

PRIVACY POLICY

Last updated: October 26, 2018.

This Privacy Policy describes how Équilibre, LLC (collectively, “Équilibre”, “we”, “us” or “our”) collects, uses, and shares the information we obtain from you online.

This privacy policy discusses the “personal information” that Équilibre obtains from you on www.equilibre-cosmetics.com, our social media platforms, or through any other medium, physical or virtual, in connection with marketing offers, user submissions, and the user’s interaction with our Site. When we use the term “personal information” we are referring to information that is connected to your name. This may include things like your e-mail address, mailing address, birthday, telephone number, photographs, personal images, or any other information you provide such as hair color and eye color, or information about the products you purchase, when those pieces of data are stored with your name. Any information that is not connected to your name is not considered personal information.

This privacy policy does not cover information that you submit on other websites, even if we communicate with you on those sites. For example, if you post something on Facebook, Twitter, or YouTube, that information is governed by the privacy policies on those websites, and is not governed by this policy.

Everything we do, and the data we collect, is in pursuit of giving you a better beauty experience.

1. We collect and use data to shape your beauty experience with personalized products, services and offers.
2. We respect your privacy and choices. You can opt-out at any time.
3. We do not sell your data
4. We require partners to abide by the law and protect your information
5. We will continue to evolve and update our privacy and security practices because retaining your trust is important to us.

Our detailed privacy policy below describes the types of information we collect from you directly, from your interactions with us (our Site and advertising), how we use it, how we protect and keep it secure, and your rights as our consumer.

INFORMATION WE COLLECT

We may obtain personal information about you from various sources. We may collect this information when you provide it on our website, and via our social media pages Our products are available for sale in many retail outlets through Designated Retailers. Unless otherwise indicated at the time that you provide your personal information, any personal information collected in these retail outlets is not provided to us. This Privacy Policy does not address any data collection by our retail partners. When you visit this site, our social media pages, or use services or features of one of our mobile applications, we may also collect certain information about your device or

usage by automated means, including using technologies such as cookies, web server logs and web beacons.

INFORMATION YOU PROVIDE

You may choose to provide personal information to us in a number of ways, such as when you make a purchase on our Site, or via our social media pages. The types of personal information you may provide to us includes:

1. Contact information (such as name, postal address (including business address) email address, mobile or other phone number, and mobile service provider)
2. Age and date of birth
3. Gender
4. Username and password for those that create accounts, nickname/screen name
5. Payment information (such as your payment card number, expiration date, delivery address and billing address)
6. Purchase history
7. Product preferences
8. Your physical characteristics and skincare concerns
9. Contact information for friends or other people you would like us to contact
10. Content you provide (such as photographs, videos, reviews, articles, survey responses and comments)
11. Information provided to us through social media networks or one of our applications when you visit our social media pages or use one of our applications (such as your name, profile picture, likes, location, friend list and other information described on the social media network or in application sign-up page, or your geo- location details when using one of our applications)

HOW WE USE THE INFORMATION

We may use the information you provide to:

1. Send you promotional materials or other communications when you opt in from our site
2. Provide services to you
3. Process your payment card and/or gift card transactions
4. Create and manage your online account, including access to your online purchase history
5. Assist with product selection and replenishment, including through customer registry
6. Respond to your inquiries
7. Tailor ads displayed to you on our site and elsewhere to your interests and history with us
8. Operate and communicate with you about our social network pages or mobile applications
9. Operate, evaluate and improve our business (including developing new products and services; managing our communications; analyzing our products; performing data analytics; and performing accounting, auditing and other internal functions)
10. Comply with applicable legal requirements, relevant industry standards and our policies

We also may use the information in other ways for which we provide specific notice at the time of collection.

INFORMATION WE COLLECT BY AUTOMATED MEANS

We and our third party service providers automatically may collect an IP address or other unique identifier information ("Device Identifier") for the computer, mobile device, technology or other device (collectively, "Device") you use to access the Sites or on third party websites that publish our advertising. A Device Identifier is a number that is automatically assigned to your Device when you access a web site or its servers, and our computers identify your Device by its Device Identifier. For mobile devices, a Device Identifier is a unique string of numbers and letters stored on your mobile device that identifies it. We may use a Device Identifier to, among other things, administer the Site, help diagnose problems with our servers, analyze trends, track users' web page movements, help identify you and your shopping cart, deliver advertising and gather broad demographic information.

If you would prefer not to accept cookies, you can change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; or set your browser to automatically reject any cookies. However, please be aware that some features and services on our Site may not work properly because we may not be able to recognize and associate you with your account. In addition, the offers we provide when you visit us may not be as relevant to you or tailored to your interests. To learn more about cookies, please visit <http://www.allaboutcookies.org>.

Cookies are small text files that websites send to your computer or other Internet- connected device to uniquely identify your browser or to store information or settings in your browser. Your browser may tell you how to be notified when you receive certain types of cookies and how to restrict or disable certain cookies.

In conjunction with obtaining information through cookies, our web servers may log details such as your operating system type, browser type, domain and other system settings, as well as the language your system uses and the country and time zone in which your device is located. The web server logs also may record information such as the address of the web page that linked you to our site and the IP address of the device you use to connect to the Internet.

To control which web servers collect this information, we may place tags on our web pages called "web beacons." These are computer instructions that link web pages to particular web servers and their cookies.

THIRD PARTY WEB ANALYTICS SERVICES

We may use third party web analytics services on this site or our social network pages, such as those of Adobe Site Catalyst, Coremetrics, Facebook Pixel, and/or Google Analytics. The service providers that administer these services use technologies such as cookies, web server logs and web beacons to help us analyze how visitors use the site. The information collected through these means (including IP address) is disclosed to these service providers, who use the information to

evaluate use of the website. You may deactivate the ability of these analytics services to analyze your browsing activities on this site.

TARGETED ADVERTISING

We use third party companies to serve advertisements, measure the performance and engagement with our ads, provide analytic, preference, and interest information. In some instances, these ad network providers, advertisers, sponsors, and/or analytics service providers may use their own tracking technology to capture information about your device, use and engagement online.

You can opt out of receiving targeted advertising through the [Network Advertising Initiative \(NAI\) Opt-Out Page](#). Options are Device-specific, so if you use multiple Devices, you should opt out on each one. You can also opt out of certain targeted advertising programs by clicking on the AdChoices icon that may appear on some of our advertising. We may use more than one third party company for placing this advertising, which requires opt out of each program. You will still see advertisements while you are browsing online but they may not be targeted to you based on your interests. The NAI Opt-Out Page provides a tool that identifies its member companies that have cookies on your browser and provides links to those companies

CALIFORNIA DO NOT TRACK NOTICE

Under California law, website and online service operators are required to disclose how they respond to web browser “do not track” signals or other similar mechanisms that provide consumers the ability to exercise choice regarding the collection of personal information about a consumer’s online activities over time and across third-party websites. We currently do not change our tracking practices in response to “do-not-track” signals or other similar mechanisms.

California law also requires website and online service operators to disclose whether third parties may collect personal information about their users’ online activities over time and across different sites when the users use the operator’s website or service. Third parties that have content or services on our site such as a social feature, analytics service, or an advertising network partner, may obtain information about your browsing or usage habits but this information does not include personal information. These third parties do not change their tracking practices in response to “do-not-track” signals from your web browser and we do not obligate these parties to honor “do-not-track” signals. To learn more about browser tracking signals and “Do Not Track,” please visit [HTTP://ALLABOUTDNT.ORG](http://allaboutdnt.org).

INFORMATION WE SHARE

We do not rent lists, or sell or otherwise disclose personal information we collect about you, except as described here. We may share your personal information with:

1. Our corporate affiliates.
2. Third party service providers who perform services on our behalf based on our instructions. We do not authorize these service providers to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements. Examples of

these service providers include entities that process credit card payments, fulfill orders and provide web hosting, advertising and marketing services.

3. Other third parties with your consent (e.g., some of our Facebook applications may share information collected through those apps with your Facebook friends or other Facebook users).

In addition, we may disclose information about you (i) if we are required to do so by law or legal process, (ii) to law enforcement authorities or other government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity.

We also reserve the right to transfer personal information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Policy. Following such a sale or transfer, you may contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

YOUR RIGHTS AND CHOICES

We offer you certain choices in connection with the personal information we collect from you, such as how we use the information and how we communicate with you. To update your preferences, ask us to remove your information from our mailing lists or submit a request, please contact us in the manner specified below.

Email Opt-Out

- You can at any time tell us not to send you marketing communications by email by clicking on the unsubscribe link within the marketing emails you receive from us or by contacting us as indicated below.
- Although you may opt out of our marketing emails, operational emails will still be sent to you. Examples of these include, but are not limited to, a redemption confirmation email, a profile update email, or other communications that relate to your account. In order to stop receiving all emails, you must terminate your account.

Postal Mail Opt-Out

- You can ask Équilibre to stop sending you marketing communications by postal mail by following the instructions that may be included in a particular promotion. You also can request that we refrain from sending you promotional postal mail by contacting us as indicated below.

Social Networking Application Opt-Out

- To remove or delete our social media applications from your social networking account, follow the instructions from the social network:

FACEBOOK: PROVIDED BY THE FACEBOOK HELP CENTER

- Geo-Location Information - When you use one of our applications, we may ask you for your geo-location. You may choose not to share your geo-location details by adjusting your device's location services settings. To decline from sharing your geo-location details, follow the instructions on your device on changing the relevant settings; otherwise, please contact your service provider or device manufacturer.

Withdrawing Consent

- You may withdraw any consent you previously provided to us, or object at any time on legitimate grounds, to the processing of your personal information. We will apply your preferences going forward. In some circumstances, withdrawing your consent to our use or disclosure of your personal information will mean that you cannot take advantage of some of our products or services.

Reviewing, Updating and Modifying Personal Information

- Subject to applicable law, you may have the right to request access to and receive details about the personal information we maintain about you, update and correct inaccuracies in your personal data, and have the information blocked or deleted, as appropriate. The right to access personal information may be limited in some circumstances by local law requirements. We may take reasonable steps to verify your identity before granting access or making corrections.
- You may request to review, change or delete your personal information by sending an email to HELLO@EQUILIBRE-COSMETICS.COM.

DATA TRANSFERS

We may transfer the personal information we collect about you to countries other than the country in which the information was originally collected and your personal information may be processed and stored outside of your country of residence. Those countries may not have the same data protection laws as your country of residence and your personal information will be subject to applicable foreign laws. When we transfer your information to other countries, we will protect that information in the manner described in this Privacy Policy.

CHILDREN'S PRIVACY

If you are under thirteen years of age, you may browse our site. However, you may not provide personal information to us. This site is not directed to children under the age of thirteen and we do not knowingly collect personal information from children under the age of thirteen on the site. If we become aware that we have inadvertently received personal information from a visitor under the age of thirteen on the site, we will delete the information from our records.

PARENTAL PARTICIPATION. We strongly recommend that minors 13 years of age or older ask their parents for permission before sending any information about themselves to anyone over the Internet and we encourage parents to teach their children about safe internet use practices.

HOW WE PROTECT PERSONAL INFORMATION

We maintain appropriate administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, no security system is perfect and we cannot promise that information about you will remain secure in all circumstances, including the security of your data during transmission to us or the security of data on your mobile device.

LINKS TO OTHER WEBSITES

The Site may contain links to third party sites that are not owned or operated by Équilibre. This includes links from advertisers, sponsors and/or partners that may use our logo(s) as part of a co-branding or co-marketing agreement. We do not control, recommend or endorse and are not responsible for these sites or their content, products, services or privacy policies or practices. These other sites may send their own cookies or other tracking technologies to your device; they may independently collect data or solicit Personal Information and may or may not have their own published privacy policies. You should also independently assess the authenticity of any site that appears or claims that it is one of our Sites (including those linked to through an email or social networking page). The Sites may make available chat rooms, forums, message boards, and news groups. Remember that any information that you disclose in these areas becomes public information and is not subject to the provisions of this Privacy and Cookie Notice.

UPDATES TO OUR PRIVACY POLICY

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will post a prominent notice on our website to notify you of any significant changes to our Privacy Policy and indicate at the top of the Policy when it was most recently updated.

HOW TO CONTACT US

If you have any questions or comments about this Privacy Policy, or if you would like us to update information we have about you or your preferences, please contact us by email at HELLO@EQUILIBRE-COSMETICS.COM

If we need, or are required, to contact you concerning any event that involves your personal information we may do so by telephone or email.