data collected before 15 September 2023] (c) Data necessary to suppress communications to opted out consumers may be retained indefinitely (d) For Data Integration & Corporate Out-Out Solutions: Maximum 30 days from data capture.

***Note:** For Europe: Maximum 36 (email and SMS)/ 50 months (postal) after non-activity, with the following exceptions: i) France: 36/36, but email-clicked/opened is not considered "activity" ii) Data collected via profiling Opt-in: Maximum 36 months as of the collection and irrespective of user activity.*
3. **Ratings & Reviews:** Email, Device-ID and IP-address: Maximum 2 years after receiving; Other R&R data indefinitely or once product is discontinued in the market.
4. **Tracking Technologies for P&G Online Properties:** 12 months maximum or until the consumers opt out, whichever is earlier.
5. **Contests:** 24 months maximum after receiving (unless required otherwise by local law).
6. **Coupon Issuing & Clearing:** (a) Data shared with vendors (for coupon issuing): 30 days maximum after receiving (b) Data shared with clearing house (i.e., identification number): 12 months maximum after receiving (c) Personal Data on Purchasing receipt scans to be removed during or right after processing, but no later than 30 days.
7. **Cash Back/Consumer Reimbursement:** (a) 24 months maximum after receiving (unless required differently by local law) (b) Personal Data on Purchasing receipt scans to be removed during or right after processing, any in any case within 30 days (unless separate consent obtained for using said data).
8. **Loyalty Rewards Memberships:** (a) For period provided in the Loyalty Program T&C's unless local law requires longer (b) Personal Data on Purchasing receipt scans to be removed during or right after processing, and in any case within 30 days (unless separate consent obtained for using said data).
9. **Delivery of Items/Fulfillment:** 30 days maximum after receiving.
10. **Word-of-Mouth Ambassadors, Influencers, Talent and KOL Activities:** Maximum 2 years after campaign ends.
11. **Consumer Contact Handling & Complaint Investigation:** (a) Maximum 2 years unless otherwise required by law (b) Anonymous case data is erased after six years.

Note: For Consumer Complaints Investigation / consumer complaints management organization (CCMO): (i) PD to be retained for max 10 years since collection for U.S., and max 5 years rest of world. (ii) When records have retention limits longer than the applicable max, the record will be kept as required and ONLY PD will be deleted. (iii) For records [which have official retention limits less than the applicable max, it is not mandatory to keep PD. The record and PD will be deleted in entirety.

(For purpose of CCMO, Personal Data (PD) means Personal Data (PD) means first name, middle name, last name, street address, postal code, email address, phone number, fax number and social media name.)

12. **Third Party Registration/Opt-In:** (a) Maximum 50 months after non-activity for CRM Activities (b) Maximum 110 months for digital media activations [For European Economic Area, UK, and Serbia: 36 months; For South Korea: 12 months for data collected before 15 September 2023] (c) Data necessary to suppress communications to opted out consumers may be retained indefinitely.

***Note:** For Europe: Maximum 36 (email and SMS)/ 50 months (postal) after non-activity, with the following exceptions: i) France: 36/36, but email-clicked/opened is not considered "activity" ii) Data collected via profiling Opt-in: Maximum 36 months as of the collection and irrespective of user activity*
13. **P&G Registration/Opt-In (Website and Mobile Apps):** (a) Maximum 50 months after non-activity for CRM Activities (b) Maximum 110 months for digital media activations [For European Economic Area, UK, and Serbia: 36 months; For South

Korea: 12 months for data collected before 15 September 2023] (c) Data necessary to suppress communications to opted out consumers may be retained indefinitely (d) Any intermediary vendors, e.g., a hosting provider, must delete the data within 30 days after they have sent that data to C360/CDP or within another reasonable period of time as approved by local/SMO legal.

Note: For Europe: Maximum 36 (email and SMS)/ 50 months (postal) after non-activity, with the following exceptions: i) France: 36/36, but email-clicked/opened is not considered "activity" ii) Data collected via profiling Opt-in: Maximum 36 months as of the collection and irrespective of user activity.

14. **Consumer Data Enrichment:** 30 days maximum after receiving.
15. **Consumer Research:** Maximum five years after time of collection or the end of the study, whichever is later. For panelist databases personal data must be deleted after 2 years after relationship with panelist has ended.
16. **Digital Media Advertising:** (a) Length of campaign (b) Impression Data: 12 months.
17. **Business to Business:** As soon as no longer needed for the business purpose.
18. **Clinical Research:** Maximum 10 years after collection, unless local law requires otherwise (this requirement applies only to first name and last name, email address, postal address, phone number, facial images for something other than trial endpoint analysis, administrative and compensation / financial documentation and excludes completed Informed Consent documents, facial images for trial endpoint analysis, and subject ID decode, which are subject to a 30-year retention).
19. **eCommerce:** (a) Payment processors: Maximum 30 days after receipt of data, unless required longer by local law (b) Fulfillment & Delivery providers: Refer to relevant retention period above (c) Data hosting providers: As long as necessary to fulfill the E Commerce Activities.
20. **Custom Audiences, Look Alike Audiences and Advanced Matching:** Hashed identifiers shared with Social Media Companies should be deleted within 30 days maximum.
21. **Legal & Extended Warranty Tracking:** (a) 10 years maximum (b) For R&D analytics copy: Maximum 3 months.
22. **Advanced Analytics Platform & Reports:** (a) Governed by the retention limits for the source data (b) Cookie IDs and Device IDs to be delinked and thus made unidentifiable in any analytics systems when the reference data is deleted.
23. **Internet of Things ("IOT") Devices and Platform:** Within 50 months from the time the use of the device is completed.