

Protecting your privacy and the confidentiality of your personal information is very important to us. This Privacy Policy (which incorporates our fair processing notice) explains why we collect personal information and how we collect, use, disclose, store and protect it. It also explains how you can access, correct, update, transfer or delete any personal information provided to us, or make a complaint if you have concerns.

We comply with all privacy principles and laws which regulate how we collect, use, and protect your personal information.

WHICH COTTON ON ENTITIES DOES THIS PRIVACY POLICY COVER?

This Privacy Policy applies to Cotton On Australia Pty Ltd (ACN 634 090 083) and all of its related entities in the UK (referred to in this document as "we", "us" or "our"), including our UK registered company Cotton On (UK) Pty Limited (Company Number 09680832) as well as our UK-based businesses Cotton On, Cotton On Body, Cotton On Kids, and Typo.

WHAT IS PERSONAL INFORMATION

Personal information is any information that can be used to identify you, such as your name, gender, date of birth, address, telephone number or email address.

WHO COLLECTS THE INFORMATION?

Cotton On Group (including each of its member companies) is a data controller and gathers and uses certain information about you.

WHAT PERSONAL INFORMATION DO WE COLLECT?

We may collect personal information including your name, gender, date of birth, address, telephone number and email.

We do not collect your financial information or retain credit card numbers used to purchase products or services as this information is collected by a financial institution that has their own privacy policy. If you receive a request to provide information (such as credit card details) in an email, do not provide this information because the request may be fraudulent. You can help us identify attempts at fraud- if anything suspicious occurs, please contact our Privacy Officer.

PERSONAL INFORMATION OF MINORS

We are committed to protecting the personal information of minors in accordance with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

For persons below the age of 13, we will obtain consent from their parent or guardian before collecting their personal information.

For persons aged 13 to 17, we may collect their personal information unless we have reason to believe that they do not have sufficient understanding of how their personal information is collected, used, disclosed and the consequences of withdrawing their consent, in which case we will seek consent from their parent or guardian before doing so.

If we become aware that we have collected personal information from a minor without the required consent, we will take steps to delete that information as soon as practicable. If you become aware that a minor has provided their personal information to us without the required consent, please contact our Privacy Officer using the details below.

WHY DO WE COLLECT YOUR PERSONAL INFORMATION?

We may collect your personal information when required by law.

We may also collect personal information from you (and or about you) to allow us to:

- Enter into a contact with you to supply you with goods purchased;
- With your consent, market tailored products, services or offers that may benefit or be of interest to you;
- Better communicate with you;
- Improve your experience with us;
- Notify you about our new products and services, discounts, promotions or upcoming events;
and
- For re-marketing, traffic, demographics and interest reporting purposes (see Cookies section below).

Personal information collected or received by us will only be used for the stated purpose for which it was provided.

WHEN AND HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect personal information directly from you when you consent to communications from us. Your consent in relation to marketing activities will be express (e.g. you agree to the use of your information by ticking a box).

We may also collect information directly from you when you enter into a contract with us to purchase a product or when you consent to providing it due to making an enquiry regarding products or services from us, you ask to find out more about a product or services, you participate in our competitions, you make a refund, return or other claim, you use our website(s) or other applications, you deal with us on the phone or write to us.

We may collect your personal information when you consent to providing it when you visit our stores.

HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

We keep your personal information that we obtain about you for no longer than is necessary for the purposes for which it is processed. How long we keep it will depend on the nature of information, the purpose for which it is processed and whether you chose to unsubscribe from our communications.

WHAT IF YOU DON'T WANT US TO COLLECT YOUR PERSONAL INFORMATION?

You do not have to provide us with any personal information unless you want to. For example, it is your choice as to whether you purchase our products or services or receive communications from us. If you choose not to provide us with your personal information, we may be unable to provide a product or service or deal with you.

When you use our website or a web browser to search for our website or products, you can set your web browser to remove or reject cookies by selecting the appropriate settings on your browser. If you wish to opt-out of having your web browsing information used for re-marketing, traffic, demographics and interest reporting purposes (see Cookies section below), you must download and install [Google Analytics Opt-out Browser Add-on](#). Removing or rejecting cookies may affect the availability and functionality of our website and updates to your web browser may affect the functionality of the Google Analytics Opt-out add-on.

WHAT IF YOU DON'T WANT TO RECEIVE ANY FURTHER COMMUNICATIONS FROM US?

At any time you can unsubscribe from marketing communications via the unsubscribe link in the footer of any of our emails.

WHEN DO WE DISCLOSE YOUR PERSONAL INFORMATION?

Your personal information will not be used contrary to this Privacy Policy but we may disclose your personal information to third parties: for the purpose it was collected – for example, to supply to you, respond to you and to operate our businesses:

- if we sell all or part of our business(es) and the buyer also requires your personal information;
- to enforce our legal rights or those of others;
- to prevent actual or potential fraud or illegal activity;
- to those who provide services to us ranging from technology, data storage, website hosting, marketing, operations and customer service; or
- if we are required to do so by law.

If personal information is disclosed to a third party, we are required to take reasonable steps to ensure that your personal information is treated in accordance with data protection legislation. Some of our suppliers, who provide services to us, may be located overseas and at present we have servers in Singapore and the USA hosting our websites. We will comply with data protection legislation regarding any such transfers and ensure appropriate safeguards are in place, but please be aware that such countries which are outside the EEA may not grant personal data the same level of protection as that granted under the General Data Protection Regulation; however our collection, processing and storage of your data will still continue to be governed by this Policy.

HOW CAN YOU ACCESS, CORRECT, UPDATE, OBJECT TO PROCESSING, TRANSFER AND/OR DELETE PERSONAL INFORMATION WE HAVE COLLECTED?

You may request access to your personal information we have by contacting our Privacy Officer. We will provide you with access once you have proved your identity. If your personal information is incorrect or you wish us to delete it or transfer it to another data controller identified by you, or if you want to object to our processing of it, you can unsubscribe online or contact our Privacy Officer using the details below.

HOW DO WE STORE AND PROTECT YOUR PERSONAL INFORMATION?

We have appropriate measure in place to prevent personal information from being accidentally lost or used or accessed in an unauthorized way. Your personal information may be stored by us in various forms including both electronic and hardcopy. You should be aware that there are inherent risks associated with the transmission of personal information via the internet, however, we will take reasonable steps to maintain the integrity and security of any personal information we have stored, including taking reasonable steps to prevent interference and loss, misuse, unauthorised access, modification or disclosure of such personal information. Information may be held at our offices and those of our member companies, third party agencies, service providers and representatives and agents of the above.

It is important that you protect your privacy by ensuring that no one obtains your personal information and you must contact us if your details change. If you do not wish to use the internet to transmit personal information you can mail or phone the Privacy Officer using the details below. If we no longer require your personal information for the purposes stated in this Privacy Policy or we have received it inadvertently, we will take reasonable steps to securely destroy or de-identify it as soon as practicable, as long as it is lawful to do so.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulatory authority of a suspected data security breach where we are legally required to do so.

COOKIES

General

We use cookies to collect certain information from you in order to personalise your experience. The use of cookies allows you to store the contents of your shopping and to retrieve your shopping basket, and allows us to record areas of the website that you have visited and products that you have purchased. We may also use cookies when you click on a link from our website(s) or visit a website which displays our advertisements.

When we use cookies and other tracking technologies to collect your personal and non-personally identifiable information we are collecting this information to: better understand your browsing and purchasing behaviour; analyse and track website usage data; determine the popularity of certain content; deliver advertising and content targeted to your interest on our website; better understand your online activity; improve our website and your online experience; count the number of visits; and for other legitimate internal business purposes (together “re-marketing, traffic, demographics and interest reporting purposes”).

We have engaged Google to provide advertisements on our behalf and to provide analytics services. Google may use cookies and other tracking technologies to collect non-personally identifiable information for re-marketing, traffic, demographics and interest reporting purposes via Google advertising cookies and anonymous identifiers.

We have also engaged Rakuten to provide analytics services. Rakuten may collect personal information when you interact with our digital property, including IP addresses, digital identifiers, information about your web browsing and app usage and how you interact with our properties and ads for a variety of purpose, such as personalisation of offers or advertisements, analytics about how you engage with websites or ads, and other commercial purposes. For more information about the collection, use and sale of your personal data and your rights, please use the below links:

- rakutenadvertising.com/legal-notices/services-privacy-policy/
- rakutenadvertising.com/legal-notices/subject-requests/

Opt-Out of Cookies

You can set your web browser to remove or reject cookies by selecting the appropriate settings on your browser.

You can also opt-out of cookies by following the steps in the below links:

- optout.aboutads.info
- aboutcookies.org.uk/
- Cookie Settings

DO YOU HAVE ANY QUESTIONS OR CONCERNS?

If you have any questions about our Privacy Policy or if you have a complaint, please contact us with your concerns and we will respond to your request within 30 days. We hope that we can resolve any query or concern you raise about our use of your information but if not, you can contact the Information Commissioner for further information about your rights and how to make a formal complaint.

Chat/Webform: Via our [Help Centre](#)

Mail: The Privacy Officer, Cotton On UK (PTY) Limited, 2 London Wall Place 6th Floor, London, England, EC2Y 5AU

Email: privacyofficer@cottonon.com

Please note that the above email address should not be used for recruitment enquiries.

Please direct all recruitment enquiries to recruitment@cottonon.com.au

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