

## PRIVACY STATEMENT FOR USERS OF WATCH ME NOW

### 1. Who is responsible for your personal information

This Privacy Statement is provided to you because you have agreed to provide personal information for use on the Virtual Tool app, and also in connection with Avon's marketing and promotional activities. References to "Avon", "us", "we" or "our" in this Privacy Statement means Avon Products Inc, 0 Nunn Mills Road, Northampton, NN1 5PA or one of its affiliates, subsidiaries, or joint ventures. Avon is a controller of your personal information. This means Avon will decide the purposes and ways in which your personal information is processed.

### 2. Personal information we collect

When using the term "personal information" in this Privacy Statement, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold. We may collect the following personal information:

- Images; and
- Identifiers such as your computer's IP address or your mobile's MAC address.

If you choose to click through to third party websites via our website, third parties may collect information about your use of our website, using certain technologies available to them, for example cookies. Similarly, where you choose to interact with Avon content on social media, third parties may collect information about these interactions. Information collected by these third party services is governed by the privacy policies of those third parties. Where you are directed to a third party's website by Avon, Avon is only responsible for the processing of your personal information by that third party, where the third party is processing your personal data on instructions from Avon.

### 3. How and why we will use the personal information that we collect

Avon may use the personal information for the following purposes:

- **To virtually let you try Avon Products**

Avon may use your personal information for the purposes of promoting Avon's products, brand and business. Avon's legal basis for using your personal shall be express consent.

- **To communicate with you**

We may use your personal information to communicate with you and manage our relationship with you, on the basis of our legitimate interests to manage your user experience of the app. If you opt-in to receive marketing material from Avon, we will contact you to share products and offers you may like – this is on the basis of your consent, which you can withdraw at any time by contacting us.

### 4. How we may share or transfer the data we collect

Avon may share your information with suppliers providing services to us in order to help us run our business and improve our services and your customer experience.

### 5. How long we keep the personal information

Avon only collect your personal information for letting you virtually try our products. Your contact and personal information will not be stored by Avon. The personal information you provide will be anonymised and aggregated immediately after you provide.

### 6. Your Rights

You have a right to request access to the personal information that we hold about you and to have any inaccurate personal information we hold about you rectified. You may also have the right to restrict the processing of your personal information, to port your personal information to another controller or to have your personal information erased. If you have an issue or complaint about how we handle your personal information, please contact us. In the event we are unable to resolve the issue then you may contact the local data privacy supervisory authority in your country.

Where processing is based on your consent, you may withdraw your consent at any time. The withdrawal of your consent will not affect the lawfulness of processing based on consent before its withdrawal.

### 7. How to contact us

If you have any questions, comments or requests regarding this Privacy Statement or your rights, please email our global privacy function at [global.privacy@avon.com](mailto:global.privacy@avon.com) or contact our local offices in your country <https://www.avonworldwide.com/countries.html>.