

## Essity UK Ltd – Legal Disclaimer

To enable you to make an informed decision, we have outlined below definitions for the terms used in our data submission forms. Our goal is to ensure you can exercise your rights.

Detailed definitions:

1. **Email personalization** relies on your consent to use your personal data, including potentially sensitive health data to personalize marketing to your interests.
2. The **personalized emails** will be sent out by Essity UK Ltd.
3. **Essity brands** are listed [here](#).
4. **Interactions** with such personalized emails involve tracking your engagement with embedded scripts (such as, opening of the email or clicking on hyperlinks in email) to refine personalization of websites and marketing, potentially including sensitive health data.
5. **Essity affiliates** are identified [here](#).
6. **Personalized marketing** relates to websites and marketing of Essity UK Ltd. and Essity affiliates personalized to your interests; this includes sharing, enriching and analyzing your Essity cross-brand profile with your data to understand your interests and derive insights from aggregated data.
7. We will use the **personal data** you provide through this website form and related inferences, such as contact details, purchase history, product interests and experience, and potentially sensitive health data, such as eating, exercise and lifestyle habits, pregnancy, incontinence, menstruation-related data and fertility.
8. **Marketing partners** include Meta (incl. Facebook, Instagram), Google (incl. YouTube), TikTok, and others. For TENA click [here](#). For Leukoplast click [here](#). For JOBST click [here](#), for Delta-Cast click [here](#), for AquaCast Liner click [here](#), for Modibodi click [here](#), for Cutimed click [here](#), for Actimove click [here](#).
9. **Personalized marketing** relates to websites and marketing of Essity affiliates and marketing partners personalized to your interests; for Essity affiliates, this includes sharing, enriching and analyzing your Essity cross-brand profile with your data to understand your interests and derive insights from aggregated data, while for marketing partners, it entails tailoring ads on their platforms to your Essity-related interests.