

## PRIVACY POLICY

Welcome to The Beauty Bible Privacy Policy!

This Privacy Policy applies to the activities of The Beauty Bible – where we love to share our beauty secrets but take your privacy very seriously.

This Privacy Policy describes our policies on the collection, use, and disclosure of information about you in connection with your use of our website [www.thebeautybible.com.au](http://www.thebeautybible.com.au) (our "Site"), including those pages offered through our website, email correspondence, and any mobile applications we publish (collectively, the "Services").

When we say "We", "Us", or "The Beauty Bible" we mean The Beauty Bible Pty Ltd (ACN 607 137 799), a company incorporated in Australia. Terms which are not otherwise defined in this Privacy Policy will have the meaning given in the Terms applicable to the Service.

When you use our Site and Services, you consent to our collection, use, and disclosure of information about you as described in this Privacy Policy. We follow the standards of the Australian Privacy Principles set by the Australian Government for handling personal information under the Privacy Act 1988 (Cth) ("Privacy Act")

### 1. Collection of Information

We may collect and store information about you when you use the Service. We use the information to fulfil your requests, enhance functionality on the Site, improve the quality and relevance of the Service, personalise your experience, track usage of the Service, provide feedback to third party businesses that are listed on the Service, display relevant advertising, market the Service, provide customer support, message you, back up our systems and allow for disaster recovery, enhance the security of the Service, and comply with legal obligations.

You should be aware of the following in relation to how we deal with your information:

- a) **Account Information:** If you create an Account on The Beauty Bible, we may store and use your full name, email address, postcode, and other information you may provide with your Account, such as your gender and birth date. The username that you register, as well as any photo you submit through the registration process, will be publicly displayed as part of your Account profile. You can modify the information associated with your Account by editing your account via the Site. If you believe that someone has created an Account depicting you or your likeness without your consent, you can request for it to be removed by contacting The Beauty Bible via the "Contact Us" link.
- b) **Public Content:** The information that you contribute through the Site and our Services is intended for public consumption, including your reviews, tips, photos, comments, and Account profile information. We may display this information on the Site and through our Services, share it with Businesses, and it may be further distributed to a wider audience through third party sites and services.
- c) **Communications:** When you sign up for an Account or use certain features on the Site, you are opting to receive messages from The Beauty Bible, other Users of The Beauty Bible, and Businesses. You can manage some of your messaging preferences through your Account profile, but note that you cannot opt out of receiving certain administrative, transactional, or legal messages from The Beauty Bible. We may also track your actions in response to the messages you receive from The Beauty Bible or through the Site, such as whether you deleted, opened, or forwarded such messages. If you exchange messages with others through the Site, they may be stored by us, or our hosting service, in order to process and deliver

them, allow you to manage them, and we may review and disclose them in connection with investigations related to the operation and use of the Site. Messages that we believe are objectionable may not be delivered, such as spam, requests to exchange reviews for compensation, or content which could harm the integrity or reputation of the Service. We may also store information that you provide through communications to us, including from phone calls, letters, emails and other electronic messages, or in person. If you are a representative of a Business listed on The Beauty Bible, we may contact you, either by phone or email, using the contact information you provide us, make publicly available, or that we have on record for your Business.

- d) **Activity:** We may collect and retain information about your use of the Site, such as your search activity, the pages you view, the date and time of your visit, Businesses you contact, and reviews and comments you publish on the Site. We may also store information that your computer or mobile device provides to us in connection with your use of the Site, such as your browser type, type of computer or mobile device, browser language, IP address, mobile carrier, phone number, unique device identifier, advertising identifier, location (including geolocation, beacon based location, and GPS location), and requested and referring URLs.

## 2. Cookies

We, and third parties with whom we partner, may use cookies, web beacons, tags, scripts, local shared objects such as HTML5 and Flash (sometimes called "flash cookies"), advertising identifiers (including mobile identifiers such as Apple's IDFA or Google's Advertising ID) and similar technology ("**Cookies**") in connection with your use of the Site, third party websites, and mobile applications. Cookies may have unique identifiers, and reside, among other places, on your computer or mobile device, in emails we send to you, and on our web pages. Cookies may transmit information about you and your use of the Site, such as your browser type, search preferences, IP address, data relating to advertisements that have been displayed to you or that you have clicked on, and the date and time of your use. Cookies may be persistent or stored only during an individual session.

The purposes for which we may use Cookies on the Site include:

- a) **Purpose:** Intended to make the Site work in the way you expect. For example, we use a Cookie that tells us whether you have already signed up for an account.
- b) **Authentication, Security and Compliance:** Intended to prevent fraud, protect your data from unauthorised access, and comply with legal requirements. For example, we use Cookies to determine if you are logged in.
- c) **Preferences:** Intended to remember information about how you prefer the Site to behave and look. For example, we use a Cookie that tells us whether you have declined to allow us to use your phone's geolocation data.
- d) **Notifications:** Intended to allow or prevent notices of information or options that we think could improve your use of the Site. For example, we use a Cookie that stops us from showing you the signup notification if you have already seen it.
- e) **Advertising:** Intended to make advertising more relevant to users and more valuable to advertisers. For example, we may use Cookies to serve you interest-based ads, such as ads that are displayed to you based on your visits to other websites, or to tell us if you have recently clicked on an ad.
- f) **Analytics:** Intended to help us understand how visitors use the Site. For example, we may use a Cookie that tells us how our search suggestions correlate to your interactions with the search page.

It may be possible to disable some (but not all) Cookies through your device or browser settings, but doing so may affect the functionality of the Site. For general information on cookies, see <http://www.allaboutcookies.org>.

### 3. Third Parties

Third parties may receive information about you as follows:

- a) **Advertisers:** We may allow third parties to use Cookies through the Site to collect the same type of information for the same purposes as The Beauty Bible does for itself. Third parties may be able to associate the information they collect with other information they have about you from other sources.

You can opt out of third party advertising cookies at any time by visiting this page, although opting out does not prevent the display of all advertisements to you: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)

- b) **Service Providers:** We may rely on third party providers to support or provide some of the services that are available through the Site. We may also rely on third party providers to perform certain services for us in connection with your use of the Site, such as communications and hosting services, network security, technical and customer support, tracking and reporting functions, quality assurance testing, payment processing, our own marketing of the Site, and other functions. We may share information from or about you with these third party providers so that they can perform their services or complete your requests. These third party providers may share information with us that they obtain from or about you in connection with providing their services or completing your requests. Third party providers may also share this information with their subsidiaries, joint ventures, or other companies under common control. Some of our web pages may utilise framing techniques to serve content to you from our third party providers, while preserving the look and feel of the Site. In such cases, please note that the information you provide is being provided to the third party.
- c) **Aggregate Information:** We may share user information in the aggregate with third parties, such as advertisers and content distributors. For example, we may disclose the number of users that have been exposed to, or clicked on, advertisements.
- d) **Business Transfers:** We may share your information with an entity which acquires our company or all or part of our business assets. In such case the purchaser will come to possess the same information, and will assume the rights and obligations with respect to that information as described in this Privacy Policy.
- e) **Businesses on The Beauty Bible:** We may share information from or about you (such as your age and gender), your devices, and your use of the Site (such as which businesses you bookmark or contact) with businesses listed on The Beauty Bible. Keep in mind that businesses may see your Public Content (as defined in Section 1(b) above) and receive information about your transactions with them, regardless of the privacy settings of your Account or device. Additionally, if you contact a Business through or in connection with your use of the Site, the Business may directly obtain your contact details, which is outside of our control.
- f) **Investigations:** We may investigate and disclose information from or about you if we have a good faith belief that such investigation or disclosure (i) is reasonably necessary to comply with legal process and law enforcement instructions and orders, such as a search warrant, subpoena, statute, judicial proceeding, or other legal process served on us; (ii) is helpful to prevent, investigate, or identify possible wrongdoing in connection with the Site; or (iii) protects our rights, reputation, property, or that of our users, affiliates, or the public. If you flag or otherwise complain to The Beauty Bible about content through the Site, we may share the substance of your complaint with the contributor of that content in order to provide an opportunity for the contributor to respond.

- g) **Links:** The Site may contain links to unaffiliated third party services. Except as set forth herein, we do not share your personal information with them, and are not responsible for their privacy practices. We suggest you read the privacy policies on or applicable to all such third party services.
- H) **Social Media Links:** If you sign up for The Beauty Bible using your Facebook account or link your account on The Beauty Bible to your account with a third party service like Facebook or Twitter, we may receive information about you from such third party service. We may use this information to help you create your Account on The Beauty Bible and connect and share public content with your friends and followers. Please note that if you interact with Facebook, Twitter, or other third party icons through the Site, including "Like," "Share," or similar buttons, those companies may collect information about you, such as your device's IP address. Your interactions with these and other third parties are governed by the third parties' privacy policies.

#### **4. Managing Your Personal Data**

If you make your personal information available to other people, we can't control or accept responsibility for the way they will use or manage that information. There are lots of ways that you may find yourself providing information to other people, like when you post a public message on the Site, share information via social media, or make contact with another user via our Services.

Before making your information publicly available or giving your information to anyone else, think carefully. If giving information to another user via our Site, ask them how they will handle your information. If you're sharing information via another website, check the privacy policy for that site to understand its information management practices as this privacy policy will not apply. It is important to remember that no method of transmission over the Internet or via mobile device, or method of electronic storage, is 100% secure. Therefore, while we strive to use industry accepted means to protect your personal information, we cannot guarantee its absolute security.

#### **5. Data Retention and Account Information**

You can close your Account by submitting a request via the Site. We may remove your public posts from view and/or dissociate them from your Account profile, however information about you will be retained for the purposes described in this Privacy Policy unless prohibited by law. For example, we may retain information to prevent, investigate, or identify possible wrongdoing in connection with the Site or to comply with legal obligations. Please note that a Business may be unable to remove a business listing, ratings, or reviews by closing its account.

#### **6. Children**

Our Site is not suitable for children under the age of 13 years. If you are under 13 we ask that you do not use our Site or provide us with your personal information. If you are between the ages of 13 and 17 years, you can browse the Site but will need the supervision of a Parent or Guardian to register an Account. It is the responsibility of Parents and/or Guardians to monitor their children's use of our Site.

#### **7. Dispute Resolution & Complaints**

If you have concerns about our Privacy Policy or how we have handled your personal information, please contact us in writing at the following address:

The Beauty Bible  
Attn: Privacy Officer  
GPO Box 4766, Melbourne VIC 3001

## **8. Access and Correction**

We will provide you access to the information that we hold on request by you. If at any time you want to know exactly what personal information we hold about you, you are welcome to access your record by emailing us at [info@thebeautybible.com.au](mailto:info@thebeautybible.com.au)

## **9. Disclosing Personal Information Overseas**

From time to time we may disclose personal information about you to organisations in a foreign country that advertise products and services on our website. We will not disclose personal information to an organisation in a foreign country, unless we are satisfied that we believe that the organisation in the foreign country is subject to a law, binding scheme or a contract which requires that personal information is subject to obligations that are substantially similar to the Australian Privacy Principles as contained in the Privacy Act, or, if not subject to such obligations you have granted consent to us disclosing this information that organisation.

## **10. Modifications to this Privacy Policy**

We may revise this Privacy Policy from time to time. The most current version of the Privacy Policy will govern our collection, use, and disclosure of information about you and will be located on the Site. If we make material changes to this Privacy Policy, we will notify you by email or by posting a notice on the Site prior to the effective date of the changes. By continuing to access or use the Site after those changes become effective, you agree to the revised Privacy Policy.

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