

Privacy Policy

Your privacy is important to 3D Measure Me Pty Ltd (ABN 89 627 676 984), our subsidiaries and affiliates ('3D Measure Me', 'we', 'us' or 'our'). 3D Measure Me is committed to protecting your privacy and complying with its legal obligations. This Privacy Policy explains how and why we collect, use, store and share your personal information and the control and choices you have around these activities.

Where terms used in this Privacy Policy are capitalised, they are defined in the Terms of Service available at www.3dmeasureme.com.

This policy governs 3D Measure Me's collection, storage, use and disclosure of your personal information and the choices you can make about the way your information is collected and used.

By visiting our Website or App, or otherwise providing 3D Measure Me with your personal information, you consent to your personal information being collected, stored, used and disclosed as set out in this policy or as otherwise disclosed by us at the time of collection.

The Website and App may contain links to other websites that are not owned, operated or controlled by us. We are not responsible for the information on these sites, or their privacy policies.

We may update this policy from time to time. You can find the most current version on our Website.

1. What kinds of personal information do we collect?

We will collect the following personal information:

- a) full name;
- b) username;
- c) postal code;
- d) contact information such as phone number and email address;
- e) date of birth;
- f) age;
- g) transaction history with us;
- h) credit card details or other payment details;
- i) details of purchase and payment history;
- j) gender;

- k) interests;
- l) personal descriptions;
- m) anatomical data;
- n) user content such as images that you take through the App or upload onto the App and their related metadata; and
- o) technical data such as your URL information and IP address.

We may collect other personal information to enhance your user experience but we will notify you first and give you a chance to opt out of the Services before we do. You also have the option of providing us with additional personal information to make your account more personalised.

This personal information will be collected when you sign up for an Account and/or during your use of the Services.

2. Personal data collected from third party sources

We collect personal data about you from various third parties. These third-party sources vary over time and include the following:

- a) Authentication partners – If you register for or log into our services using third party credentials (e.g. Facebook), we will import your information from such third party to help create your account with us.
- b) Technical service partners – We may work with technical service partners that provide us with certain data, such as mapping IP addresses to non-precise location data (e.g. city, state), to enable us to provide the Services, content and features.
- c) Payment Providers – if you choose to pay for a service or feature by invoice, we may receive data from our Payment Providers to enable us to send you invoices, process your payment and provide you with what you've purchased;
- d) Advertisers, other advertising partners and Retail Partners – we may obtain certain data about you, such as cookie identification, mobile device identification, or email address, purchase histories and inferences about your interests and preferences from certain advertisers, advertising partners and Retail Partners that allow us to deliver more relevant advertisements and measure their effectiveness.

3. What kinds of non-personal information do we collect?

We use data collection services called 'cookies' and data collected by other technologies that allow us to track your use of the Services. The technical data is used to determine visitor traffic

and trends, remember your preferences and deliver personalised content to you while you are using the Services.

We may also share aggregated, non-personally identifiable information publicly, for example, to show trends about the general use of the Services.

4. How do we collect personal information?

We collect personal information from you directly, if you choose to provide it through one of the following means:

- a) when you register by creating an Account on the Website or App;
- b) when you contact our customer service team to make an enquiry or leave feedback;
- c) when you complete a survey or questionnaire; and
- d) via cookies when you access and use the Website.

We may hold your personal information in electronic or hard copy form, or a combination of both.

5. How do we use your personal information?

We use the personal information (other than sensitive information) that we collect for the purposes for which it was provided to us and for related secondary purposes, to carry out our business purposes, to fulfil our legal obligations, for other related purposes and as permitted or required by law.

In particular, we may use your personal information to:

- a) verify your identity;
- b) provide products and services that you have requested and respond to your enquiries;
- c) recommend products and services that may be of interest to you, based on your transaction history and preferences;
- d) manage your Account and provide you with customer support;
- e) provide you with information about our events or our services that may interest you, and more generally, to maintain our relationship with you;
- f) send promotional offers and marketing material to you;
- g) maintain a database of Users of the Services;
- h) enhance your experience of the Services and make the Services easier for you to use, including remembering your preferences and personalising your experience on the Website and App;
- i) plan our product and service development in accordance with the needs of our customers; and
- j) facilitate our business operations.

You do not have to provide personal information to us if you do not wish to, but if you do not do so, it may affect our ability to provide you with our products and services and with information about them.

6. Collection of children's personal information

The Services allow users to create avatars for their family members which may include children. If you create an avatar for a child, you agree that you have obtained that child's consent or are lawfully giving consent as the child's parent for the data to be collected according to this Privacy Policy.

7. How do we use sensitive information?

Sensitive information is a type of personal information that includes information about an individual's criminal record, racial or ethnic origin or sexual orientation or practices, or health information. We will not collect sensitive information about you except for the purpose of providing the Services and then, only with your informed consent.

8. Who do we disclose your personal information to?

We will provide virtual body-doubles (in the form of avatars) to Retail Partners for the purpose of delivering a virtual shopping experience (for example, virtual clothing fittings). Your face may be displayed on these avatars. The face and body images that You send to us for this purpose will be stored by us on our secure server and nowhere else.

We will not otherwise disclose Your personal information to any third party unless you have consented to such disclosure. Such consent may be given expressly or it may be implied by conduct.

In particular, your personal information may occasionally be disclosed to:

- a) our directors, officers, employees and related entities for our business and marketing purposes only;
- b) third party contractors or service providers that we use in the ordinary course of our business to assist with the delivery of our products and services (on a confidential basis and such service providers will be limited in their use of the information to the purposes of our business only);
- c) specialist advisers who have been engaged to provide us with legal, administrative, financial, insurance, research, marketing or other services; and
- d) any other person authorised, implicitly or expressly, when the personal information is provided to or collected by us.

We reserve the right to disclose any personal information (including sensitive information) to law enforcement or other government officials where we reasonably believe that this may be necessary or appropriate, or where it will prevent or lessen a serious and imminent threat to somebody's safety, life or health.

Provided the personal information has been aggregated and de-personalised (i.e. anonymised), we may use, sell, exploit or otherwise make available your personal information for our business purposes (including planning, marketing and product development).

9. Transfer to other countries

We may share your personal data with any of our present or future global partners and affiliates in order to carry out the activities specified in this Privacy Policy. We may also subcontract processing to, or share your personal data with, third parties located in countries other than your country. Your personal data, therefore, may be subject to privacy laws that are different from those in your country.

Personal data collected within the European Union and Switzerland may, for example, be transferred to and processed by third parties located in a country outside of the European Union and Switzerland. In such instances 3D Measure Me will ensure that the transfer of your personal data is carried out in accordance with applicable privacy laws and in particular, that appropriate contractual, technical, and organisational measures are in place such as the Standard Contractual Clauses approved by the EU Commission.

10. Direct marketing communications

We will send you marketing and promotional communications only if you want to receive them from us. If you prefer not to receive these communications from us, please let us know by sending us an email at hello@3dmeasureme.com.

If we send you any marketing or promotional communications by email, you can also click on the 'unsubscribe' link at the bottom of the email.

11. Our commitment to data security

We take the security of your personal information very seriously. We take reasonable steps to protect the personal information we hold, whether in electronic or other form, from misuse, interference and loss and from unauthorised access, modification or disclosure.

We may retain any personal information you provide during the use of the Services, for a period of 12 months after your last interaction with us. After 12 months, we will take reasonable steps to destroy or permanently anonymise personal information we hold if it is no longer needed for our business purposes and it is permissible by law to do so.

12. Access to personal information

We will take reasonable steps to ensure that any personal information we hold about you is accurate, complete and up to date. If there are any changes to your personal information, please let us know using the contact details below.

If you so request, we will take reasonable steps to correct the personal information we hold about you so that it is accurate, complete and up to date. Otherwise, we will provide reasons for not doing so.

13. Complaints

If you wish to make a complaint about a breach of this Privacy Policy, or the privacy principles that apply where you are using the Service, you can contact us using the contact details below. You will need to provide sufficient details regarding your complaint, as well as any supporting evidence and information.

We will investigate and determine the steps that we will take to resolve your complaint. We will contact you if we require any further information from you and will notify you in writing of the outcome of the investigation.

If you are not satisfied with our determination, you can contact us to discuss your concerns or contact the Australian Privacy Commissioner through its website at www.oaic.gov.au.

14. Contact details

If you have any questions or feedback about our Privacy Policy, or the way in which we handle your personal information, please contact us using the following details:

Attention: Privacy Officer

Email: hello@3dmeasureme.com