

PERSONAL DATA PROTECTION

For the proper organization and development of the program, Telefónica Innovación Digital, S.L.U., with CIF number B83188953, (hereinafter, TID) will collect and process the identifying data of the participants in the WAKE-UP WORD DETECTION CHALLENGE (hereinafter, Challenge), acting as the data controller, with the participants being solely responsible for the accuracy of the data provided. In this regard, TID commits to strictly complying with the applicable data protection legislation, including Regulation (EU) 679/2016, of April 27, of the Parliament and of the Council, concerning the protection of natural persons with regard to the processing of personal data and the free movement of such data (hereinafter, "GDPR") as well as the Organic Law 3/2018, of December 5, on the Protection of Personal Data and Guarantee of Digital Rights (hereinafter, "LOPD").

TID informs that the personal data of the participants will be processed in accordance with data protection regulations, for the purpose of developing and managing the call together with the involved partners, including the Red Temática de Tecnologías del Habla (RTTH), such as evaluating and selecting the best Wake-up-Word (WuW) systems among all participants. The data will be retained only for as long as necessary for the development of the Challenge and during the period in which liabilities may arise for Telefónica due to the development of the same. Subsequently, the data will be deleted.

Furthermore, based on Telefónica's legitimate interest in promoting this Challenge, participants are informed that their identifying personal data may be processed for the purpose of disseminating information about the Challenge, including who the participants are, in press releases, social media, and websites accessible to the general public.

Interested parties may exercise their rights of access, rectification, deletion, opposition, restriction of processing, and portability, to the extent applicable, by sending an email, accompanied by a copy of a document proving the identity of the requester, to the address jordi.luque@telefonica.com.