

Information overview on your interactions with us and their consequences on your data

<i>During which interactions may you provide and we may collect your data?</i>	<i>What personal data may we receive from you directly or resulting from your interaction with us?</i>	<i>How and why we may use your data?</i>	<i>What is the legal basis for using your personal data?</i>
<p>Account Creation and management</p> <p>Information collected during the creation of an account on L'Oréal websites/apps, through a social media login, or in store.</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • name and surname; • gender; • email address; • address; • phone number; • photo; • birthday or age range; • ID, username, and password; • personal description or preferences; • order details; and • social media profile (where you use social login or share this personal data with us). 	<p>To:</p> <ul style="list-style-type: none"> • manage your orders; • manage any competitions, promotions, surveys or lucky draws you choose to enter; • respond to your questions and otherwise interact with you ; • offer you a loyalty program; • allow you to manage your preferences; <hr/> <ul style="list-style-type: none"> • send you marketing communications (where you have asked us to) which may be tailored to your “profile” (i.e. based on the personal data we know about you and your preferences); <hr/> <ul style="list-style-type: none"> • offer personalized services based on your beauty characteristics; • monitor and improve our websites/apps ; • run analytics or collect statistics; and • secure our websites/apps and protect you and us against fraud; 	<ul style="list-style-type: none"> • Performance of a contract To provide you with the service you requested (e.g. create an account, complete a survey, or purchasing a product). <hr/> <ul style="list-style-type: none"> • Consent To send you direct marketing communications. <hr/> <ul style="list-style-type: none"> • Legitimate Interest To ensure our websites/apps remain secure, to protect them against fraud, and to help us better understand your needs and expectations and therefore improve our services, products and brands.

<p>Newsletter and commercial communications subscription</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • email address; • name and surname; • personal description or preferences; and • social media profile (where you use social login or share this personal data with us). 	<p>To :</p> <ul style="list-style-type: none"> • send you marketing communications (where you have asked us to) which may be tailored to your “profile” based on the personal data we know about you, and your preferences (incl. location of your favourite store); and 	<ul style="list-style-type: none"> • Consent To send you direct marketing communications.
		<ul style="list-style-type: none"> • run analytics or collect statistics. 	<ul style="list-style-type: none"> • Legitimate Interest to tailor our marketing communications, understand their effectiveness, and ensure you receive the most relevant experience; and to help us better understand your needs and expectations and therefore improve our services, products and brands.
		<ul style="list-style-type: none"> • Keep an up to date suppression list if you have asked not to be contacted; 	<ul style="list-style-type: none"> • Legal grounds To keep your details on a suppression list if you have asked us not to send you any direct marketing anymore.

<p>Purchases and order management</p> <p>Information collected during the purchase process made on L'Oréal website/apps/social pages or in store</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • name and surname; • email address; • address (delivery and invoicing); • phone number; • personal description or preferences; • social media profile (where you use social login or share this personal data with us); • transaction information including purchased products and store location; • payment and information; or • purchase history 	<p>To</p> <ul style="list-style-type: none"> • contact you to finalize your order where you have saved your shopping cart or placed products in your cart without completing the checkout process; • inform you when a product you wanted to purchase is available; • process and follow your order including delivering the product to the address you indicated; • manage the payment of your order. To be noted, payment information (credit card number / Paypal, Alipay or WeChat Pay information / bank account details) are not collected by us but directly by payment service providers; • manage any contact you have with us regarding your order; <hr/> <ul style="list-style-type: none"> • secure the transactions against fraud. To be noted, we use a third party provider's solution to detect fraud and ensure the payment is complete and made by you or someone authorized by you; • enrich your profile if you place a purchase using your account information; • measure satisfaction; • manage any dispute relating to a purchase; and • for statistics purposes. 	<ul style="list-style-type: none"> • Performance of a contract: To provide you with the service you requested (purchase). <hr/> <ul style="list-style-type: none"> • Legitimate interest To protect you and us from fraudulent transaction and to ensure the payment is complete and free from fraud and misappropriation.
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<p>Online browsing</p> <p>Information collected by cookies or similar technologies (“Cookies”) as part of your browsing on L’Oréal website / apps and/or on third-party website / apps.</p> <p>For information on specific Cookies placed through a given website/app, please consult the relevant cookie table.</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • data related to your use of our websites/apps; • where you came from; • login details; • pages you looked at; • videos you watched; • ads you click on or tap; • products you search for; • your location; • duration of your visit; and • products you selected to create your basket. <p>Technical information:</p> <ul style="list-style-type: none"> • IP address; • browser information; and • device information. <p>A unique identifier granted to each visitor and the expiration date of such identifier.</p>	<p>We use Cookies, where relevant, with other personal data you have already shared with us (such as previous purchases, or whether you’re signed up to our email newsletters) or the following purposes:</p> <ul style="list-style-type: none"> • to allow proper functioning of our website/apps: <ul style="list-style-type: none"> ○ proper display of the content; ○ creation and remembering of a cart; ○ creation and remembering of your login; ○ interface personalisation such as language; ○ parameters attached to your device including your screen resolution, etc; and ○ improvement of our websites/apps, for example, by testing new ideas; • to ensure the website/app is secure and safe and protect you against fraud or misuse of our websites or services, for example through performing troubleshooting; • to run statistics: <ul style="list-style-type: none"> ○ to avoid visitors being recorded twice; ○ to know users’ reaction to our advertising campaigns; ○ to improve our offers; and 	<ul style="list-style-type: none"> • Legitimate interest: To ensure we are providing you with websites / apps, advertising and communications that are working properly and are continually improving for cookies that are (i) essential for the functioning of our websites / apps, (ii) used to keep our websites/apps safe and secure.
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* Cookies are small text files stored on your device (computer, tablet or mobile) when you are on the Internet, including on L'Oréal Group's websites.

- to know how you discovered our websites / apps.

		<ul style="list-style-type: none"> • to deliver online behavioural advertising: <ul style="list-style-type: none"> ○ to show you online advertisements for products which may be of interest to you, based on your previous behaviour; and ○ to show you ads and content on social media platforms. • to tailor our services for you: <ul style="list-style-type: none"> ○ to send you recommendations, marketing, or content based on your profile and interests; ○ to display our websites/apps in a tailored way like remembering your cart or login, your language, the user-interface customization cookies (i.e. the parameters attached to your device including your screen resolution, font preference, etc); and • to allow sharing of our content on social media (sharing buttons intended to display the site). 	<ul style="list-style-type: none"> • Consent For all other cookies.
<p>Promotional operations</p> <p>Information collected during a game, contests,</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • name and surname; • email address; 	<ul style="list-style-type: none"> • to complete tasks that you have asked us to, for example to manage your participation in contests, games and surveys, including to take into account your feedback and suggestions; 	<ul style="list-style-type: none"> • Performance of contract To provide you with the service you requested.

<p>promotional offer, sample requests, surveys.</p>	<ul style="list-style-type: none"> • phone number; • birth date; • gender; • address; • personal description or preferences; • social media profile (where you use social login or share this personal data with us); and • other information you have shared with us about yourself (e.g. via your “My Account” page, by contacting us, or by providing your own content such as photos or a review, or a question via the chat function available on some websites/apps, or by participating in a contest, game, survey). 	<ul style="list-style-type: none"> • for statistics purposes; and 	<ul style="list-style-type: none"> • Legitimate Interest To help us better understand your needs and expectations and therefore improve our services, products and brands.
<p>User Generated Content</p> <p>Information collected when you submitted some content on one of our social platforms or accepted the re-use of content you posted on social media platforms by us.</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • name and surname or alias; • email address; • photo; • personal description or preferences; • social media profile (where you use social login or share this personal data with us); and • other information you have shared 	<ul style="list-style-type: none"> • In accordance with the specific terms and conditions accepted by you: <ul style="list-style-type: none"> ○ to post your review or content; and ○ to promote our products. 	<ul style="list-style-type: none"> • Consent To reuse the content you posted online.
		<ul style="list-style-type: none"> • For statistics purposes. 	<ul style="list-style-type: none"> • Legitimate Interest To help us better understand your needs and expectations and therefore improve and promote our services, products and brands.

	with us about yourself (e.g. via your “My Account” page, by contacting us, or by providing your own content such as photos or a review, or a question via the chat function available on some websites/apps).		
<p>Use of Apps and devices</p> <p>Information collected as part of your use of our Apps and/or devices.</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • name and surname; • email address; • location; • birth date; • personal description or preferences; • photo; • welfare data including skin tone, skin/hair type; and • geolocation. 	<p>To</p> <ul style="list-style-type: none"> • provide you with the service requested (for example, virtually test our products, purchase our products through the App or on related e-com websites; advice and notifications regarding your sun exposure, your hair routine); • analyse your welfare characteristics and recommend the appropriate products (including bespoke products) and routines; • provide you product & routine recommendations; <p>• for research and innovation by scientists within L’Oréal Group;</p> <ul style="list-style-type: none"> • for monitoring and improvement of our Apps and devices; and • for statistics purposes. 	<ul style="list-style-type: none"> • Performance of a contract To provide you with the service requested (including, where needed, analysis by the research and innovation team of the algorithm necessary to provide the service). • Legitimate Interest To always improve our products and services to match your needs and expectations and for research and innovation purposes.
<p>Enquiries</p>	<p>Depending on how much you are</p>	<ul style="list-style-type: none"> • To answer your enquiries; • where needed, to connect you with the relevant services; 	<ul style="list-style-type: none"> • Consent To process your enquiry.

<p>Information collected when you ask questions (e.g. through our consumer care) relating to our brands, our products and their use.</p>	<p>interacting with us, those data may include:</p> <ul style="list-style-type: none"> • name and surname; • phone number; • email address; and • other information you have shared with us about yourself in relation to your enquiry (which may include welfare and health data). 	<ul style="list-style-type: none"> • for statistics purposes; and 	<ul style="list-style-type: none"> • Legitimate interest To help us better understand our customers' needs and expectations and therefore improve our services, products and brands.
		<ul style="list-style-type: none"> • for post-market surveillance: <ul style="list-style-type: none"> ○ to monitor and prevent any undesirable effect linked to the use of our products; ○ to perform studies relating to the safe use of our products; and ○ to perform and follow-up on corrective measures taken, where needed. 	<ul style="list-style-type: none"> • Legal grounds To comply with the legal obligation to monitor undesirable effects of its products.
<p>Sponsorship</p>	<p>Depending on how much you are interacting with us, those data may include:</p> <ul style="list-style-type: none"> • name and surname; • phone number; and • email address. 	<ul style="list-style-type: none"> • To send information on our products and or information tagged in a wish list to a person at another person's request. 	<ul style="list-style-type: none"> • Performance of a contract To process the request. • Legitimate interest To contact the person at another person's request.