

Micron Privacy Notice

Micron Technology, Inc. and its group companies (collectively “Micron”, “we”, “us” or “our”) are committed to conducting business with uncompromising integrity and professionalism, and this includes respecting your privacy and protecting your personal data.

In this Micron Privacy Notice (this “Notice”), we provide you with details about how we process your personal data and about the options you may have under applicable data privacy regulations to manage how we use your personal data. “Processing” means collecting, using, sharing, transferring and storing of your personal data.

We conduct our business globally through Micron Technology, Inc. and our affiliates and subsidiaries. A list of our affiliates and subsidiaries is available [here](#) and our branded products include Micron and Crucial brands.

We encourage you to contact us (see “How to Contact Us” below) if you have any questions or concerns.

Last Updated: May 15, 2024

1. SCOPE OF THIS PRIVACY NOTICE

This Notice applies to individuals, anywhere in the world, who interact with Micron’s websites or applications, visit our facilities or use our services.

2. YOUR RIGHTS AND PREFERENCES

Micron allows you to exercise your privacy rights and manage how we use your data.

3. TYPES OF INFORMATION WE COLLECT

We collect information that relates to you and your interactions with Micron.

4. HOW WE USE YOUR INFORMATION

We use your personal data to develop and provide our products and services to you, to personalize, improve and promote our interactions with you, to manage our business and to ensure compliance with applicable laws.

5. HOW WE SHARE YOUR INFORMATION

We will only share your information as we have described in this Privacy Notice.

6. INTERNATIONAL DATA TRANSFERS AND THE DATA PRIVACY FRAMEWORK

We may transfer, process or store your personal data in countries or regions other than those in which you are located.

7. MANAGING YOUR PRIVACY

You have a choice about the marketing communications you receive from us, and our use of cookies and other tracking technologies when you visit our websites. While you have the right to select whether you receive promotional messages, you may still receive other non-promotional messages from us in connection with an order or customer service request.

8. DATA RETENTION

Micron retains and uses your information in accordance with and as permitted by applicable law and regulations.

9. SECURITY OF YOUR INFORMATION

We use security measures to help protect personal data.

10. ADDITIONAL COUNTRY/REGIONAL CONSIDERATIONS

We operate in many different countries and regions. Our Privacy Notice sets out the privacy principles and procedures we adhere to globally, but specific laws may apply to you based on the country or region in which you are located.

11. CHANGES TO OUR PRIVACY NOTICE

We may make changes to our Privacy Notice or our supporting privacy procedures at any time.

12. HOW TO CONTACT US

If you have questions or comments about this Privacy Notice, you may contact us by email, telephone or direct mail. Please see section 10 for additional information on how to contact us in certain regions and countries.

Micron Privacy Notice

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Last Updated: May 15, 2024

1. SCOPE OF THIS PRIVACY NOTICE

This Notice applies to individuals, anywhere in the world, who interact with Micron’s websites or applications, visit our facilities or use our services.

This Notice covers Micron’s global privacy and information practices and applies to our websites, applications, physical facilities, and related services. Please remember that our [Terms of Use](#) may also govern your use of our products or services.

Micron may process the personal data of customers, partners, vendors, visitors, or other individuals who are engaged in business with or seeking to engage in business with Micron (“Individuals”). This Notice applies to these Individuals regardless of their geographic location during their interactions with Micron. Our Applicant Privacy Notice and Employment Privacy Notice govern how we process your Personal data as part of a recruiting or employment relationship.

2. YOUR RIGHTS AND PREFERENCES

Micron allows you to exercise your privacy rights and manage how we use your data.

Privacy and data protection laws in different countries and regions around the world give individuals certain rights in relation to their personal data. We conduct our privacy practices according to this Micron Privacy Notice and the relevant laws of the countries or regions in which we interact with you. Micron encourages you to [Contact Us](#) or use the self-help tools we make available to you on our websites to learn more about your privacy rights and how we collect and use your personal data.

3. TYPES OF INFORMATION WE COLLECT

We collect information that relates to you and your interactions with Micron.

When used in this Notice, “personal data” means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with an individual (“data subject”), and includes “personal data” or “personal information” as defined in applicable data protection laws. Data that cannot be associated with you, such as aggregated or de-identified information, is not personal data. Micron commits to keep such information in its de-identified state and will make no efforts to re-identify such data.

A. Personal Data You Provide.

- When you interact with us, we collect information in the context of our relationship (e.g., vendor, host, employer, etc.). Providing us with some Personal data may be required in order for you to interact with us. You may be invited to provide additional Personal data to personalize your interactions with us.

B. Personal Data from Third Parties.

- If you interact with Micron through a third party or purchase our products from them, we may receive personal data about you from that third party.
- We may use third party services to supplement, validate or increase the accuracy of personal data we hold about you. For example, we use third parties to validate your mailing address so that we can deliver our products to you more efficiently. We may also collect demographic information from these third parties, or information to enable the marketing automation and personalization tools on our websites, applications and services.
- The personal data that you share with third parties is not controlled by Micron or covered by our privacy notices until we collect such personal data or associate other information with personal data we already have about you. We encourage you to review third party policies and privacy settings so that you understand how the personal data you share with third parties may be used or shared with others.

C. Automatically Collected Information. We and our third-party partners may automatically collect usage information when you interact with us, including about your activity on our services. For instance, we and our third-party partners use cookies, beacons, pixels, and other tracking technologies (“Cookies”) to automatically collect technical information, such as URL, cookie data, IP address, device type, unique device IDs, device attributes, network connection type (e.g. WiFi, 3G, LTE, Bluetooth) and provider, network and device performance, browser type, language, and operating system. The Cookies contain information which enable us to identify you so you do not have to re-enter certain information each time you visit our websites (such as your language or location), keep track of which of our webpages you view, your shopping choices, and provide you a better overall website visitor experience. We and our third-party partners may also monitor and record information about the content, products and services you interact with, including the pages and videos you view, the links you click, the content provided through chat, forums and

forms, and similar information about your user experience, which help us measure the effectiveness of our websites, further develop our products and services, personalize your interactions with us, and aid in the delivery advertisements.

D. Derived Information. Micron and its third-party partners may use information we have about you to draw inferences and we may then use those inferences to gain a more complete understanding of your preferences. We use preference data in order to offer you potential choices, make recommendations, or to alert you to products or services that may be of interest to you.

E. Children's Information. Micron does not market its commercial products or services to children. If you are under 16 years of age, do not supply any personal data to Micron. If you wish to purchase a Micron product, use our services, or participate in our educational or charitable opportunities, please ask your parent or guardian to handle these transactions for you. Click [here](#) for details related to the Micron Foundation's collection and use of personal data in connection with webpages and educational programs offered by the Micron Foundation (a 501(c)(3) Idaho non-profit corporation).

F. Personal data collection, disclosure and retention chart.

Categories of personal data We collect	Business and commercial uses of personal data	Categories of third parties to whom we disclose	Retention of personal data
Identifiers (such as name, email address, telephone number, business affiliation, and other contact information)	- Account registration and servicing. - To Communicate with You. - To improve and develop new products and services. - To provide our products and services and operate our business.	- Our affiliates and subsidiaries - Third parties that assist us, such as payment processors, customer service partners, marketing providers, analytics providers, providers of technical services (e.g., providers of data storage, customer support, and CRM systems), and other subcontractors - Entities involved in dispute resolution (such as an arbitrator or an opposing party)	10 years

		- Entities involved in potential or actual significant corporate transactions or events - Governmental entities	
Commercial information, including products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	- To improve and develop new products and services. - To provide our products and services and operate our business.	Same as above	10 years
Financial data (such as payment information, account or credit card information)	To provide our products and services and operate our business.	Same as above	10 years
Internet or other network or device activity (such as IP addresses, device identifiers, cookie data, device attributes, device usage information, browsing and content information, metadata, and other information described in Section 3 of our Privacy Notice)	- Account registration and servicing. - To Communicate with You. - To improve and develop new products and services. - To provide our products and services and operate our business.	- Our affiliates and subsidiaries - Third parties that assist us, such as payment processors, customer service partners, marketing providers, analytics providers, providers of technical services (e.g., providers of data storage, customer support, and CRM systems), and other subcontractors	10 years

4. HOW WE USE YOUR INFORMATION

We use your personal data to develop and provide our products and services to you, to personalize, improve and promote our interactions with you, to manage our business and to ensure compliance with applicable laws.

Unless we specifically disclose otherwise, you understand that we may use any of your collected personal data for any of the purposes described in this Notice (as permitted by applicable law), including:

A. For Account Registration and Servicing.

- We may use your personal data to create, maintain, supplement, service, change or delete your account with us.
- If you have a customer account with us, we may collect certain personal data for security purposes in order to verify your authorized access to your accounts with us.
- We may use your personal data to resolve customer service questions you may have about our products and services and to follow up with you about your experience.

B. To Communicate with You.

- We and our third-party partners may use your personal data to communicate with you about our products and services, including through chat, customer service and marketing channels, and to share offers for third-party products and services that we think you may find useful.

C. To Improve and Develop New Products and Services.

- We may use your personal data to personalize your interactions and experiences with us.
- We may use your personal data to improve the quality of and to develop new products and services.
- We may use any information you give to us in surveys or other forms of feedback.
- We may combine your information with that from other customers in order to better understand our products and services and how we may improve them.

D. To Provide Our Products and Services and Operate Our Business.

- We and our third-party partners may use your information to operate our business, including fulfilling your requests, providing you with technical or customer support, and complying with legal requirements.
- We and our third-party partners may use your information to help us protect our products, services, workforce, and customers, including to combat fraud and protect your information.
- In some jurisdictions, we use demographic data such as ethnicity for diversity and inclusion programs.
- We may conduct research using your information alone or in combination with that of other customers.
- We use personal data to create aggregated or de-identified data, which we may use and disclose for any purpose.

5. HOW WE SHARE YOUR INFORMATION

We will only share your information as we have described in this Privacy Notice.

A. Third Party Service Providers. We may share your information, including personal data, with third party service providers who we contract with to help us provide our products and services and operate our business, including fulfilling your requests, providing you with technical or customer support and chat functionality, protecting our products and services, combatting fraud, protecting your information, verifying compliance with Micron policies and applicable laws,

preparing and delivering advertising and marketing content, providing content services, personalizing ads, studying the effectiveness of our ad campaigns, and understanding and measuring interactions with our online properties.

In your interactions with us, it may be necessary for us to sync, link or connect your information with third parties, including providing personal data necessary to identify or authenticate your requested interactions. In some cases, your consent for these interactions will be required by us, by the third party or by both. We encourage you to review the privacy practices of any third party that you choose to share your personal data with, as we are not responsible for the privacy practices of third parties.

Interactions with shop.crucial.com

The website shop.crucial.com is operated by Digital River, not by Micron. Digital River is a controller of personal data collected on that website. Digital River commits to process information it collects through its site pursuant to its own policies and practices. When Digital River shares your information with Micron, we process that information pursuant to the Micron Privacy Notice.

B. Information Sharing Between Micron Entities. This Notice applies to all of your interactions with Micron regardless of geography. Except where prohibited by law, regulation, or a contractual obligation, we share your information across Micron (including among our affiliates and subsidiaries) for the purposes described in this Notice. When we share information between Micron entities, we do so in the context of technical and organizational safeguards, including contractual measures in place between those entities, which for relevant transfers include the European Commission approved Standard Contractual Clauses. You can contact us for more details about those Clauses.

C. Following the Law and Protecting Micron. We may share your information with courts, law enforcement or regulatory agencies, or other government bodies when we have a good faith belief we are required or permitted to do so by applicable law, regulation, or legal process. We may also disclose your information if we believe it is appropriate to enforce our [Terms of Use](#) or other contracts, to protect the rights, property or safety of Micron and our products, services, or workforce, or to protect or assist others.

D. Credit Reporting. We may share information about your creditworthiness with credit bureaus, consumer reporting agencies, and card associations. Late payments, missed payments, or other defaults on your account may be reflected in your credit report and consumer report. We may also share your information with other companies, lawyers, credit bureaus, agents, government agencies, and card associations in connection with issues related to fraud, credit, or debt collection.

E. Sale of Our Business. If we sell, merge, or transfer any part of our business, information about you may be shared, sold or transferred as part of that transaction. We may also share your personal data with current or future corporate parents, subsidiaries or affiliates.

F. De-identified or Aggregated Data. We may de-identify or aggregate your information, alone or in combination with other individuals' information, and share such de-identified or aggregated information freely.

G. With your Consent. Other than as set out above, we may also share your information for other purposes with your consent or at your direction.

6. INTERNATIONAL DATA TRANSFERS AND THE DATA PRIVACY FRAMEWORK

We may transfer, process or store your personal data in countries or regions other than those in which you are located.

Where permitted by applicable law, Micron may transfer, process or store your personal data in any country or region where we have facilities, business operations, or engage service providers, or where the other recipients of personal data described in this Notice are located. By using our site or otherwise interacting with us, you acknowledge the transfer of your personal data to, and the processing and storage of your personal data in, countries outside of your country of residence or the point of collection.

Micron complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. Micron has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. Micron has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this privacy policy and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

The Micron U.S. entities and subsidiaries that adhere to the E.U.-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as well as the EU-U.S. DPF Principles and the Swiss-U.S. DPF Principles include: Authentia Services LLC; Elements Properties, LLC; Keystone Technology Solutions, LLC; Micron Consumer Products Group LLC; Micron Customs Brokerage Services, Inc.; Micron Federal Systems, LLC; Micron Idaho Semiconductor Manufacturing (Triton) LLC; Micron Lehi Development, LLC; Micron Memory Finance LLC; Micron New York Semiconductor Manufacturing LLC; Micron Semiconductor Asia, LLC; Micron Semiconductor Products, Inc.; Micron Semiconductor Receivables LLC; Micron Technology Asia Pacific, Inc.; Micron Technology Finance LLC; Micron Technology Foundation, Inc.; Micron Technology Services, Inc.; Micron Technology Utah, LLC; Micron Technology, Inc.; Micron Virginia Semiconductor Manufacturing LLC; Ovonyx, Inc.; S-Squared Insurance Company, Inc.; and Technology No. 3, LLC.

Some countries may have data protection laws that are different from the laws of your country. However, Micron has taken appropriate safeguards to require that your personal data remains protected in accordance with law when it is being transferred, processed and stored.

Accountability for Onward Transfers – Third Parties Who May Receive Personal Data. Micron uses third party service providers to assist us in providing services to individuals such as, helping with certain technical operations, transmission of data, and data storage services. These third parties may process or store personal data in the course of providing their services. Micron maintains contracts with these third parties restricting their access, use, and disclosure of personal data in compliance with our DPF obligations. To the extent provided by the DPF principles, Micron remains responsible and liable under the DPF if a third party that Micron engages to process personal data on its behalf does so in a manner inconsistent with the DPF Principles, unless Micron establishes it is not responsible for the action giving rise to the damage.

Questions or Complaints In compliance with the DPF Principles, Micron commits to resolve complaints about our collection or use of your personal data. Individuals with inquiries or complaints regarding our Privacy Notice should first contact us by using our “Contact Us” information provided below. You may also use the self-help tools we make available to you on our websites to learn more about your rights with respect to data transfers and to request access to, limit the use of, or limit the disclosure of, your personal data. If you make a request that involves personal data, you will need to provide certain authentication and verification information in order for us to respond to your request. Micron has further committed to refer unresolved privacy complaints under the DPF Principles to an independent dispute resolution mechanism, the BBB National Programs Data Privacy Framework Service. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit: <https://bbbprograms.org/programs/all-programs/dpf-consumers/ProcessForConsumers> for more information and to file a complaint. This service is provided free of charge to you.

The Federal Trade Commission has jurisdiction over Micron US operations’ compliance with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF).

Binding Arbitration. Under certain conditions, and as a last resort, it may be possible for you to invoke binding arbitration for complaints regarding DPF compliance not resolved by any of the other DPF mechanisms. For additional information, see the U.S. Department of Commerce’s Arbitration Procedures ([dataprivacyframework.gov](https://www.dataprivacyframework.gov)). In the event and where necessary, if Micron does transfer personal data to a country outside of the EEA, EU, UK or Switzerland which is not considered ‘adequate’ by the European Commission (‘Restricted Transfer’), Micron will ensure that it will put into place adequate protection for the transfer of such personal data. This includes data transfer mechanisms such as the EU Standard Contractual Clauses and the UK Standard Contractual Clauses for Restricted Transfers.

7. MANAGING YOUR PRIVACY

You have a choice about the marketing communications you receive from us, and our use of cookies and other tracking technologies when you visit our websites. While you have the right to select whether you receive promotional messages, you may still receive other non-promotional messages from us in connection with an order or customer service request.

A. Managing Marketing Communications From Us. We will honor your choices when it comes to receiving marketing communications from us. If you have received marketing communications from us that you no longer wish to receive, you may:

- [Contact us](#) or use the self-help tools we make available to you on our websites to manage your personal data and adjust your preferences regarding your personal data and your interactions with us.
- Click the "unsubscribe" link in the email or newsletter you received.
- Adjust your preferences in your Micron account settings.
- For SMS messages, reply "STOP" or follow the instructions in the message or settings to discontinue the communications.
- If you are receiving push notifications from us to your mobile device and no longer wish to receive these types of communications, you may turn them off at the device level.
- Remember that even if you choose not to receive marketing communications from us, we will continue to send you mandatory service or transactional communications.

B. Updating Your Personal Data. You may access, update, change, correct or request deletion of your personal data by using the self-help tools on our websites, by adjusting your Micron account settings, or by contacting Micron's customer support.

C. Cookies and Similar Tracking Technologies. We may use and allow others to use cookies, web beacons, pixels, local shared objects, device identifiers, and other similar technologies ("Cookies") to collect and manage information about you. You may control data we collect from Cookies and how we use that data, including for certain features and functions of our services and certain categorical uses, such as advertising and analytics. You can click on the cookie icon in the bottom corner of Micron websites for details about these technologies and how we and our third-party partners use them to collect, use or share information, including how you may be able to control or disable these Cookies. Please note that even if you elect not to enable Cookies for interest-based advertising, you may still receive advertisements, they just won't be tailored to your interests based on those Cookies. Also, if you elect to receive Cookies and later delete your Cookies, or use a different browser or computer, you will likely need to renew your choices.

D. Social Media Features. Micron or our authorized third parties may use social media features to gather certain information about you. These features may collect your IP address and log which web pages you are visiting and may also set a cookie to enable the feature to function properly. Your interactions with these social media features are governed by the privacy policies and practices of the providing company.

8. DATA RETENTION

Micron retains and uses your information in accordance with and as permitted by applicable law and regulations:

- We will retain your information as long as necessary to serve you, to maintain your account for as long as your account is active, or as otherwise needed to operate our business.
- When you close your account, we may continue to communicate with you about our products and services, give you important business updates that may affect you, and let you know about products and services that may interest you, unless you have elected to not receive marketing communications from us.
- We may also continue to use some of your information for business purposes and to improve our offerings.
- We will retain and use your information as required by applicable regulations and Micron's records and information management policies to comply with our legal and reporting obligations, resolve disputes, enforce our agreements, complete any outstanding transactions and to detect and prevent fraud.
- Please refer to the table in Section 3 for retention by category of personal data.

9. SECURITY OF YOUR INFORMATION

We use security measures to help protect personal data.

Keeping your personal data safe is important to us. At Micron we:

- Constantly work to update our security practices to help protect your personal data and review our security procedures carefully.
- Comply with applicable laws and security standards.
- Train applicable employees and contractors on data privacy and require them to safeguard your data.
- Comply with the Payment Card Industry's Data Security Standards where applicable.

10. ADDITIONAL COUNTRY/REGIONAL CONSIDERATIONS

We operate in many different countries and regions. Our Privacy Notice sets out the privacy principles and procedures we adhere to globally, but specific laws may apply to you based on the country or region in which you are located.

Micron has adopted a global approach on privacy with the intent of providing individuals with strong privacy protections regardless of where they reside. We recognize and implement high standards for privacy rights compliance on a global scale.

You can find additional privacy provisions that may be relevant to your specific country or region below:

Additional Privacy Considerations - European Union (EU), United Kingdom (UK), Switzerland (CH) and European Economic Area (EEA)

In addition to the terms of our [Micron Privacy Notice](#), additional privacy and data protection provisions apply to the processing by Micron of personal data for Individuals in the EU, UK, CH and EEA.

A. Controlling Law:

During your interactions with us, the collection and processing of your personal data will occur as provided in and under the terms of our Micron Privacy Notice, as modified or supplemented by these additional provisions. Micron is considered to be a “controller” of your information under the EU General Data Protection Regulation 2016/679 (“GDPR”) and similar data privacy regulations.

The Micron entity responsible for the processing of your personal data will depend on the unique circumstances of your interactions with us and applicable privacy rules, which may include the EU General Data Protection Regulation 2016/679 (“GDPR”). Micron has adopted internal policies and implemented measures to ensure that the applicable legal requirements are met and that your personal data is processed with respect and care using the appropriate technology.

B. Legal Basis:

Applicable law and policies require Micron to have a “legal basis” for the processing of your personal data. The applicable legal basis often depends on the types of data and the specific context in which it is processed. Where the GDPR and similar laws apply, we typically rely on performance of a contract, our legitimate business interests, or your consent as our primary legal bases to process your personal data. The chart below provides more details regarding each of our processing activities and the corresponding legal basis that applies.

Micron’s Processing Activities	Legal Bases to Process Your Personal Data
Interact with you and provide our products and services to you	(a) Necessary for performance of our contracts with you (b) Necessary for our legitimate interests, including to manage our relationship with you and to understand how people use our products and services (c) Your consent
Create, maintain and service your account with us	(a) Necessary for the performance of a contract with you (b) Necessary for our legitimate interests, such as to run our business and keep your records up to date
Conduct business with you through our platforms, functions, websites or through third-party video-conferencing and other collaboration platforms	(a) Necessary for our legitimate interests in conducting business with you
Send you certain direct marketing communications and provide you with specific	(a) Your consent unless a legal exception applies

marketing, promotional or advertising content you request	(b) Where no consent is required, we send these communications because it is necessary for our legitimate interests, including to promote and grow our business, to generate potential sales leads and to understand what may be of interest to you
Use cookies for marketing, analytics, or other nonessential purposes in certain jurisdictions	(a) Your consent obtained through our website cookie tool
Manage our relationship with you, including resolving customer service questions and notifying you about changes to our policies	(a) Necessary for the performance of a contract with you (b) Necessary for our legitimate interests, such as to run our business and understand how our customers use our products and services (c) Your consent
Conduct diagnostic, troubleshooting, repair, security, anti-fraud and other monitoring and security-related activities	(a) Necessary for our legitimate interests, including to run our business safely, protect our products, services and customers, provide administration and IT services, network security and to prevent fraud (b) Necessary for the performance of a contract with you, including to enforce our terms, conditions and policies
Conduct business planning, forecasting and reporting	(a) Necessary for our legitimate interests, including to effectively run and develop our business (b) Necessary to comply with a legal obligation, such as corporate financial requirements
Seek to improve or personalize your experiences with our company or our products and services	(a) Your consent (b) Necessary for our legitimate interests, including to understand how you use our website and products, and to further develop our business
Conduct data analytics to improve our products and services	(a) Necessary for our legitimate interests, including to understand how you use our website and products, and to further develop our business (b) Your consent (with respect to the aspect of this processing that involves storing information on your device or reading information stored there)
Conduct certain research regarding our products and services and solicit your feedback in surveys and other forms	(a) Your consent to participate in research, studies, or feedback forms

Collect and track certain data for security and health and safety initiatives	(a) Necessary to comply with a legal obligation, such as health and safety and equality laws (b) Necessary for our legitimate interests, in securing our confidential data, IT infrastructure and facilities (c) Your consent (or explicit consent in the case of special categories of Personal Data)
Process and manage your payments	(a) Necessary for the performance of a contract with you, including to process your transaction and recover outstanding payments (b) Necessary for our legitimate interests to collect on obligations
Comply with legal obligations and certain law enforcement requests or support legal claims related to a contract	(a) Necessary to comply with a legal obligation, such as when we are required by a court order or other governmental body, or because of a regulatory requirement to do so (b) Necessary for our legitimate interests related to our contract with you

C. Managing Your Data:

If consent is required for us to process your personal data, you may withdraw or modify such consent at any time by Contacting Us.

Upon request, Micron will provide you with a copy of personal data we hold about you, correct your personal data, or delete your personal data.

- You also have the right to object to our processing of your personal data.
- We will respond to properly submitted and verified requests within 30 days.

Please note, pursuant to the law, certain personal data is exempt from the above requests. To exercise any of these rights, please use our [online form](#). Please note, we may request additional information from you, if necessary, to verify your identity or find your unique records in our systems.

We respect your right to privacy and will not take any negative actions against you for asserting your rights.

D. Contacting Us in the UK:

Via email at privacy@micron.com

Individuals in the UK:

Micron Europe Limited

Attention: Legal-Privacy

Greenwood House

London Road

Bracknell, Berkshire, RG12 2AA, UK

Individuals in other EEA countries or CH may contact our Data Protection Officer at:

Thomas Neumayer

Micron (Deutschland) GmbH

Attention: Legal-Privacy

Leopoldstrasse 250B

Munich, D-80807

Email: germanyDPO@micron.com

If you are concerned about Micron's compliance with laws relating to the privacy of your personal data, you may also contact your local privacy data protection authority.

11. CHANGES TO OUR PRIVACY NOTICE.

We may make changes to our Privacy Notice or our supporting privacy procedures at any time.

From time to time, we may change or update this Notice. We reserve the right to make changes or updates at any time and without prior notice to you. If we make material changes to the way we process your personal data, we will provide you notice by posting the most current version of this Notice on our websites and we may also advise you of changes via our products and services information, or by other communication channels, such as by email, newsletters or community post. Please review any changes carefully.

If you object to any changes and no longer wish to use our products and services, you may close your accounts and cease to interact with us. All changes to our Privacy Notice are effective immediately upon posting and, except to the extent prohibited by law, your continued interaction with us after posting an updated Privacy Notice shall constitute your acceptance of all changes.

12. HOW TO CONTACT US.

If you have questions or comments about this Privacy Notice, you may contact us by email, telephone or direct mail. Please see section 10 for additional information on how to contact us in certain regions and countries.

A. Via Email: privacy@micron.com

B. Via Telephone: 1-800-336-8915

C. Via Direct Mail:

Micron Technology, Inc.

Attention: Legal - Privacy

8000 South Federal Way

Boise, Idaho 83707-0006, USA