

This Privacy Policy describes how White Space Brand Lab AG DARLING (“DARLING,” “we,” “us,” and/or “our”) handle personal data we collect online (through our websites) and offline (through customer support channels, our retail locations, and in-person promotional activities). We call all of these the “Services”. This Privacy Policy explains the types of personal data we collect and process, how we may use and share the data, and the choices that are available to you with respect to our handling of your personal data.

Information We Collect

Information We Collect directly

We collect information, that you choose to give us directly when visiting our web-site and interact with our account in social media. This kind of information can contain but not limited to the following:

- Contact information, as your name and e-mail address;
- Complimentary information, that you choose to provide additionally: your social networks handle, makeup and color preferences, age, gender; and also
- Any other information, that you voluntary provide, for example, review on our products, comments on the products you have tried, answers on questions, quizzes, polls or the communication with the client service.

We do not check the rightfulness of this personal information, that is provided by the users. However, we consider that you provide us with the correct personal information. Each user takes the responsibility for the rightfulness of the provided by him personal information.

Information about your use of our Services

We collect information about your use of the Services, such as the products you express interest in.

Information we collect by automated means

When you visit our sites or interact with our communications, we collect certain information automatically. To collect this information, we may use cookies, web beacons, and similar technologies. A “cookie” is a text file that websites send to a visitor’s computer or other internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “web beacon,” also known as a pixel tag or clear GIF, is used to transmit information back to a web server. The information we collect automatically may include:

- URLs that refer visitors to our websites;
- Search terms used to reach our websites;
- Details about the devices that are used to access our websites (such as IP address, browser information, device information, and operating system information);
- Details about your interaction with our websites (such as the date, time, length of stay, and specific pages accessed during your visits to our websites, referral activity, and which emails you may have opened);
- Usage information (such as the number and frequency of visitors to our websites).

Third party advertise and analytic services

We take all the necessary measures to protect your personal information. To process your personal information, DARLING reserve the right to provide an access to the personal data to its responsible

employees and third parties, those who signed an obligation to ensure the confidentiality and security of the information received on behalf of DARLING, where a list of actions (operations) with personal data that will be performed by the person processing personal data and the purpose of processing must be specified, the obligation of such person to maintain the confidentiality of personal data must be established and ensure the security of personal data during their processing, and also must indicate the requirements for the protection of processed personal data in accordance with Article 19 of the Federal Law No. 152-FZ "On Personal Data".

In other cases, DARLING has the right to transfer the user's personal information to third parties in the following cases:

- The user has clearly expressed his consent to such actions.
- The transfer is necessary as part of the user's use of a particular Service or to provide a service to the user. At the same time, the confidentiality of personal information is ensured, and the user will be explicitly notified of such a transfer.
- The transfer is provided for by Swiss or other applicable law within the framework of the procedure established by law.

How We Use Your Information

We may use the information we collect to deliver the products and Services you request, to maintain and customize our interactions with you (such as on our digital properties), and to provide, maintain, and improve our Services. We also use the information we collect to:

- Communicate with you about our Services, including to tell you about products and services that may be of interest to you;
- Respond to your requests, inquiries, comments, and suggestions;
- Facilitate your engagement with the Services, including to enable you to post comments and reviews, to engage with other customers, and to post on social media;
- Offer contests, sweepstakes, loyalty programs or other promotions;
- Personalize your online experience and the advertisements you see when you use the Services or third-party platforms based on your preferences, interests, purchasing history and browsing behavior;
- Monitor, audit and analyze trends, usage, and activities in connection with our Services;
- Carry out short-term activities and other internal uses related to the products or services you purchase from us or your ongoing relationship with us;
- Conduct internal research and development;
- Detect, investigate, and respond to security incidents and protect against illegal or objectionable activities, including the unauthorized use of the Services, and protect the rights and property of DARLING
- Debug, identify and repair errors that impair existing intended functionality of our Services;
- Comply with our legal obligations;
- Conduct or administer surveys and other market research.

Your Rights and Choices

Restricting cookies

Most web browsers are set to accept cookies by default. You can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our websites.

Links to Other Websites and Third-Party Content

We may provide links to third-party websites, services, plug-ins and applications, such as Facebook and Google, that are not operated or controlled by Darling. This Privacy Policy does not apply to such third-party services, and we cannot take responsibility for the content, privacy policies, or practices of third-party services. We encourage you to review the privacy policies of any third-party services before providing any information to or through them.

The Services may offer social sharing features and other integrated tools (such as the Facebook “Like” or “Share” button) which let you share actions you take on our Services with other media. Your use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

Data Retention

Our retention periods for personal data are based on business needs and legal requirements. We retain personal data for as long as is necessary for the processing purpose(s) for which the data was collected. When we no longer need to use your personal data, it is removed from our systems and records.

Changes to Our Privacy Policy

We may change this Privacy Policy from time to time. If we do so, we will post the updated policy on our sites and will indicate when the Privacy Policy was last revised. If we make any material changes, we will provide you with additional notice. You should periodically review our current Privacy Policy to stay informed of our personal data practices.

New Privacy Policy comes into force once it is published on our web-site, if other case is not indicated in the new version. By using our web-site, you agree to take the responsibility for the periodically review our Privacy Policy and the changes in it.

DARLING Cookie Policy

Our Privacy Policy explains how we collect and use information from and about you when you visit our website or otherwise interact with us. This policy explains more about how we use cookies and your choices concerning cookies.

What are Cookies?

Like most websites, we use cookies and similar technologies to remember things about you so that we can provide you with a better experience.

Cookies are small data files stored on your browser or device. They may be served by the entity that operates the website you are visiting (“first-party cookies”) or by other companies (“third-party cookies”). For example, we partner with third-party analytics providers, like Google, which set cookies when you visit our websites. This helps us understand how you are using our Services so that we can improve them.

- Pixels are small images on a web page or in an email. Pixels collect information about your browser or device and can set cookies.
- Local storage allows data to be stored locally on your browser or device and includes HTML5 local storage and browser cache.

How We Use Cookies

We use cookies for a number of reasons, like helping us see which features are most popular, counting visitors to a page, improving our users’ experience, keeping our services secure, and generally

providing you with a better experience. The cookies we use generally fall into one of the following categories.

Category of cookies	Why we use these cookies
Technical	These cookies are essential for our services to function properly. Like the other cookies we use^ technical cookies may be either first-party cookies or third-party cookies.
Preferences	We use these cookies to remember your settings and preferences. For example, we may use these cookies to remember your language preferences.
Security	We use these cookies to help identify and prevent security risks.
Performance	We use these cookies to collect information about how you interact with our services and to help us improve them. For example, we may use these cookies to determine if you have interacted with a certain page.
Analytics	We use these cookies to help us understand and improve our services. For example, we may use these cookies to learn more about which features are the most popular with our users and where we may need to make improvements.
Advertising	We and our advertising partners use these cookies to deliver advertisements, to make them more relevant and meaningful to visitors to our website, and track the efficiency of our advertising campaigns, both on our services and on other websites.

Your Choices

You have a number of options to control or limit how we and our partners use cookies and similar technologies, including for advertising.

Although most browsers and devices accept cookies by default, their settings usually allow you to clear or decline cookies. If you disable cookies, however, some of the features of our services may not function properly.