

PRIVACY POLICY

Updated: 1 September, 2022

Sealed Air Corporation and its affiliates and subsidiaries (“*we*”, “*us*” or “*our*”) respect your concerns about privacy. This Privacy Policy (“*Privacy Policy*”) applies to the information about you that we collect on mysee.sealedair.com; mysee.sealedair.com/de; mysee.sealedair.com/de_en; and any of our other websites or apps that link to this Privacy Policy (each, a “*Site*” and collectively, the “*Sites*”), as well as through our customer experience centers (“*CX Centers*”). Sealed Air Corporation and/or its relevant affiliate or subsidiary in the jurisdiction where you are located processes this information as a data controller under the EU or UK General Data Protection Regulation, as applicable (the “*GDPR*”), and you can find our contact details as data controller in the “*Contact Us*” section below. By accessing any of our Sites or contacting our CX Centers you agree to be bound by our Web Site Terms of Use (the “*Terms*”) and in doing so you acknowledge that the information we collect about you is processed in accordance with this Privacy Policy.

This Privacy Policy describes the types of information we collect via the Sites and our CX Centers, how we may use such information, with whom we may share such information, and what we do to protect such information. We also tell you how you can reach us to request to exercise your rights you have under applicable law in connection with such information, to ask us to update your preferences regarding how we communicate with you, or answer any questions you may have about this Privacy Policy.

If you are an employee, any additional collection and use of your information in the context of your employment may also be described in a separate Privacy Policy specific to employees in addition to this Privacy Policy. To the extent there is a conflict between this Privacy Policy and another agreement between us and you or your employer, that agreement shall prevail.

Information We Collect from You:

Information You Provide (Identifying Information, Transactional Information, Records of Calls): When you use any of the Sites or communicate with the CX Centers, you may provide to us (and, if so, we will collect):

- Information that will identify you or make you identifiable, including your name, e-mail address, telephone number, Site access credentials, the country in which you are located, your company name, and your job level.
- Information regarding any transactions or purchases you make through the Sites e.g., products purchased, frequency of purchases.
- Any other information that you provide or otherwise make available to us in connection with the Sites.
- Records of conversations that you have with our CX Center representatives.

You may choose not to provide certain information to us, but as a result you may not be able to take advantage of some of the features of the Sites or access or receive certain of our products or services.

Information We Collect via Cookies and Third Parties:

What Are Cookies? When you visit our Sites, we use technologies such as cookies, web server logs and web beacons to collect certain information about you. Cookies are small files that websites and email servers place and access on your computer or other Internet-connected devices to uniquely identify your browser or device or to store information or settings in your device. Please see the “How Can I Manage

Cookies?” section in respect of how to restrict, disable or delete certain cookies. Please note, however, that without certain cookies, you may not be able to use all of the features of our Sites.

Types of Cookies We Place (“First Party Cookies”): Our web servers log information such as your device and operating system type, browser type, domain, device ID, Internet Protocol (“IP”) address and other system settings, as well as the language your system uses and the country and time zone where your device is located. The web server also logs information such as the address of the web page that referred you to our Site and the IP address of the device you use to connect to the Internet. To control which web servers place and access cookies and collect information automatically, we place tags on our webpages called “web beacons”, which are small files that allow us to understand the actions of visitors to our Sites. The cookies placed by our web servers can be divided into the following groups, based on the purposes for which they use the information the cookies collect:

- Essential Cookies: We place cookies to enable core functionality. Without these cookies, services you have asked for, like adding items to your shopping basket, cannot be provided. If you disable these cookies certain parts of the Site may not function for you, for example, adding items to your basket and proceeding to checkout.
- Functional Cookies: We place these cookies which are not essential, but enable various helpful features on our Site. For example, these cookies collect information about your interaction with the Site and may be used on our Site to remember your preferences (such as your language preference). You may choose whether to have your information collected for this purpose and you can opt-out of these cookies at any time – see “How Can I Manage Cookies?” below.
- Marketing Cookies (Online): We place cookies to collect information about your activities on our Sites for use in providing advertising tailored to your individual interests on other websites and online services. You may choose whether to have your information collected for this purpose and you can opt-out of these cookies at any time – see “How Can I Manage Cookies?” below. See also “Our Use of Online Marketing Cookies” below for more detail.
- Marketing Cookies (Email): We use tracking technology in marketing emails we send, which may enable the placing or accessing of cookies, and also enable us to know if you received the email, if the email was opened and if you clicked on any links included in the email. You may choose whether to have your information collected for this purpose and you can opt-out of use of these pixels at any time – see “How Can I Manage Cookies?” below.

Types of Cookies Used by Third Parties: Your use of our Sites may result in some cookies being stored that are placed by third parties and which are not controlled by us. Some of these third-party cookies collect information about your online activities over time and across different sites.

The types of third-party cookies we use are:

- Third-Party Analytics Cookies: We use third-party web analytics services on our Sites. These service providers use cookies and web beacons or other similar technology to help us analyze how users use the Sites. The information collected by such technology (including, where applicable, your IP address) will be disclosed to (or collected directly) by these service providers, who use the information to facilitate the evaluation of your use of the Sites on our behalf. You may choose

whether to have your information collected for this purpose and you can opt-out of these cookies at any time – see “How Can I Manage Cookies?” below.

- Third-Party Marketing Cookies (Online): In addition to placing our own online marketing cookies (see above), we participate in advertising services administered by third-parties. You may choose whether to have your information collected for this purpose and you can opt-out of these cookies at any time – see “How Can I Manage Cookies?” below. See also “Our Use of Online Marketing Cookies” below for more detail.

Our Use of Online Marketing Cookies: The online marketing cookies we use track your online activities over time by collecting information through the use of the automated technologies described above, and such ad services may use this information to show you advertisements that are tailored to your individual interests and/or based on prior visits to our Sites. We and our third-party service providers use first-party cookies and third-party cookies alone or together, and the data collected through such means to: (i) inform, optimize, and serve ads (including ads based on past visits to our Sites), and (ii) report on our ad impressions, other uses of ad services, and interactions with these ad impressions and ad services (including how they are related to visits to our Sites). You may choose whether to have your information collected for this purpose and you can opt-out of these cookies at any time – see “How Can I Manage Cookies?” below.

How Can I Manage Cookies? Other than essential cookies (see “Essential Cookies” above), we will not place cookies or use other tracking technologies without your prior opt-in consent. You will be able to give this consent via our cookie banner, and you can opt-out or amend your consent preferences at any time by accessing your cookie preferences in the [One Trust Preference Center](#).

Retention of Information Collected by Cookies: please refer to the “Storage Period for Information” section.

How We Use the Information We Collect, and Our Legal Basis for Processing this Information:

We use the information we obtain about you when you visit the Sites or contact the CX Centers for a number of different purposes. The GDPR also requires us to explain the legal bases behind the purposes for which we use your information.

We rely on the following legal bases in relation to our purpose for processing your information:

- Processing is necessary to perform our contract with you or take steps prior to entering into a contract with you (Article 6(b) GDPR). This includes processing, evaluating, and responding to your requests, inquiries, and applications; providing product information updates; administration and fulfilment of transactions and orders, delivery, and return authorisations; managing and servicing your account (or the account of the person or entity you represent); and monitoring compliance with and enforcing our Terms.
- Processing is necessary to pursue our legitimate interests (Article 6(f) GDPR) and we have taken steps to ensure that our interests do not unduly intrude on your privacy. We rely on this justification when we:
 - monitor aggregate Site usage metrics such as total number of visitors and pages viewed so that we can improve the functionality and design of our Site and provide you with Site features and functions (see also “Information We Collect via Cookies and Third Parties”

above), unless applicable law requires us to get consent for this processing (see below) in which case we will obtain your consent and rely on it;

- analyze the information we collect, including through profiling, to improve performance and better understand the preferences of our customers (see also “Information We Collect via Cookies and Third Parties” above), unless applicable law requires us to get consent for this processing (see below) in which case we will obtain your consent and rely on it;
 - record telephone conversations in connection with our CX Centers for record-keeping, quality and training purposes, unless applicable law requires us to get consent for this processing (see below) in which case we will obtain your consent and rely on it;
 - develop and improve our marketing materials, and, where permitted, contact you (or the person or entity you represent) with marketing communications so we can make our engagement with you more meaningful, unless applicable law requires us to get consent for this processing (see below) in which case we will obtain your consent and rely on it; and
 - to protect our legal rights, resolve disputes, troubleshoot problems or assist with investigations.
- Processing is necessary to comply with our legal obligations (Article 6(c) GDPR), such as to meet our record-keeping and reporting obligations under applicable company or tax legislation, when we are required to respond to a data subject rights request you have submitted under the GDPR or other data protection legislation, or when we are required to respond to requests from the government or law enforcement authorities under applicable investigatory powers legislation.
 - Any purpose for which you actively consent (Article 6(a) GDPR) such as to place non-essential cookies (see “Information We Collect via Cookies and Third Parties” above), for recording telephone conversations in our CX centres where applicable law requires us to get consent for this processing, and if you agree that we may contact you with relevant marketing information.

Where we rely on consent, you have the right to withdraw your consent to the processing of your information at any time as part of your marketing preferences cookie preferences [here](#), or by providing notice to us using the contact information below in the section entitled **Contact Us**.

Third-Parties with Whom We Share Your Information:

Affiliates and our Other Group Companies: We share certain information with our affiliates and subsidiaries in order to facilitate the provision of our services to you, enable us to communicate with you (including for marketing purposes where permitted under applicable law), and meet our compliance obligations under applicable law. You can find a list of our group companies [here](#).

Third-Party Service Providers: We engage in transfers of information collected from you to third-party service providers that we use to support the provision of the Sites, the CX Centers and our services, including hosting providers and technology platform providers who support our global marketing program (for example Adobe). As allowed by applicable law, we may also disclose automatically collected and other aggregated information with our third-party service providers, to assist such parties in assisting us in understanding the usage, viewing, and demographic patterns for certain programs, content, services, advertisements, promotions, and/or functionality available through the Sites (see “Information We Collect via Cookies and Third Parties” above); such third-party service providers shall not make use of your information for any other purpose. We only transfer information to our third-party service providers that contractually agree to protect such information in accordance with applicable law.

Authorized Distributors: Certain Sealed Air products are provided via our distributors. If you provide us information at the Sites or during a call to a CX Center in regards to a Sealed Air product offered and sold by our authorized distributors, you acknowledge and agree that we may provide such information to the authorized distributors who offer and sell such products. The authorized distributors may use such information for the purpose of contacting you for follow-up regarding your requests, offering or selling our products (or their services related to such products), keeping you informed of new activities, or for other business purposes of such authorized distributors.

As Required by Law: Subject to applicable law, we disclose information about you (i) if we are required to do so by law, regulation or legal process, such as a subpoena; (ii) in response to requests by government entities, such as law enforcement authorities; (iii) when we believe disclosure is necessary or appropriate to prevent physical, financial or other harm, injury or loss; or (iv) in connection with an investigation of suspected or actual unlawful activity.

Mergers, Acquisitions & Reorganizations: In the event that all or a portion of our business or its assets are acquired by, reorganized or merged with a third-party entity, we reserve the right, in any of these circumstances, to transfer or assign the information that we have collected from users in connection with such acquisition, reorganization or merger to the extent permitted under applicable law. In such an event, we will require any such third-party to contractually agree to treat your information in accordance with applicable law.

Links to Third-Party Websites:

Our Sites may provide links to other websites for your convenience and information. Those linked websites may be operated by companies not affiliated with us and we do not control or endorse any such websites. Linked websites may have their own privacy policies, which we strongly suggest you review if you visit any linked websites. Your use of a linked website is at your own risk and we are not responsible for the content of any linked websites that are not affiliated with us, any use of those websites, or the privacy practices of those websites.

Transfers of Information Outside of the EEA/UK:

We transfer information we collect about you outside the European Economic Area (the “**EEA**”)/UK to the United States, Australia, and other countries that do not have the same data protection laws as the country in which you initially provided such information. When we transfer your information to countries that are not considered by the European Commission or the UK government (as applicable) to provide adequate protection, we rely on applicable European Commission or UK government-approved agreements in accordance with Article 46 of the GDPR (including the standard contractual clauses) to protect your information in the countries to which it is transferred. A copy of the relevant transfer mechanisms can be obtained for your review on request by contacting the **Contact Us** section below.

Your Data Subject Rights:

Under Article 21 GDPR, you have the right to object to our use of your information in certain circumstances. Where we were processing this information based on our legitimate interests as described above, we are not required to comply with your request if we have compelling interests or are legally required to override your request.

You also have the right to request that we take any of the following actions with respect to your information, to the extent permitted under applicable law:

- Article 7(3) GDPR - Where we are processing your information based on your consent, withdraw your consent to the relevant processing at any time by contacting the **Contact Us** section below or through your marketing and cookie preferences [here](#) (see also “Your Marketing Choices and Preferences” below). Note that this will not affect the legality of the processing based on that consent prior to its withdrawal;
- Article 15 GDPR - Request access to the information we process about you (see “Access to Your Information” below);
- Article 16 GDPR - Rectify the information about you that is inaccurate;
- Articles 17 and 18 GDPR - Erase or restrict the processing of information about you in certain circumstances;
- Article 20 GDPR - Provide you a copy of the information you have provided us directly in a structured, commonly used and machine-readable format that can be transmitted to a third-party (i.e., portability); and

Your Marketing Choices & Preferences:

Where we have a legal basis for doing so, we may contact you (or the person or entity you represent) with marketing communications so we can make our engagement with you more meaningful.

If you would like to update or modify your information or subscription preferences, you may contact us as described in the **Contact Us** section below or do this through your marketing preferences [here](#). You also may unsubscribe from any of our promotional emails by clicking on the “unsubscribe” link in any promotional email you receive from us. Changes made to your profile will be effective as soon as possible once saved into our systems in accordance with our standard procedures for implementing user preferences regarding your information.

Access to Your information:

You have access to your information through your user account on our Sites. You can correct and update this information using this access. You may access a copy of your information using the **Contact Us** section below.

No request for access may be considered unless you prove to our reasonable satisfaction that you are the individual concerned (or the representative making the request on their behalf).

When we receive a request for access, we will respond without undue delay and within one month of receipt of the request, unless we are permitted to extend the time limit on account of the request being complex or if we have received a number of requests from you.

In certain situations, we may not be able to provide access to all the information we hold about you. Exceptions to the access requirement are meant to be limited and specific. The reasons for denying access will be provided to you upon request.

Exceptions may include information that is prohibitively costly to provide, information that contains references to other individuals, information that cannot be disclosed for legal, security or commercial proprietary reasons and information that is subject to solicitor-client or litigation privilege.

A reasonable fee may be charged for administrative costs, for example for the transcription, reproduction, or transmission of your information.

How We Protect Your Information:

We safeguard and protect the security of all data in accordance with applicable law, inclusive of any information collected by us from you through the Sites and the CX Centers. It is also important for you to comply with the access controls (e.g., username/password management) and other applicable provisions of the Terms to protect against unauthorized access to the devices you use to access the Sites. Although we protect your information to the standard required by law, as technologies change note that we cannot guarantee the absolute security of all information collected or transmitted through our Sites or the CX Centers.

Storage Period for Information:

We retain information only for so long as it is necessary or relevant to fulfill the relevant purposes or comply with applicable law, resolve disputes, troubleshoot problems or assist with investigations. After it is no longer necessary for us to retain your information, we dispose of it in accordance with our data retention and disposal policies.

In particular, we will store the following information of individuals in the EU/UK for the following periods:

- Information Collected from Cookies: we retain the personal data that we collect via cookies for 12 months. The cookies which are set on your device expire after up to 12 months, after which we will ask your consent again to place cookies.
- Customer Service: we retain information about any customer service inquiries and other customer communications about product feedback, complaints, and price quotations (including recorded conversations with our CX Centers) for up to 10 years (though this may be lower depending on jurisdiction) after the question is resolved, in accordance with limitation periods under applicable law.
- Business Transactions: we retain information about transactions with you, (including information about orders, delivery, transfer requests and return authorisations; and including recorded conversations with our CX Centers) for up to 10 years (though this may be lower depending on jurisdiction) after we terminate our business relationship, in accordance with limitation periods under applicable law and other finance and taxation legislation.
- Data subject rights requests: we retain information associated with the receipt and compliance with any data subject rights requests from you for up to 3 years following the request (though this may be lower depending on jurisdiction), based on the limitation periods in applicable data protection legislation.
- Litigation: we retain information related to threatened or asserted litigation or investigation, product liability claims and product recall issued for up to 10 years (though this may be lower depending on jurisdiction) after final resolution in accordance with limitation periods under applicable law.

UPDATES TO OUR PRIVACY POLICY

We may update this Privacy Policy periodically to reflect changes in our information practices or with respect to applicable laws. We will post the updated version on our Sites and indicate at the top when it was last updated. Where changes to this Privacy Policy are substantive or material, we will explicitly notify you of these changes.

We recommend revisiting this page periodically to stay aware of any changes to this Privacy Policy. Our amended Privacy Policy will automatically take effect upon the date that an update is published.

COMPLAINTS

We have established procedures to receive complaints and inquiries about this Privacy Policy and our practices for the management of information. The complaints procedure is easily accessible and simple to use. We will inform any person making an inquiry or complaint of the existence of the relevant procedures. Should you have any complaints regarding the use of your information by us, please contact us using the **Contact Us** section below. If a complaint is found to be justified, we will take appropriate measures, including, if necessary, amending our policies and practices.

For individuals in the EU/UK, you also have the right to lodge a complaint with a supervisory authority in the country you reside, work or where you feel an infringement of applicable data protection or privacy law has occurred. Relevant supervisory authorities are:

- UK: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, Helpline: 0303 123 1113
- EU: See a list of applicable data protection authorities and their contact details [here](#)
- In Germany, the competence for complaints is split among different data protection supervisory authorities. Competent authorities can be identified according to the list provided [here](#)

CONTACT US

The contact details of the data controller, which will be Sealed Air Corporation and/or its relevant subsidiary or affiliate in your jurisdiction, can be found [here](#). You can use these contact details if you have any questions or comments about this Privacy Policy, or if you would like us to update information we have about you or your preferences.