

# IBM Privacy Statement

This privacy statement is  
effective as of 26, April 2022

Contact us



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## Introduction

At IBM we value your privacy and are committed to protecting and processing your personal information responsibly.

This privacy statement describes how IBM collects, uses and shares your information. It applies to IBM Corporation and IBM subsidiaries except where a subsidiary presents its own statement without reference to IBM's.

We may provide additional data privacy information by using a supplementary privacy notice.

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## Personal Information We Collect and Use

This section describes the various types of information that we collect and how we use it.



### Your Account

You can create an account with IBM by creating an IBMid. An IBMid provides IBM with your name, email address, and country or region of residence. We may require an IBMid for certain services, such as the use of [IBM Cloud and Online Services](#).

We may also store your details from business contact information that you provide to us, or that we collect from your organization, our Business Partners, or our suppliers.

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[Learn more](#)

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## IBM Websites

Our websites offer ways to communicate with you about us, our products, and services. The information that we collect on websites is used to provide you with access to the website, to operate the website, to improve your experience, and to personalize the way that information is provided to you. If you visit our websites without logging in with an [account](#), we may still collect information that is connected to your website visit.

For more information on the technologies that we use to collect website information, and setting your preferences, see [Cookies and Similar Technologies](#).

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Learn more

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## IBM Cloud and Online Services

Our cloud and online services include “as-a-service” and desktop applications, mobile applications (or apps), and IBM Learning services. We collect information about the use of these services, such as pages you view or your interactions on that page, to improve and develop our services and to generate technical and market insights. We may require an IBMid for the use of our cloud and online services (see [Your Account](#)).

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Learn More

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## Marketing

We use the information that we collect to communicate with you about relevant products, services, and offerings. We also use this information to personalize your experience with our content and advertisements, and to develop internal marketing and business intelligence. To set or update your marketing communications preferences, visit the [IBM Privacy Preference Center](#). You may also submit an [opt-out request](#), or select **Unsubscribe** at the bottom of each marketing email. To review or set your preferences regarding the information that we collect about you on our websites select **Cookie Preferences** in the website footer.

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Learn more

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## Contractual Relationships

A contractual relationship is created when you order a trial, or a product or service from us. While we mainly provide our products and services to businesses, individuals may also enter into an agreement with us directly as a client. We may collect any information that is reasonably necessary to prepare for, enter, and fulfill, the contractual agreement.

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[Learn more](#)

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## Support Services

When you contact us to request support, we collect your contact information, problem description, and possible resolutions. We record the information that is provided to handle the support query, for administrative purposes, to foster our relationship with you, for staff training, and for quality assurance purposes.

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[Learn more](#)

### Protecting You and IBM

We may collect and use information to protect you and IBM from IT security threats and to secure the information that we hold from unauthorized access, disclosure, alteration, or destruction. This includes information from our IT access authorization systems, such as log-in information.

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[Learn more](#)

### IBM Locations

When you visit an IBM location, we collect your name or business contact

information (see [Your Account](#)), and, in some cases, information from a government issued ID. This information is collected for access management and to protect the security and safety of our locations and employees.

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[Learn more](#)

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## Recruitment and Former Employees

We are constantly searching for new talent for our organization, and we collect information about job applicants or prospective candidates from several sources. Applicants are referred to the [Talent Acquisition Privacy Notice](#) for more information. When an employee leaves IBM, we continue to process information that is related to them for any remaining business, contractual, employment, legal, and fiscal purposes, including the management of pensions to the extent handled by IBM.

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[Learn more](#)

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## Conducting our Business Operations

We collect and use information to improve our business operations, systems, and processes. For example, information may be used to conduct, maintain, audit, and optimize our operations, to protect our assets and employees, for product development, and to defend our rights.

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[Learn more](#)

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## Cookies and Similar Technologies

When you visit our websites, cloud and online services, software products, or view our content on certain third-party websites, we collect information regarding your connection by using various online tracking technologies, such as cookies, web beacons, Local Storage, or HTML5. Information that is collected with these technologies may be necessary to operate the website or service, to improve performance, to help us understand how our online services are used, or to determine the interests of our users. We use advertising partners to provide and assist in the use of such technologies on IBM and other sites.



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[Learn more](#)

## Children

Unless otherwise indicated, our websites, products, and services are not intended for use by children under the age of 16.

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# Sharing Personal Information

We may share your personal information internally and externally with suppliers, advisors, or Business Partners for IBM's legitimate business purposes, and only on a need-to-know basis. This section describes how we share information and how we facilitate that sharing.

## How We Share Personal Information

When sharing personal information, we implement appropriate checks and controls to confirm that the information can be shared.

If we decide to sell, buy, merge, or otherwise reorganize businesses in some countries, such a transaction may involve disclosing some personal information to prospective or actual business purchasers, or the collection of personal information from those selling such businesses.

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[Learn more](#)

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## Facilitating International Transfers

Your information may be transferred to or accessed by IBM subsidiaries and third parties around the world. IBM complies with laws on the transfer of personal information between countries to keep your personal information protected, wherever it may be.

We have implemented various safeguards including:

- Contractual Clauses, such as those approved by the EU Commission and accepted in several other countries. You can request a copy of the EU Standard Contractual Clauses (EU SCCs) by selecting **Contact Us** in the header of this page.
- Binding Corporate Rules for Controllers (IBM BCR-C). We have BCR-C approved by the European Data Protection Authorities and the UK Information Commissioner's Office. For more information, see [IBM Controller Binding Corporate Rules](#).
- IBM's privacy practices, described in this Privacy Statement, comply with the APEC Cross Border Privacy Rules Framework. The [APEC Cross Border Privacy Rules](#) (CBPR) system provides protection of personal information that is transferred among participating [APEC economies](#) as it pertains to online information collected through [ibm.com](#).

While the EU-US and Swiss-US Privacy Shield Framework can no longer be relied upon for the transfer of Personal Information, we continue to comply with all EU-US Privacy Shield Framework and Swiss-US Privacy Shield Framework obligations. For more information, see [IBM Privacy Shield Privacy Policy](#) and [US Department of Commerce](#).

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## Controller and Representative Information


IBM does business through its subsidiaries worldwide. The privacy laws in some countries consider a Controller to be the legal entity (or natural person) who defines the purposes for which the processing of personal information takes place and how that information is processed. Parties that are involved in processing operations on behalf of a Controller may be designated as Processors. Designations and associated obligations differ, depending on the jurisdiction.

Where this is relevant for the privacy laws in your country, the Controller of your personal information is IBM's main subsidiary in your country or region, unless International Business Machines Corporation (IBM Corp.) or another IBM subsidiary identifies itself as the Controller for a specific interaction with you.

The contact details of our main subsidiary of a country or region can be found by selecting your country or region and selecting Contact on the footer of [ibm.com](https://www.ibm.com) websites. IBM Corp. can be contacted at: International Business Machines Corporation, 1, North Castle Drive, Armonk, New York, United States of America.

Where IBM Corp. or a subsidiary it controls is required to appoint a legal representative, the following representatives have been appointed.

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European Economic Area (EEA) 

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United Kingdom (UK) 

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## Information Security and Retention

To protect your personal information from unauthorized access, use, and disclosure, we implement reasonable physical, administrative, and technical safeguards. These safeguards include role-based access controls and encryption to keep personal information private while in transit. We also require our Business Partners, suppliers, and third parties to implement appropriate safeguards, such as contract terms and access restrictions, to protect information from unauthorized access, use, and disclosure.

We only retain personal information as long as necessary to fulfill the purposes for which it is processed, or to comply with legal and regulatory retention requirements. Legal and regulatory retention requirements may include retaining information for:

- audit and accounting purposes,
- statutory retention terms,
- the handling of disputes,
- and the establishment, exercise, or defense of legal claims in the countries where we do business.

We retain any contractual relationship information for administrative purposes, legal and regulatory retention requirements, defending IBM rights, and to manage IBM's relationship with you. The information that is provided in a supplementary privacy notice may provide more detailed information on applicable retention terms.

When personal information is no longer needed, we have processes in place to securely delete it, for example by erasing electronic files and shredding physical records.

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## Your Rights

You have certain rights when it comes to the handling of your personal information.

The **Contact Us** form in the header of this page can be used to:

- request access to the personal information that we have on you, or have it updated. Depending on the applicable law, you may have additional rights concerning your personal information.
- ask questions related to this Privacy Statement and privacy practices. Your message is forwarded to the appropriate member of IBM's Data Privacy Team, including the responsible Data Protection Officers.
- submit a complaint to IBM if you are not satisfied with how IBM is processing your personal information.

Your rights may be subject to limitations and exceptions resulting from applicable laws. For example, there may be situations where we cannot share certain information that you seek if disclosing this means disclosing information about others.

You may also have the right to complain to the competent supervisory authority. Information about additional rights and the right to complain to the competent supervisory authority can be found [here](#).

If you have an unresolved privacy or data use concern that we have not addressed

satisfactorily, please contact our U.S.-based third-party dispute resolution provider (free of charge) [here](#).

To set or update your marketing communications preferences, visit the [IBM Privacy Preference Center](#). You can also submit an [opt-out request](#), or select **Unsubscribe** at the end of each marketing email.

## Legal Basis

In some jurisdictions, the lawful handling of personal information is subject to a justification, sometimes referred to as legal basis. The legal bases that we rely on for the lawful handling of your personal information vary depending on the purpose and applicable law.

The different legal bases that we use are:

Necessary for the performance of a contract with you	English	▼
Necessary for the purposes of IBM's or a third party's legitimate interest		▼
Consent		▼
<b>Other Links</b>		▼

Legal obligation	
<a href="#">California Supplemental Privacy Statement</a>	→
<a href="#">IBM Privacy Policy for Certified IBM Cloud Services</a>	→
<a href="#">IBM Controller Binding Corporate Rules</a>	→
<a href="#">IBM Trust Center</a>	→
<a href="#">IBM Privacy Portal</a>	→

our websites and services after a revision takes effect, it is considered that users have accepted the changes.



Privacy notices of the Privacy Statement are available [here](#).



