

PRIVACY AND COOKIES

FM COSMETICS UK Ltd Privacy and Cookies

1 Scope of FM COSMETICS UK LTD Privacy Policy

This Privacy Policy applies to all users of information systems and websites (Users) run by all entities belonging to the FM COSMETICS UK Ltd (further known as FM WORLD UK). FM GROUP WORLD has the meaning of the ultimate parent company, further known as FM WORLD with its franchisees. Additional rules may apply to specific categories of Users. The specific rules will prevail.

The following rules describe how FM WORLD and FM WORLD UK handles information relating to an identified or identifiable person (Personal Data) for services performed through all FM WORLD information systems and websites (Systems).

Users consist of all individuals, who connect to and use Systems.

Users expressly consent to the Processing of their Personal Data as described in this Privacy Policy. Processing has the meaning of any operation with Personal Data, irrespective of the means applied and the procedure, and in particular the collection, storage, use, revision, disclosure, archiving or destruction of Personal Data.

This Privacy Policy is effective on 25th May 2013.

Controlling and Processing Parties

Users acknowledge that:

- As a general rule, FM Cosmetics UK Ltd, 490-492 Neasden Lane North, London NW10 0DG will act as data controller within FM WORLD , be responsible for the Processing of Users' Personal Data and may transfer Personal Data to any FM WORLD entity in the world. Depending of the Personal Data at stake, though, another FM WORLD entity may act as a data controller, in which case FM COSMETICS UK Ltd will act as data processor.
- In any event, FM WORLD entities will process Users' Personal Data in order to provide the services specified in the FM WORLD Terms and Conditions and according to the principles laid down in this Privacy Policy.

2 Collection

If Users choose to provide FM WORLD UK with Personal Data, they consent to the transfer and storage of that information on FM WORLD servers located in Poland (European Union) and elsewhere in the world where FM WORLD has facilities in compliance with applicable data protection laws and regulations, even if the level of legal protection is lower than in the User's country of residence.

FM WORLD UK may collect and store the following personal information, including Personal Data:

- Email address, physical contact information, phone number and (depending on the service used) sometimes financial information, such as bank account numbers;
- Shipping, billing and other information Users provide to purchase or ship an item;
- Correspondence through Systems, and correspondence sent to FM WORLD;
- Other information from Users' interaction with Systems, services, content and advertising, including computer/device and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information;
- Additional information FM WORLD UK ask Users to submit to authenticate themselves (e.g. FM WORLD UK may ask Users to send copies of ID, or passport to verify their identity and personal details):
- Additional information may be collected regarding employees as per applicable policy.

Use

The primary purpose of FM WORLD UK in collecting Personal Data is to provide Users with safe and efficient services. Users agree that FM WORLD UK may also use their Personal Data to:

- Provide the services and customer support Users request;
- Resolve disputes, collect fees, and troubleshoot problems;
- Customise, measure and improve FM WORLD UK services, content and advertising;
- Tell Users about FM WORLD products, targeted marketing, service updates, and promotional offers based on their communication preferences
- Send marketing communications via email (which Users may choose not to receive at any time by changing their communications preferences by contacting FM WORLD UK or following the instructions provided with the communication); and
- Compare Personal Data for accuracy, and verify it with third parties.

3 Marketing

FM WORLD does not sell or rent Users' Personal Data to third parties for their marketing purposes without Users' explicit consent. If Users do not wish to receive marketing communications from FM WORLD UK, they simply indicate their preference via the user settings or by following the directions provided with the communication or advertisement.

Disclosure of User Personal Data by FM WORLD UK

FM WORLD UK may disclose Personal Data to provide services, respond to legal requirements, enforce its policies, or protect the rights, property or safety of FM WORLD UK or any third party.

FM WORLD UK may also share Users' Personal Data with:

- Service providers under contract who help with the business operations (such as for example fraud investigations, bill collection, customer support).

- Other service providers like courier companies who ship the FM WORLD products to customers
- Law enforcement agencies, other governmental agencies or third parties in response to a request for information relating to a criminal investigation, alleged illegal activity or any other activity that may expose FM WORLD UK or Users to legal liability. The Personal Data FM WORLD UK disclose may include User ID and User ID history, name, city, telephone number, email address, or anything else that FM WORLD deems relevant.
- Other business entities, should FM WORLD UK plan to merge with or be acquired by that business entity. (Should such a combination occur, FM WORLD UK will require that the new combined entity follow this privacy policy with respect to Users' Personal Data. If their Personal Data will be used contrary to this policy, Users will receive prior notice.).

Without limiting the above, in an effort to respect Users' privacy, FM WORLD UK will not otherwise disclose their Personal Data to law enforcement, other government officials, or other third parties without a legally valid request, except when FM WORLD UK believes in good faith that the disclosure of Personal Data is necessary to prevent imminent physical harm or financial loss or to report suspected illegal activity.

If Users access Systems from a shared computer or a computer in an internet café, certain Personal Data about Users, such as their User ID or reminders from FM WORLD UK, may also be visible to other individuals who use the computer after Users.

4 Cookies

FM WORLD UK uses "cookies" (small files placed on Users' hard drive) on certain Systems to help analyse the flow of information; customize the services, content and advertising; measure promotional effectiveness, and promote trust and safety.

Certain cookies contain Personal Data – for example, by clicking to “remember me” when logging in, a cookie will store the username. Most cookies will not collect information that identifies the User, and will instead collect more general information such as how Users arrive at and use FM WORLD Systems , or a User's general location.

FM WORLD offer certain services that are available only through the use of cookies.

Generally, the cookies perform up to four different functions:

1. Essential Cookies

Some cookies are essential for the operation of the System. For example, some cookies allow FM WORLD to identify registered Users and ensure they can access the whole System. If a registered User opts to disable these cookies, the User may not be able to access all of the content of the System.

2. Performance Cookies

Other cookies may be used to analyse how the Users use the Systems and to monitor System performance. This allows FM WORLD to provide a high quality experience by customising the offering and quickly identifying and fixing any issues that arise. For example, performance cookies may be used to keep track of which pages are most popular and to determine why some pages

are receiving error messages. These cookies may also be used to highlight products or site services that will be of interest to the Users based on their usage of the System.

3. Functionality Cookies

Functionality cookies are used to allow FM WORLD to remember some Users' preferences.

4. Behaviourally Targeted Advertising Cookies

FM WORLD may use cookies to serve the Users with advertisements that are relevant to them and their interests. FM WORLD may also use third party cookies in regard of market research, revenue tracking, improving site functionality and monitoring compliance with these terms and conditions and copyright policy.

Users are always free to decline cookies if their browser permits, although doing so may interfere with their use of some of FM WORLD Systems.

5 No Spam, Spyware or Spoofing

FM WORLD UK and Users do not tolerate spam. Users shall make sure to set their user settings so FM WORLD UK communicate to them as they prefer. FM WORLD UK automatically scan and may manually filter messages to check for spam, viruses, phishing attacks and other malicious activity or illegal or prohibited content, but FM WORLD UK do not permanently store messages sent through these tools. FM WORLD UK do not rent or sell these email addresses.

Account Protection

Users' password is the key to their account. Users shall use unique numbers, letters and special characters, and do not disclose their FM WORLD password to anyone. If Users do share their password or their Personal Data with others, they shall remember that they are responsible for all actions taken in the name of their account. If Users lose control of their password, they may lose substantial control over their Personal Data and may be subject to legally binding actions taken on their behalf. Therefore, if Users' password has been compromised for any reason, they should immediately notify FM WORLD UK and change their password. FM WORLD UK will never ask for Users' password except during the login process. FM WORLD UK employees are subject to additional requirements in the area of information protection.

Accessing, Reviewing and Changing Users' Personal Data

Users can see, review and change most of their Personal Data by contacting FM WORLD UK. Generally, it is Users' responsibility to update promptly their Personal Data if it changes or is inaccurate. Upon Users' request to FM WORLD UK Customer Service, FM WORLD UK will close Users' account as soon as reasonably possible, in accordance with applicable law. FM WORLD UK do retain Personal Data from closed accounts to comply with law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigations, and take other actions otherwise permitted by law.

6 Security

Users' Personal Data is stored on FM WORLD servers. FM WORLD UK treat Personal Data as a valuable asset and preserve it with various methods (encryption, passwords, physical security, etc.) to protect Users' Personal Data against unauthorised access and disclosure. However, third parties may unlawfully intercept or access transmissions or private communications between

Users and Systems. Therefore, although FM WORLD UK deploy significant effort to protect Users' privacy, FM WORLD UK do not promise that Personal Data or private communications will always remain private.

Third Parties

Except as otherwise expressly included in this Privacy Policy, this document addresses only the use and disclosure of Personal Data FM WORLD UK collect from the Users. If Users disclose their Personal Data to others, including through third party cookies or other sites throughout the internet, different rules may apply to their use or disclosure of Personal Data Users disclose to them. FM WORLD UK does not control the privacy policies of third parties, and Users are subject to the privacy policies of those third parties where applicable. FM WORLD UK encourages Users to ask questions before they disclose their Personal Data to others.

7 General

FM WORLD may amend this Privacy Policy at any time by posting the amended terms on FM WORLD Systems. All amended terms automatically take effect 30 days after they are initially posted and disclosed. The continued use of the Systems after any such changes shall constitute the consent of the User to such changes.

Users can write to FM WORLD UK help@fmcosmetics.co.uk for any help or advice.