

CALIFORNIA SUPPLEMENTAL NOTICE

Personal Information Categories

Categories of Personal Information	Purpose	Sources	Sharing
<p>CONTACT DETAILS AND IDENTIFIERS: Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, service tag number, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.</p>	<ul style="list-style-type: none"> • Provide you with our products and services. • Enhance the quality of your customer support. • Tailor your customer experience. • Improve our products and services. • Comply with applicable laws • Improve the safety and security of our websites, products, and services. • Measure credit and payment risk. • Provide account related services and technical support. • Contact you with marketing communications such as deals, promotions or offers. • Administer our Dell Rewards program. • Detect and prevent fraud • Meet our legal obligations and conduct research. • Promote the overall health and safety of the workplace. 	<ul style="list-style-type: none"> • You, when you provide us with your contact details and identifiers via your interactions with us or our products and services. • Other sources may include third parties such as public database providers, joint marketing partners, data firms, social media platforms and accounts or other third parties. 	<ul style="list-style-type: none"> • We may share your contact details and identifiers with our affiliates, service providers, Business Partners, and other third parties as further described in our Privacy Statement or as permitted by law. We do not sell personal information to third parties for their own use. • We may also share your contact details and identifiers with our affiliated companies and Business Partners, who perform functions such as assisting us with completing transactions, sharing information about our products and services, and offering you deals and promotions.
<p>ONLINE PERFORMANCE AND TECHNICAL INFORMATION: Cookie and tracking information such as Internet Protocol address, web beacons, device identifier, Uniform Resource Locator, geolocation data, browser type and language, access times, other unique identifiers and other technical data that may uniquely identify the device, system or browser, server log records (including page requests), data collected by automated means to measure consumer response to online content, error reports and performance information, credentials, telemetry data, Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding interaction with an internet website, application, or advertisement.</p>	<ul style="list-style-type: none"> • Provide you with our products and services. • Enhance the quality of your customer support. • Tailor your customer experience. • Improve our products and services. • Comply with applicable laws • Improve the safety and security of our websites, products, and services. • Measure credit and payment risk. • Provide account related services and technical support • Contact you with marketing communications such as deals, promotions or offers. • Administer our Dell Rewards program. • Detect and prevent fraud • Meet our legal obligations and conduct research. 	<ul style="list-style-type: none"> • You, when you provide us with your contact details and identifiers, and via data collected during your interactions with us or our products and services. 	<ul style="list-style-type: none"> • We may share your contact details and identifiers with our affiliates, service providers, Business Partners, and other third parties as further described in our Privacy Statement or as permitted by law. We do not sell personal information to third parties for their own use. • We may also share your contact details and identifiers with our affiliated companies and Business Partners, who perform functions such as assisting us with completing transactions, sharing information about our products and services, and offering you deals and promotions.

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<p>CUSTOMER SERVICES INFORMATION: Customer records containing personal information, such as name, address, telephone number, government issued IDs, education, employment, marital status, bank account number, credit card number, debit card number, or any other financial information, medical information, opinions and feedback collected from the various types of surveys, course attendance data, community site data.</p>	<ul style="list-style-type: none"> • Provide you with our products and services. • Enhance the quality of your customer support. • Tailor your customer experience. • Improve our products and services. • Comply with applicable laws • Improve the safety and security of our websites, products, and services. • Measure credit and payment risk. • Provide account related services and technical support • Contact you with marketing communications such as deals, promotions or offers. • Administer our Dell Rewards program. • Detect and prevent fraud. • Meet our legal obligations and conduct research. • Promote the overall health and safety of the workplace. 	<ul style="list-style-type: none"> • You, when you provide us with your contact details and identifiers to us, such as when making a purchase, using products or services, providing feedback, participating in loyalty programs or other promotions, or when you contact us. • Other sources may include third parties such as public database providers, joint marketing partners, data firms, social media platforms and accounts or other third parties. 	<ul style="list-style-type: none"> • We may share your contact details and identifiers with our affiliates, service providers, Business Partners, and other third parties as further described in our Privacy Statement or as permitted by law. We do not sell personal information to third parties for their own use. • We may also share your contact details and identifiers with our affiliated companies and Business Partners, who perform functions such as assisting us with completing transactions, sharing information about our products and services, and offering you deals and promotions.
<p>PROTECTED CLASSIFICATIONS: Characteristics of protected classifications under California or federal law such as race, sex, age, date of birth, national origin, disability, citizenship status, and genetic information.</p>	<ul style="list-style-type: none"> • Administer human resources related functions, as described in our corresponding applicant or employee privacy notices. 	<ul style="list-style-type: none"> • You, if you provide this information to us as an applicant or a team member. 	<ul style="list-style-type: none"> • We may share your protected classification data to support our human resources related functions with our affiliates, service providers, Business Partners, and other third parties as further described in our corresponding applicant or employee privacy notices. We do not sell protected classification personal information to third parties for their own use.
<p>PURCHASE HISTORY AND ACCOUNT INFORMATION: Commercial information, including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<ul style="list-style-type: none"> • Provide you with our products and services. • Enhance the quality of your customer support. • Tailor your customer experience. • Improve our products and services. • Comply with applicable laws • Improve the safety and security of our websites, products, and services. • Measure credit and payment risk. • Provide account related services and technical support. • Contact you with marketing communications such as deals, promotions or offers. • Administer our Dell Rewards program. • Detect and prevent fraud. • Meet our legal obligations and conduct research. • Promote the overall health and safety of the workplace. 	<ul style="list-style-type: none"> • You, when you provide us with your contact details and identifiers to us, such as when making a purchase, using products or services, providing feedback, participating in loyalty programs or other promotions, or when you contact us. • Other sources may include third parties such as public database providers, joint marketing partners, data firms, social media platforms and accounts or other third parties. 	<ul style="list-style-type: none"> • We may share your contact details and identifiers with our affiliates, service providers, Business Partners, and other third parties as further described in our Privacy Statement or as permitted by law. We do not sell personal information to third parties for their own use. • We may also share your contact details and identifiers with our affiliated companies and Business Partners, who perform functions such as assisting us with completing transactions, sharing information about our products and services, and offering you deals and promotions.

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<p>BIOMETRIC INFORMATION: Physiological, biological or behavioral characteristics that can be used alone or in combination with each other to establish individual identity, voice recordings, health, and visual information.</p>	<ul style="list-style-type: none"> • Security footage at any Dell facility or event, to facilitate the overall health and safety at the facility. • Other recordings, such as recordings of meetings, Dell events, workshops. • Voice-search functionality to enable a voice command feature. 	<ul style="list-style-type: none"> • Images/footage captured or recorded via video camera / CCTV for security purposes or during marketing / public filming events or sessions (e.g., recording of meetings events where you have agreed to participate in the recording). • Assistive technologies. 	<ul style="list-style-type: none"> • We may share biometric information with Dell affiliates, subsidiaries, and approved third parties to enable them to perform their assigned tasks and duties consistent with the processing requirements related to the purpose(s) for which this information was collected. • As necessary, we may disclose your biometric information to third parties to comply with our legal obligations, such as to: respond to a court order; establish, exercise, or defend our legal rights; or to protect the vital interests of another person. • Finally, we may share your biometric information where we have your consent to do so.
<p>EMPLOYMENT INFORMATION: Professional or employment-related information, including: your full name, identity, and contact information; national identifiers including national ID/passport, immigration status, visas, social security numbers and other documentation; details about your employment history, such as your positions, titles roles; background information such as academic or professional qualifications, resume/CV, references, background checks (where applicable); spouse / domestic partner and dependent information; IT information such as device IDs, your use of company IT systems; security and emergency information, such as travel itinerary, inclement weather; CCTV data from security cameras; COVID-19 data, such as vaccine immunization status; and sensitive and special category data, such as race or ethnic origin and trade union membership.</p>	<ul style="list-style-type: none"> • Fulfill the employment contract between you and Dell, including managing your employment with us and providing employment related services, such as personnel administration, payroll services, provision of benefits, managing your career, compliance with applicable company policies and legal requirements. • Conduct business more effectively and efficiently, for example, collecting and assessing feedback, planning, and for inclusion our internal global directory. • We may use your employment information where necessary to comply with applicable law, such as for tax purposes or health and safety reasons. At times we may use your employment information pursuant to a court order or to exercise and defend the rights of Dell. • We may request and collect information about you relating to COVID-19 for purposes of health and safety, compliance with applicable law, compliance with applicable public health directives. 	<ul style="list-style-type: none"> • You, via your application and onboarding process. • We may also collect other information from public sources or third parties. By way of example: you may choose to provide us with access to your personal data stored by third parties on job-related social media websites such as LinkedIn, Twitter, YouTube, Glassdoor, Indeed, and other social public sources. • We may, at the beginning of your employment and at interim periods during your employment, conduct background screenings through a third-party vendor and collect information about your past education, employment, social media/credit and/or criminal history, as permitted by applicable law. Additionally, if there is an investigation of a work or business-related matter that occurred inside or outside our offices, we may obtain information from law enforcement, 	<ul style="list-style-type: none"> • We share your employment information with Dell affiliates, subsidiaries, and approved third parties to enable them to perform their assigned tasks and duties consistent with the processing requirements related to your employment with Dell. • We may share your information include planning events, IT management, security, tax and accounting purposes, general business management, for providing payroll and other benefits administration, HR information management, and travel management. • As necessary, we may disclose your employment information to third parties to comply with our legal obligations, such as to: respond to a court order; establish, exercise, or defend our legal rights; to protect the vital interests of another person; in connection with a sale, assignment, or other transfer or reorganization of all or a part of our business. • Some Dell employees provide services to customers that require in-person visits that may occur at customer facilities. Customers that fall into that category may request Dell confirm that any employees participating in in-person visits have been fully vaccinated against COVID-19, have received a valid medical or religious exemption from Dell, and or have tested negative for COVID-19 within a certain period of time prior to the in person visit. • Finally, we may share your information where we have your consent to do so.

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		witnesses, third parties or public sources. <ul style="list-style-type: none"> Any other information you choose to share with us, such as personal preferences, hobbies, social preferences, social handle, Allyship, ERG membership, pronouns, and similar. 	
PROFILES AND INFERENCES: Inferences drawn from any of the information identified above to create a profile about a resident reflecting the resident’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes, demographic information, social media data.	<ul style="list-style-type: none"> Provide you with our products and services. Enhance the quality of your customer support. Tailor your customer experience. Improve our products and services. Comply with applicable laws Improve the safety and security of our websites, products, and services. Measure credit and payment risk. Provide account related services and technical support. Contact you with marketing communications such as deals, promotions or offers. Administer our Dell Rewards program. Detect and prevent fraud. Meet our legal obligations and conduct research. Promote the overall health and safety of the workplace. 	<ul style="list-style-type: none"> You, when you provide us with your contact details and identifiers to us, such as when making a purchase, using products or services, providing feedback, participating in loyalty programs or other promotions, or when you contact us. Other sources may include third parties such as public database providers, joint marketing partners, data firms, social media platforms and accounts or other third parties. 	<ul style="list-style-type: none"> We may share your contact details and identifiers with our affiliates, service providers, Business Partners, and other third parties as further described in our Privacy Statement or as permitted by law. We do not sell personal information to third parties for their own use. We may also share your contact details and identifiers with our affiliated companies and Business Partners, who perform functions such as assisting us with completing transactions, sharing information about our products and services, and offering you deals and promotions.

Please note that we do not disclose sensitive personal information as defined by the CPRA for purposes other than those specified under the CCPA/CPRA Regulations in §7027(m).

Retention

We retain individuals’ personal information in connection with the context for which it was collected. For employment-related data, we generally retain it for the duration of employment plus 7 years (note that specific documents such as I-9 forms may be kept for a different retention period as specified by law). For applicant related data (such as resumes), we generally retain it from successfully filling a position plus 3 years. Background check or drug screening data is generally retained for up to 5 years. For customer data, we generally retain this data for the duration a customer is active + 10 years. For vendor-related personal information, we generally retain this data for the duration of the relationship + 10 years. Please note that additional retention periods may apply should the data concerned be required to be retained to satisfy our legal or other obligations (such as a pending claim, litigation, law enforcement investigation, government audit or other situation requiring records to be preserved).

Financial Incentives

We offer Dell Rewards program members free expedited delivery on eligible purchases, and rewards worth 3% of paid purchases (excluding taxes and shipping), redeemable toward future purchases. The material terms and conditions of the program are available at <https://www.dell.com/en-us/lp/dell-rewards>. Your contact information, unique identifiers (such as your Purchase ID) and your order numbers, purchase details website usage (such as product site searches) may be used to administer your Dell Rewards membership and provide the membership benefits. You can enroll in Dell Rewards by creating a Dell Account here and checking the box to join the program <https://www.dell.com/identity/global/LoginOrRegister/> or withdraw from the financial incentive by terminating your membership by entering your order number or purchase ID here: <https://www.dell.com/support/order-status/en-us/order-support>, and selecting to withdraw from Dell Rewards. For more detailed support queries, you may contact us as outlined here: <https://www.dell.com/en-us/lp/contact-us>. The value of Dell Rewards member data in relation to the financial incentives associated with the Dell Rewards program may be calculated by analyzing the revenue generated by Dell Rewards member purchases in comparison to typical non-Rewards member purchases.

California Rights Requests

We received the following requests to know (access) and requests to delete from California consumers and processed them in accordance with the time periods and associated metrics noted below:

Requests to Know (Access)			
Time Period	Requests to Know Received	Requests to Know Incomplete*	Average # of Days to Complete
2020	37	0	32
2021	38	0	55

Requests to Delete (Erasure)			
Time Period	Requests to Delete Received	Requests to Delete Incomplete*	Average # of Days to Complete
2020	50	0	35
2021	66	2	26

Opt Out of Sale			
Time Period	Requests to Opt Out Received	Requests to Opt Out Incomplete*	Average # of Days to Complete
2020	0	0	N/A
2021	0	0	N/A

*Incomplete requests represent those with insufficient details provided to confirm the requestor's identity.

California Privacy Rights under California's Shine-the-Light Law

Under California's "Shine the Light" law (Cal. Civ. Code §1798.83), California residents who provide us certain personal information are entitled to request and obtain from us, free of charge, information about the Personal Information (if any) we have shared with third parties for their own direct marketing use. Such requests may be made once per calendar year for information about any relevant third party sharing in the prior calendar year. To make such a request, please send an email to privacy@dell.com or send a letter to:

Dell Technologies Inc.
Attention: Dell's Privacy Office
One Dell Way, RR1-61
Round Rock, Texas 78682, USA

The request should attest to the fact that the requester is a California resident, and provide a current California address.

Effective Date: December 31, 2022

Last Updated: December 31, 2022