

# CANON DATA PROTECTION PRINCIPLES

## DATA PROTECTION AND PRIVACY



### FAIRNESS AND TRANSPARENCY

Canon processes personal data fairly and provides individuals with information about how and why their data is being processed by way of our Privacy Notice.



### LAWFUL PROCESSING

Canon only processes personal data where it has a valid legal basis to do so.



### PURPOSE LIMITATION

Canon only collects personal data for a specific, explicit and legitimate purpose. Any subsequent processing is done only if it is for a compatible purpose, unless the individual's consent is obtained or the processing is otherwise permitted by law.



### DATA MINIMISATION

Canon processes personal data that is adequate, relevant and limited to what is necessary for the purpose for which it was collected.



### DATA ACCURACY

Canon takes reasonable steps to ensure personal data is accurate, complete and up to date.



### INDIVIDUAL RIGHTS

Canon respects the individual's rights in relation to their personal data, including their rights of access, erasure, rectification, portability and objection.



### STORAGE LIMITATION

Canon has policies and standards in place that require the business to keep the data for only as long as is needed.



### DATA SECURITY

Canon uses appropriate security measures to protect the personal data throughout its data lifecycle and requires the same standard from its processors.



### CUSTODIANSHIP

Canon has appropriate policies and practices in place for the safe handling of personal data it processes.



### ACCOUNTABILITY

Canon complies with data protection principles and can demonstrate compliance to these principles.