

# PRIVACY AND COOKIES POLICY

This Application is operated by L'OREAL TREMEA, a trading division of L'Oréal Produits de Luxe International, a French company which registered offices are located 106 rue Danton, 92300 Levallois Perret, France ("L'Oréal" or "We").

At L'Oréal, we are committed to protecting and respecting your privacy. This Privacy Policy explains the types of personal information we collect, how we use that information, who we share it with, and how we protect that information.

This policy (together with the [Application Terms of use](#) and any other documents referred to on it) sets out the basis on which any personal information we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal information, and how we will treat it. By continuing to use this Application, AIR L'OREAL, you are accepting and consenting to the practices described in this policy.

## WHO WE ARE

For the purpose of the applicable Data Protection Law, Loi Informatique et Libertés dated of 6 January 1978 (the Act), the data controller is L'OREAL TREMEA as indicated above.

## INFORMATION COVERED BY THIS POLICY

This policy covers all personal information collected and used by L'OREAL TREMEA. In this policy, "personal information" means information or pieces of information that could identify you. This includes information such as your name, address, username, profile pictures, or email address, but could also include information such as your IP address, or information about your preferences and shopping habits.

## WHAT INFORMATION DO WE COLLECT FROM YOU?

We may collect information about you from different sources detailed below.

### ***Information you give us:***

You may choose to provide personal information to us. The information you give us may include your name, address, e-mail address and phone number, personal description and photograph, and user-generated content.

### ***Information we collect about you:***

When you use our Application we may use cookies and other technologies to automatically

collect the following information:

- Technical information, including your IP address, your login information, browser type and version, device identifier, location and time zone setting, browser plug-in types and versions, operating system and platform, page response times, and download errors;
- Information about your visit, including the learnings you made, your scoring to the quizz and other learning games, information you viewed or searched for;
- Length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

More generally, we may also collect information about the way you use our Application.

***Information we receive and collect from other sources:***

We may receive information about you from third parties (including, for example, business partners, agencies...). We may also collect information about you from publicly available sources, including publically available content on social media.

## **HOW DO WE USE YOUR PERSONAL INFORMATION?**

***We may use your personal information...***

- To get in touch and provide you with tailored Application Contents and relevant experience about our products and our brands;
- To provide statistics notably on our learning tools and the use of the Application; these statistical studies are purely informational and shall remain strictly confidential;
- To send you news and updates, where you have agreed to this;
- To send you notifications, where you have agreed to this;
- To administer, monitor and improve our Application such as managing the User's requests: if you send us a message, your data is kept and used to send a response to, and manage, your request;

## **DO WE SHARE YOUR PERSONAL INFORMATION?**

We may share your personal information within L'OREAL TREMEA, and with any member of the L'Oréal Group, which means our ultimate holding company and its subsidiaries, as defined by French Corporate law. Please visit [www.loreal.com](http://www.loreal.com) for further details on the L'Oréal Group.

We may also share your information with trusted third parties. 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 don't use your information for any other purpose. We will always use our best efforts to ensure that all third parties we work with will keep your personal information secure.

## **WHERE WE STORE YOUR PERSONAL INFORMATION**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our service providers. By providing us with your personal information, you agree to this transfer, storing or processing. L'OREAL TREMEA will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy and the Act.

### **IS MY PERSONAL INFORMATION SECURE?**

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

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **LINKS TO THIRD PARTY SITES AND SOCIAL LOGIN**

Our Application 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 do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites. We may also offer you the opportunity to use social login. If you chose to use social login, please be aware that the social platform will share your profile information with us. The information that is shared will depend on your social platform settings.

### **SOCIAL MEDIA AND USER GENERATED CONTENT**

Our Application allows users to submit their own content. Please remember that any content submitted to one of our social platforms can be viewed by the public, and you should be cautious about providing certain personal information e.g. financial information or address details via these platforms. We are not responsible for any actions taken by other individuals if you post personal information on one of our social media platforms.

### **YOUR CHOICES**

It's important that you are able to control your personal data. You have the right to request a copy of the personal information we hold about you, ask us to update or delete your personal information, and not to be contacted by us if you do not wish to be.

For that purpose, please contact

If you have any questions or concerns about how we treat your personal information, or would

like to request a copy of the personal information we hold about you, update or delete your personal information please contact us at

## **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our Privacy Policy in the future will be posted on our Application and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our Privacy and Cookies Policy.

**Last updated:** January 2016