

ACCESS - L'OREAL AUSTRALIA

PRIVACY POLICY

L'Oréal's ambition is to be an exemplary *corporate citizen* to help make the world a more beautiful place. We place great value on honesty and clarity and we are committed to building a strong and lasting relationship with our consumers based on trust and mutual benefit. Part of this commitment means safeguarding and respecting your privacy and your choices. Respecting your privacy is essential to us. This is why we set out "Our Privacy Promise" and our full Privacy Policy below.

OUR PRIVACY PROMISE

- 1) We respect your privacy and your choices.
- 2) We make sure that privacy and security are embedded in everything we do.
- 3) We do not send you marketing communications unless you have asked us to. You can change your mind at any time.
- 4) We never offer or sell your information.
- 5) We are committed to keeping your information safe and secure. This includes only working with trusted partners.
- 6) We are committed to being open and transparent about how we use your information.
- 7) We do not use your information in ways that we have not told you about.
- 8) We respect your rights, and always try to accommodate your requests as far as is possible, in line with our own legal and operational responsibilities.

For more information about our privacy practices, below we set out what types of personal information we may receive from you directly or from your interaction with us, how we may use it, who we may share it with, how we protect it and keep it secure, and your rights around your personal information. Of course all situations may not apply to you. This Privacy Policy gives you an overview of all possible situations in which we could interact together.

The more you interact with us, the more you let us know you and the more we are able to offer you tailored services.

When you share personal information with us or when we collect personal information about you, we use it in line with this Policy. Please read this information and our Q&A page (if any) carefully. If you have any questions or concerns about your personal information, please contact us at lorealcad@loreal.com

WHAT WILL YOU FIND IN THIS PRIVACY POLICY?

- Who are we?
- What is personal information ?
- What information do we collect from you and how do use it ?
 - How do we collect or receive your information ?
 - Who may access your personal information ?
 - Where we store your personal information?
 - Is my personal information secure?
 - Links to third party sites and social login
 - Social media and user generated content
- Your rights and choices
- Contact

WHO WE ARE

L'Oréal Australia is responsible for the personal information that you share with us. When we say "L'Oréal", "us", "our" or "we", this is who we are referring to L'Oréal Australia Pty Ltd

<https://www.loreal.com/en/australia/>

WHAT IS PERSONAL INFORMATION?

Privacy Policy for consumers

“Personal information” is information or an opinion, whether true or not and whether recorded in a material form or not, about an individual who is identified or reasonably identifiable.

WHAT INFORMATION DO WE COLLECT FROM YOU AND HOW DO WE USE IT?

L'Oréal believes that you, the consumer, are at the heart of what we do. We love hearing from you, learning about you, and creating and delivering products that you enjoy. And we know that many of you love talking to us. Because of this, there are many ways that you might share your personal information with us, and that we might collect it.

How do we collect or receive your information?

We might collect or receive information from you via our websites, forms, apps, devices, L'Oréal products or brands pages on social media or otherwise. Sometimes you give this to us directly (e.g. when you create an account, when you contact us, when you purchase from our websites/apps or stores/beauty salon), sometimes we collect it (e.g. using cookies to understand how you use our websites/apps) or sometimes we receive your information from other third parties, including other L'Oréal Group entities.

When we collect information, we indicate the mandatory fields via asterisks where such information is necessary for us to:

- Perform our contract with you (e.g. to deliver the products you have purchase on our websites/apps);
- Provide you with the service you have asked for (e.g. to provide you with a newsletter); or
- Comply with legal requirements (e.g. invoicing).

If you do not provide the information marked with an asterisk, this may affect our ability to provide the products and services.

We set out further details in the table below, explaining:

- 1) ***During what interaction your information may be provided or collected?*** This column explains what activity or situation you are involved in when we use or collect your information. For example, whether you are making a purchase, signing up to a newsletter, or browsing a website/app.
- 2) ***What personal information may we receive from you directly or resulting from your interaction with us?*** This column explains what types of information we may collect about you depending on the situation.
- 3) ***How and why we may use it?*** This column explains what we may do with your information and the purposes for collecting it.

<i>During which interactions may you provide and we may collect your information?</i>	<i>What personal information may we receive from you directly or resulting from your interaction with us?</i>	<i>How and why we may use your information ?</i>
<p>Account Creation and management</p> <p>Information collected during the creation of an account on L'Oréal websites/apps, through a social media login, or in store.</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Name and surname; • Gender; • Email address; • Address; • Phone number; • Photo; • Birthday or age range; • ID, username, and password; • Personal description or preferences; • Order details; • Social media profile (where you use social login or share this personal information with us). 	<p>To:</p> <ul style="list-style-type: none"> • Manage your orders; • Manage any competitions, promotions, surveys or contests you choose to enter; • Respond to your questions and otherwise interact with you ; • Offer you a loyalty program; • Allow you to manage your preferences; <hr/> <ul style="list-style-type: none"> • Send you marketing communications (where you have asked us to) which may be tailored to your “profile” (i.e. based on the personal information we know about you and your preferences); <hr/> <ul style="list-style-type: none"> • Offer personalized services based on your beauty characteristics; • Monitor and improve our websites/apps ; • Run analytics or collect statistics • Secure our websites/apps and protect you and us against fraud;
<p>Newsletter and commercial communications subscription</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Email address; • Name and surname; • Personal description or preferences; • Social media profile (where you use social login or share this personal information with us). 	<p>To :</p> <ul style="list-style-type: none"> • Send you marketing communications (where you have asked us to) which may be tailored to your “profile” based on the personal information we know about you, and your preferences (incl. location of your favorite store); <hr/> <ul style="list-style-type: none"> • Run analytics or collect statistics. <hr/> <ul style="list-style-type: none"> • Keep an up to date suppression list if you have asked not to be contacted;

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<p>Purchases and order management</p> <p>Information collected during the purchase process made on L'Oréal website/apps/social pages or in store</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Name and surname; • Email address; • Address (delivery and invoicing); • Phone number; • Personal description or preferences; • Social media profile (where you use social login or share this personal information with us); • Transaction information including purchased products and store location; • Payment and information; or • Purchase history 	<p>To</p> <ul style="list-style-type: none"> • Contact you to finalize your order where you have saved your shopping cart or placed products in your cart without completing the checkout process; • Inform you when a product you wanted to purchase is available; • Process and follow your order including delivering the product to the address you indicated; • Manage the payment of your order. To be noted, payment information (credit card number / Paypal information / bank account details) are not collected by us but directly by payment service providers; • Manage any contact you have with us regarding your order; <hr/> <ul style="list-style-type: none"> • Secure the transactions against fraud. To be noted, we use a third party provider's solution to detect fraud and ensure the payment is complete and made by you or someone authorized by you; • Enrich your profile if you place a purchase using your account information; • Measure satisfaction; • Manage any dispute relating to a purchase; • For statistics purposes.
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<p>Online browsing</p> <p>Information collected by cookies or similar technologies (“Cookies”) as part of your browsing on L’Oréal website/apps and/or on third-party website/apps.</p> <p>For information on specific Cookies placed through a given website/app, please consult the relevant cookie table.</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Information related to your use of our websites/apps: • Where you came from; • Login details; • Pages you looked at; • Videos you watched; • Ads you click on or tap; • Products you search for; • Your location; • Duration of your visit; • Products you selected to create your basket. <p>Technical information:</p> <ul style="list-style-type: none"> • IP address; • browser information; • device information. <p>A unique identifier granted to each visitor and the expiration date of such identifier.</p>	<p>We use Cookies, where relevant, with other personal information you have already shared with us (such as previous purchases, or whether you’re signed up to our email newsletters) or the following purposes:</p> <ul style="list-style-type: none"> • To allow proper functioning of our website/apps: <ul style="list-style-type: none"> ○ proper display of the content; ○ creation and remembering of a cart; ○ creation and remembering of your login; ○ interface personalisation such as language; ○ parameters attached to your device including your screen resolution, etc; ○ improvement of our websites/apps, for example, by testing new ideas. • To ensure the website/app is secure and safe and protect you against fraud or misuse of our websites or services, for example through performing troubleshooting. • To run statistics: <ul style="list-style-type: none"> ○ To avoid visitors being recorded twice; ○ To know users’ reaction to our advertising campaigns; ○ To improve our offers; ○ To know how you discovered our websites / apps.
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<p>* Cookies are small text files stored on your device (computer, tablet or mobile) when you are on the Internet, including on L'Oreal Group's websites.</p>		<ul style="list-style-type: none"> • To deliver online behavioural advertising: <ul style="list-style-type: none"> ○ to show you online advertisements for products which may be of interest to you, based on your previous behaviour; ○ to show you ads and content on social media platforms. • To tailor our services for you: <ul style="list-style-type: none"> ○ to send you recommendations, marketing, or content based on your profile and interests; ○ to display our websites/apps in a tailored way like remembering your cart or login, your language, the user-interface customization cookies (i.e. the parameters attached to your device including your screen resolution, font preference, etc). • To allow sharing of our content on social media (sharing buttons intended to display the site).
<p>Promotional operations</p> <p>Information collected during a game, contests, promotional offer, sample requests, surveys.</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Name and surname; • Email address; • Phone number; • Birth date; • Gender; • Address; • Personal description or preferences; • Social media profile (where you use social login or share this personal information with us); • Other information you have shared with us about yourself (e.g. via your "My Account" page, by contacting us, or by providing your own content such as photos or a review, or a question via the chat function available on some websites/apps, or by participating in a contest, game, survey). 	<ul style="list-style-type: none"> • To complete tasks that you have asked us to, for example to manage your participation in contests, games and surveys, including to take into account your feedback and suggestions; <hr/> <ul style="list-style-type: none"> • For statistics purposes. <hr/> <ul style="list-style-type: none"> • To send you marketing communications (where you have asked us to)

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<p>User Generated Content</p> <p>Information collected when you submitted some content on one of our social platforms or accepted the re-use of content you posted on social media platforms by us.</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Name and surname or alias; • Email address; • Photo; • Personal description or preferences; • Social media profile (where you use social login or share this personal information with us); • Other information you have shared with us about yourself (e.g. via your "My Account" page, by contacting us, or by providing your own content such as photos or a review, or a question via the chat function available on some websites/apps). 	<ul style="list-style-type: none"> • In accordance with the specific terms and conditions accepted by you: <ul style="list-style-type: none"> ○ To post your review or content; ○ To promote our products. <hr/> <ul style="list-style-type: none"> • For statistics purposes.
<p>Use of Apps and devices</p> <p>Information collected as part of your use of our Apps and/or devices.</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Name and surname; • Email address; • Location; • Birth date; • Personal description or preferences; • Photo; • Welfare information including skin tone, skin/hair type • Geolocation. 	<p>To</p> <ul style="list-style-type: none"> • Provide you with the service requested (for example, virtually test our products, purchase our products through the App or on related e-com websites; advice and notifications regarding your sun exposure, your hair routine); • Analyse your welfare characteristics and recommend the appropriate products (including bespoke products) and routines; • Provide you product & routine recommendations; <hr/> <ul style="list-style-type: none"> • For research and innovation by scientists within L'Oréal Group; • For monitoring and improvement of our Apps and devices; • For statistics purposes.
<p>Enquiries</p> <p>Information collected when you ask questions (e.g. through our consumer care) relating to our brands, our products and their use.</p>	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Name and surname; • Phone number; • Email address; • Other information you have shared with us about yourself in relation to your enquiry (which may include welfare and health information). 	<ul style="list-style-type: none"> • To answer your enquiries; Where needed, to connect you with the relevant services <hr/> <ul style="list-style-type: none"> • For statistics purposes. <hr/> <ul style="list-style-type: none"> • For Cosmétovigilance/adverse event recording;

		<ul style="list-style-type: none"> ○ To monitor and prevent any undesirable effect linked to the use of our products; ○ To perform studies relating to the safe use of our products; ○ To perform and follow-up on corrective measures taken, where needed.
Sponsorship	<p>Depending on how much you are interacting with us, those information may include:</p> <ul style="list-style-type: none"> • Name and surname; • Phone number; • Email address. 	<ul style="list-style-type: none"> • To send information on our products and or information tagged in a wish list to a person at another person's request.

Who may access your personal information?

We may share your personal information within L'Oréal Group to comply with our legal obligations, to prevent fraud and/or to secure our tools, to improve our products and services, or after having obtained your consent to do so.

Depending on the purposes for which they were collected, and only on a need-to-know basis some of your personal information may be accessed by L'Oréal Group entities worldwide, where possible in a pseudonimized way (not allowing direct identification), and where necessary to provide you with requested services.

We may also share your personal information in a pseudonimized way (not allowing direct identification) with L'Oréal Research & Innovation scientists, including those located outside of your country, for research and innovation purposes.

Where permitted, we may also share some of your personal information including those collected through Cookies between our brands to harmonize and update the information you share with us, to perform statistics based on your characteristics and to tailor our communications.

Please visit the L'Oréal group website, for further details on the [L'Oréal Group](#), its [brands](#) and its [locations](#).

We may share your personal information for marketing purposes with third party or entities of the L'Oréal Group.

We only share your personal information with third parties for direct marketing purposes with your consent. In this context, your information is processed by such third party and its own terms and conditions and privacy notice apply. You should carefully check their documentation before consenting to the disclosure of your information to that third party.

Your personal information may also be processed on our behalf by our trusted third party providers.

We rely on trusted third parties to perform a range of business operations on our behalf. We only provide them with the information they need to perform the service, and we require that they do not use your personal information for any other purpose. We always use our best efforts to ensure that all third parties we work with keep your personal information secure. For instance, we may entrust services that require the processing of your personal information to:

- Third parties that assist and help us in providing digital and e-commerce services such as social listening, store locator, loyalty programs, identity management, ratings and reviews, CRM, web analytics and search engine, user generated content curation tools;
- Advertising, marketing, digital and social media agencies to help us to deliver advertising, marketing, and campaigns, to analyse their effectiveness, and to manage your contact and questions;
- Third parties required to deliver a product to you e.g. postal/delivery services;
- Third parties that assist and help us in providing IT services, such as platform providers, hosting services, maintenance and support on our information bases as well as on our software and

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applications that may contain information about you (such services could sometimes imply access to your information to perform the required tasks);

- Payment service providers and credit reference agencies for the purpose of assessing your credit score and verifying your details where this is a condition of entering into a contract with you;
- Third parties that assist us for customer care and cosmetovigilance ie. adverse effect of cosmetic product event recording purposes.

We may also disclose your personal information to third parties:

- In the event that we sell any business or assets, in which case we may disclose your personal information to the prospective buyer of such business or assets. If L'Oréal or a part of its assets is acquired by a third party, personal information held by it about its customers relating to those assets is one of the transferred assets. Where appropriate, in such case, the buyer acting as the new information controller processes your information and its privacy policy governs the processing of your personal information.
- If we are under a duty to disclose or share your personal information in order to comply with a legal obligation, or in order to enforce or apply our terms of use/sales or other terms and conditions you have agreed to; or to protect the rights, property, or safety of L'Oréal, our customers, or employees.
- If we have your consent to do so
- Or if we are permitted to do so by law.

We may disclose your personal information to our partners:

- In the event the service you subscribe to was co-created by L'Oréal and a partner (for example, a co-branded app), L'Oréal and the partner process your personal information each for their own purposes and as such your information is processed:
 - By L'Oréal in accordance with this Privacy Policy;
 - By the partner under its own terms and conditions and in accordance with its own privacy policy.
- In the event you agreed to receive marketing and commercial communications from a L'Oréal partner through a dedicated opt-in (for instance, through an App branded by L'Oréal and made available to its partners). In such case, your information is processed by the partner under its own terms and conditions, and in accordance with its privacy policy.
- We may publish on our supports content from social networks. In the event you consult content from social networks on our website/apps, a Cookie from such social network may be stored on your device. We invite you to read the Cookie Policy of these social networks for more information;
- When we use Google advertising services on our websites/apps, Google will access and use your personal information. If you wish to learn more on how Google uses your personal information in this context, please consult their [Google Privacy & Terms](#), which govern these services and information processing.

Information that Facebook collects and shares with us

All Facebook features and services available on our website/app are governed by the [Facebook Data Policy](#), in which you can get more info about your privacy rights and settings options.

By using this website/app, you may:

- Sign-up with your Facebook login. If you do so, you consent to share some of your public profile information with us;
- Use the Facebook social plug-ins, such as “like” or “share” our content on the Facebook platform;
- Accept cookies from this website/app (also identified as “Facebook Pixel”) that will help us understand your activities, including information about your device, how you use our services, the purchase you make and the ads you see, whether or not you have a Facebook account or are logged into Facebook. When you are using those Facebook features, we collect data that help us to:
- Show you adds you might be interested in on Facebook (or Instagram, Messenger or any other Facebook services);
- Measure and analyze the effectiveness of our website/app and ads

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We may also use the personal information you gave us on this website/app (such as your name and surname, email, address, gender and phone number) to identify you in Facebook (or Instagram, Messenger or any other Facebook services) in order to show you ads that are even more relevant for you. While doing this, Facebook will not share your personal information and will delete the information promptly after the match process is complete.

We do not offer or sell your personal information.

Where We Store Your Personal information

The information that we collect from you may be transferred to, accessed from, and stored at a destination outside of Australia. It may also be processed by staff members operating outside of Australia who work for us or for one of our service providers.

L'Oréal transfers personal information outside of Australia only in a secure and lawful way. As some countries may not have laws governing the use and transfer of personal information, we take steps to make sure that third parties adhere to the commitments set out in this Policy. These steps may include reviewing third parties' privacy and security standards and/or entering into appropriate contracts. For further information, please contact us as per the "Contact" section below.

Is Your Personal information Secure?

We are committed to keeping your personal information secure, and taking all reasonable precautions to do so. We contractually require that trusted third parties who handle your personal information for us do the same.

We always do our best to protect your personal information and once we have received your personal information, we use strict procedures and security features to try to prevent unauthorised access. As the transmission of information via the internet is not completely secure, we cannot guarantee the security of your information transmitted to our site. As such, any transmission is at your own risk.

Links to Third Party Sites and Social Login

Our websites and Apps may from time to time contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we are not responsible or liable for these policies. Please check these policies before you submit any personal information to these websites.

We may also offer you the opportunity to use your social media login. If you do so, please be aware that you share your profile information with us depending on your social media platform settings. Please visit the relevant social media platform and review its privacy policy to understand how your personal information is shared and used in this context.

Social Media and User Generated Content

Some of our websites and Apps allow users to submit their own content. Please remember that any content submitted to one of our social media platforms can be viewed by the public, so you should be cautious about providing certain personal information e.g. financial information or address details. We are not responsible for any actions taken by other individuals if you post personal information on one of our social media platforms and we recommend that you do not share such information.

YOUR RIGHTS AND CHOICES

L'Oréal respects your right to privacy: it is important that you are able to control your personal information. You have the following rights:

Your rights	What does this mean?
The right of access	You have the right to access the personal information we hold about you (subject to certain restrictions).

	<p>We may charge a reasonable fee taking into account the administrative costs of providing the information. There are a limited number of circumstances in which we may decline to grant such access. For example, where requests are 'frivolous or vexatious' they may not be answered to. We will endeavour to acknowledge such requests as soon as practicable and where we agree to grant access, to provide access within a reasonable period of time.</p> <p>To do this, please contact us at the details below.</p>
<p>The right to correction</p>	<p>You have the right to have your personal information corrected if it is incorrect, misleading, irrelevant or outdated and/or completed if it is incomplete.</p> <p>To do this, please contact us at the details below and we will endeavour to acknowledge such requests as soon as practicable and where we agree to correct or complete your personal information, we will do so within a reasonable period of time. If you have an account, it may be easier to correct your own information via your "My Account" function.</p>
<p>The right to object to direct marketing</p>	<p>You can unsubscribe or opt out of our direct marketing communication at any time.</p> <p>It is easiest to do this by clicking on the "unsubscribe" link in any email or communication we send you. Otherwise, you can contact us using contact details below.</p>
<p>The right to lodge a complaint with a regulator</p>	<p>You have the right to contact the privacy regulator in Australia in order to lodge a complaint against the information protection and privacy practices of L'Oréal.</p> <p>Do not hesitate to contact us at the details below before lodging any complaint with the competent information protection authority. All complaints made to us will be taken seriously and will be assessed by an appropriate person with the aim of resolving any issue in a timely and efficient manner. We request that you cooperate with us during this process and provide us with any relevant information we may require.</p>
<p>The right to deactivate Cookies</p>	<p>You have the right to deactivate Cookies. The settings from the Internet browsers are usually programmed by default to accept Cookies, but you can easily adjust it by changing the settings of your browser.</p> <p>Many cookies are used to enhance the usability or functionality of websites/apps; therefore disabling cookies may prevent you from using certain parts of our websites/apps as detailed in the relevant Cookie Table.</p> <p>If you wish to restrict or block all the cookies which are set by our websites/apps (which may prevent you from using certain parts of the site), or any other websites/apps, you can do this through your browser settings. The Help function within your browser should tell you how. For more information please consult the following links: http://www.aboutcookies.org/;</p>

To deal with your request, we may require proof of your identity.

AMENDMENTS TO THIS POLICY

We may amend this privacy policy at any time and for any reason. We may highlight changes to this policy on our website, but you should check this policy regularly for changes.

CONTACT

If you have any questions or concerns about how we treat and use your personal information, or would like to exercise any of your rights above, please contact our Privacy Officer at lorealcad@loreal.com.