

Cosmax Prestige Brands Pty Ltd (ACN 168 417 730) and Affiliation (“Cosmax” or “We”) respects your right to privacy and is committed to protecting your privacy and ensuring that your Personal Information is protected. We adhere to the Australian Privacy Principles contained in the *Privacy Act 1988* (Cth). This policy sets out how we collect and treat your personal information. For the purposes of this Privacy Policy, "Personal Information" is information we hold which is identifiable as being about, whether true or not, about you, an individual who can be identified from that information/data.

1. APPLICATION

This Privacy Policy explains the types of Personal Information and Non-Personal Information we collect and how we use, disclose, transfer, process and protect that information. Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. For more details, please refer to Cosmax Cookie Policy.

We collect Personal Information through, but not limited to, the following means:

- (a) When you shop on or browse any website owned, operated, controlled and/or managed by us (the “Website”);
- (b) When you shop in-store at our physical stores;
- (c) When you connect with us through social media or attend our marketing events; and
- (d) When you agree and consent to be a member of the Cosmax database, whether through physical or electronic means.

We may update this Privacy Policy from time to time by posting updated versions on the Website, and/or by sending an e-mail to you. We may modify this Privacy Policy at any time, at our sole discretion and all modifications will be effective immediately upon our posting of the modifications on our website or notice board. Your continued membership, access to and/or use of the Website will be taken to be your agreement to, and acceptance of, all changes made in each updated version.

Please check back regularly for updated information on how we handle your Personal Information.

2. CONSENT

We do not collect, use or disclose your Personal Information without your consent (except where permitted and authorised by law). By providing your Personal Information to us, you hereby consent to us collecting, using, disclosing, transferring, and processing your Personal Information for the purposes set out in Section 3 of this Privacy Policy.

The types of Personal Information we collect include, but are not limited to, your: (a) first name and family name; (b) home address; (c) date of birth; (d) email address; and, only if appropriate, your (e) username and password; (f) billing and delivery address; and (g) other information as may be reasonably required for us to provide you with the Services as defined in Section 3 below.

3. PURPOSE

We collect, use, disclose, transfer and process your Personal Information for the purpose of providing services. These services include, but are not limited to:

1. providing you with information on products and campaigns from us, Cosmax Affiliation and our third party business partners via email, SMS, and post (where we have your express consent);
 2. allowing you to purchase products and services offered for sale via the Website;
 3. facilitating your transactions with us;
 4. sending you product samples and/or products;
 5. keeping you informed of updates, changes, and developments relating to us and our Services;
 6. notifying you about important changes to this Privacy Policy, and to our other policies or services;
 7. providing you with personalized consultations;
 8. responding to queries or feedback from you;
 9. maintaining and operating the Website;
 10. managing our administrative and business operations;
 11. engaging third party business partners and data processors to perform certain aspects of the Services;
 12. performing customer profiling, market analysis, and research to improve our product and service offerings to you;
 13. preventing, detecting and investigating crime and analysing and managing commercial risks; and
 14. other purposes which are reasonably related to the above.
- (collectively, the "Services")

4. WITHDRAWAL OF CONSENT, ACCESS & CORRECTION

If you wish to withdraw your consent to receive information on new products and campaigns, or any other Services, you may do so by:

1. unsubscribing from our Website;
2. clicking the "Unsubscribe" link in the email(s) we send to you;
3. contacting our Data Protection Officer at the email address below;
- or 4. writing to us at the address below.

Please note that if you choose to withdraw your consent to our use, disclosure, transfer and/or processing of your Personal Information, we may not be able to provide you with some or all of the Services.

We will ensure that the Personal Information in our possession is accurate and complete to the best of our knowledge.

You have a right to request for access and correction of your Personal Information. If you would like assistance in accessing and/or correcting your Personal Information, please contact our Data Protection Officer at the email address below. We will get back to you within 30 days.

You may request details of personal information that we hold about you in accordance with the provisions of the *Privacy Act 1988* (Cth). A small administrative fee may be payable for the provision of information. If you would like a copy of the information, which we hold about you or believe that any information we hold on you is inaccurate, out of date, incomplete, irrelevant or misleading, please email us at: reception@cosmax.com.au.

We reserve the right to refuse to provide you with information that we hold about you, in certain circumstances set out in the Privacy Act.

5. CHILDREN

This Website is directed toward and designed for use by persons aged 16 or older. We do not intend to collect Personal Information from children under 16 years of age, except on some sites specifically directed to children.

We protect the Personal Information of children along with the necessary parental consent in the same manner as it protects the Personal Information of adults.

6. THIRD PARTY DISCLOSURE & TRANSFER

We do not disclose or transfer your Personal Information to third parties unless we have clearly asked for and obtained your consent to do so (except where permitted and authorised by law).

The Personal Information which you provide to us may be stored, processed, transferred between, and accessed from servers located in Singapore and other countries which have laws and regulations that may not guarantee the same level of protection of Personal Information as Australia. However, we will take reasonable steps to ensure that your Personal Information is handled in accordance with this Privacy Policy, regardless of where your Personal Information is stored or accessed from.

6.1 Disclosure to affiliated companies in the Cosmax Affiliation

The Cosmax Affiliation comprises a number of affiliated companies and legal entities located both within and outside Australia. We may disclose, where appropriate and to the extent necessary, your Personal Information to such affiliated companies and legal entities for the purposes of corporate reporting, market research and analysis, customer relationship management and other related legal and business purposes. Please note that we provide our affiliated companies and legal entities with only the Personal Information they need for such business and legal purposes, and we require that they protect such Personal Information in accordance with the applicable laws and regulations and this Privacy Policy, and not use it for any other purpose.

6.2 Disclosure to third party business partners

We rely on third party business partners to perform a variety of services on our behalf. In so doing, Cosmax may let service providers, located both within and outside Australia, use your Personal Information for the marketing and promotion of products, services or events that may be of interest to you, for market research and analysis, for customer relationship management, and for the fulfilment of your orders for products and services purchased via

the Website. Please note that we provide our third party business partners with only the Personal Information they need to perform their services and we require that they protect such Personal Information in accordance with the applicable laws and regulations and this Privacy Policy, and not use it for any other purpose.

6.3 Disclosure to third party data processors

We may use third party service providers, located both within and outside Australia, to help us maintain and operate the Website, or for other reasons related to the operation of the Website and Cosmax's business, and they may receive your Personal Information for these purposes. We only provide them the Personal Information they need to provide these services on our behalf. We require these companies to protect the Personal Information in accordance with the applicable laws and regulations and this Privacy Policy, and to not use the information for any other purpose.

6.4 Other disclosure

We may use and disclose your Personal Information to perform your instructions and, as relevant, (a) comply with legislative and regulatory requirements; (b) protect or defend rights or properties of customers and employees of Cosmax; and/or (c) take emergency measures for the purpose of securing the safety of customers, Cosmax, or the general public.

7. SECURITY & PROTECTION

We maintain strict procedures, standards, and security arrangements to protect Personal Information in our possession or under our control. Upon receipt of your Personal Information, whether through physical or electronic means of collection, we will make the necessary security arrangements to protect such Personal Information as are reasonable and appropriate in the circumstances. Such arrangements may comprise administrative measures, physical measures, technical measures, or a combination of such measures.

When disclosing or transferring your Personal Information over the internet, we take all reasonable care to prevent unauthorised access to your Personal Information. Although we take measures to safeguard against unauthorised disclosures of information, we cannot assure you that personal information that we collect will not be disclosed in a manner that is inconsistent with the Privacy Policy. No data transmission over the internet can be guaranteed as fully secure and you acknowledge that you submit information over the internet at your own risk.

8. RETENTION OF PERSONAL INFORMATION

We will not retain your Personal Information for any period of time longer than is necessary to serve the purposes set out in this Privacy Policy and any valid business or legal purposes. After this period of time, we will destroy or anonymise any documents containing your Personal Information in a safe and secure manner.

9. GOVERNING LAW

This Privacy Policy is governed by *Privacy Act 1988* (Cth).

10. WEBSITE

10.1. When you visit our website

When you come to our website (www.cosmax.com.au) we may collect certain information such as browser type, operating system, website visited immediately before coming to our site, etc. This information is used in an aggregated manner to analyse how people use our site, such that we can improve our service.

10.2. Cookies

We may from time to time use cookies on our website. Cookies are very small files which a website uses to identify you when you come back to the site and to store details about your use of the site. Cookies are not malicious programs that access or damage your computer. Most web browsers automatically accept cookies but you can choose to reject cookies by changing your browser settings. However, this may prevent you from taking full advantage of our website. Our website may from time to time use cookies to analyse website traffic and help us provide a better website visitor experience. In addition, cookies may be used to serve relevant ads to website visitors through third party services such as Google Ad words. These ads may appear on this website or other websites you visit.

10.3. Third party sites

Our site may from time to time have links to other websites not owned or controlled by us. These links are meant for your convenience only. Links to third party websites do not constitute sponsorship or endorsement or approval of these websites. Please be aware that Cosmax Prestige Brands Pty Ltd is not responsible for the privacy practices of other such websites. We encourage our users to be aware, when they leave our website, to read the privacy statements of each and every website that collects personal identifiable information.

11. CONTACT US

If you would like to access or correct any Personal Information which you have provided to us, or want to submit a complaint, or have any queries about your Personal Information, please contact our Data Protection Officer by contacting us at reception@cosmax.com.au. Alternatively, you may write to us at:

Cosmax Prestige Brands Pty Ltd
13/2 Beauchamp Road, Banksmeadow NSW 2019
Australia
T: +61 2 9695 5678