

Panasonic Europe - Privacy Commitment

Panasonic Europe is committed to ensuring that personal information is used fairly, lawfully, securely and that the privacy of individuals is protected at all times.

Our Privacy Commitment applies to all of Panasonic's European operations and their worldwide activities.

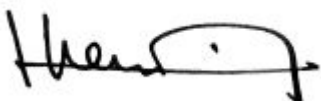
Our Privacy Commitment is about more than complying with applicable data protection laws. It is about doing the right thing for the millions of people whose lives we touch every day through the use of their personal information, however collected or received by us.

Panasonic has a long history of protecting and using personal information in the right way. It is embedded in our Global Code of Conduct and our Basic Business Philosophy that makes "people" central to our activities. By focusing on and respecting people and their lives, we will continue to create "A Better Life a Better World" for all parties we come in contact with. This is the unchanging commitment we at Panasonic have had over many years.

All Panasonic staff are responsible for compliance with this Privacy Commitment.

To this end, it is required that all Business Units and staff actively undertake and/or support the following activities:

- Every Panasonic European Business Unit to maintain and comply with a Register of Data Processing activities – to be overseen by PE Legal Affairs;
- Every Panasonic European Business Unit to promote and comply with the Information Security Management (ISM) Policies, Standards and Guidelines – to be overseen by the European and/or Business Company ISM Teams;
- All staff to promote and attend Data Protection and/or ISM training as and when required;
- All staff to be responsible for the personal data to which they have access to; and
- All staff to report actual or suspected Personal Data Breaches to the local Legal and/or ISM Manager to ensure a suitable and coordinated response is taken.



Laurent Abadie

Chairman and CEO
Panasonic Europe Ltd

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