

THE HAIRPOLITAN MAGAZINE PRIVACY POLICY

1. Introduction: This Website (“Website”) has been developed and is operated and maintained by or on behalf of Idea Agency Limited (“The Hairpolitan“, “we” or “us“).

The Hairpolitan is committed to protecting the privacy of your personal information whilst striving to provide the very best user experience. We want our Websites to be safe and enjoyable for everyone.

If you have any concerns, questions or comments about this privacy policy or the Website you can contact us using the contact details in paragraph 10 of this policy.

2. The types of personal information we collect and how we collect it:

- Information you provide downloading the Website.
- Information you provide upon entering details to be blocked by the Website.
- Information you provide when taking part in a poll or survey run in a
- If you take part in a poll or survey run in our website we will use your personal information in accordance with the terms of the poll or survey.
- Demographic and other data: the Website uses cookies and other tracking technology to collect information about your use of our Website, information about your device such as your device ID, IP address and browser type, demographic data and, if you arrived at the Website via a link from a site other than the relevant Website Store, the URL of the linking page. It may also collect your name and email address. The data collected through cookies and other tracking technology may be transferred to third parties. For more information on how this Website uses cookies and other tracking technology, see our cookie policy.
- Email communications: we use web beacons in our emails to track the success of our marketing campaigns. Our web beacons don’t store any information on your computer but by communicating with our cookies on your computer, they can tell us when you have opened an email from us. We may keep track of the emails that we send you. We also keep a record of

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what communications you have selected to receive or not to receive. If you would like to opt out of receiving such emails, please click the “unsubscribe” link in the email and follow the instructions.

3. How we use the information that we collect

The relevant Website Store owns the information it collects when you purchase this Website through the Website Store. They may share some of that information with us, depending on the selections you have made. We will use it, as applicable, to:

- provide you with services or information that you have requested or products or services that you have ordered, such as Websites and subscriptions to Websites
- confirm or fulfill an order you have submitted
- inform you if you have won a prize
- monitor or improve the performance of, and products and services available through, this Website
- monitor compliance with our terms and conditions of use of the Website, enforce our rights and protect the safety of others including investigating and if necessary removing any content about which we receive a complaint
- send you promotional materials or special offers on our behalf or on behalf of our group companies and marketing partners. If you do not want to receive this marketing information you can notify us of this as part of the Website Store registration process and/or Website purchase process. You can stop receiving this information at any time by following the unsubscribe instructions on the correspondence you receive or by amending your marketing preferences, normally in the Website Store account management section
- for any purpose if we are required to do so by any law or other regulatory or government authority

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By providing us with your personal information, you consent to us:

- (a) Processing your information as set out in this privacy policy and in any other manner you expressly consent to;
- (b) Processing your sensitive personal data, such as health data (if provided); and
- (c) Transferring your information to countries or jurisdictions which do not provide the same level of data protection as KENYA, if necessary for these purposes. If we do make such a transfer, we will, if appropriate, put a contract in place to ensure that your information is protected.

4. Who we may share your personal information with

Agents: We use third parties to perform certain functions on our behalf including fulfilling orders, sending emails, organizing and managing competitions, promotions, surveys or polls, removing repetitive information from customer lists, Website analysis, data analysis and processing credit card payments. They will have access to your personal information if necessary to perform their function but they cannot use it or disclose it for any other purpose, unless you have specifically given them consent to do so.

Aggregate Information: We may share aggregate, non-personally identifiable information, such as demographics and Website usage statistics, with advertisers, sponsors and other organizations.

Third-Party Ad Serving Services: we may use a third-party network advertiser to serve advertisements within the Website. Network advertisers are third parties that display advertisements based on the category the Website falls into. Third-party ad serving enables us to target advertisements to you for products or services you might be interested in. This Website's advertisers and/or sponsors may themselves

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set and access their own cookies on your device if you choose to have your cookies enabled in your browser.

Third Party Analytics Services: We may use the Google Analytics, Flurry or other analytics services to anonymously collect and analyze which pages of the Website are viewed and for how long and which links are followed, so that we can provide more content which is of interest to you.

5. Maintenance and storage of information: Your information is collected through the relevant Website Store and certain information is passed on to us. We Store that information on servers that are owned and maintained by or on behalf of The Hairpolitan and its group companies. We may keep your information for a reasonable period for the purposes set out in this privacy policy.

6. Links to other websites: This Website may contain links to other websites and we may display advertisements from third parties in our Website. We may monetize some of these links through the use of third party affiliate programs. Notwithstanding such affiliate programs, we are not responsible for the content or privacy policies of these websites or for third party advertisers, even if they use the Website's logo as part of a co-branding agreement, nor for the way in which information about their users is treated. Before submitting any personal information to such websites, you should check their privacy policy.

7. Security: In accordance with our requirements under the Data Protection regulations, we will adopt appropriate security procedures to help prevent unauthorized access to your information. Neither The Publisher nor any of its group companies shall be liable for any attempt to hack or crack or otherwise gain access to any of your information on servers owned and maintained by or on behalf of The Hairpolitan and its group companies.

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8. A note for parents concerning privacy: this Website and the Website Store is for a general audience although age gating may be set by the relevant Website Store based upon information we provide when we submit the Website to the relevant Website Store. We do not currently knowingly collect any personal information from children under the age of eighteen. If, in the The Hairpolitan, we collect personally identifiable information from children through an Website Store, we will do so in compliance with all relevant laws and regulations including, without limitation, obtaining parental consent where necessary. The Internet offers children wonderful educational and entertainment resources. Your guidance and involvement are essential to help ensure that children have a safe and rewarding online experience.

9. Policy changes: By using this Website you agree to the terms of this privacy policy, our cookies policy and our terms of use. We may amend this privacy policy and/or our cookies policy and/or the terms of use from time to time. If we do so, an updated version will be available through a link in the Website. You will be bound by the new terms upon your continued use of this Website.

10. Questions about this Website and the information we hold about you: if you have any general questions about this Website or the information we have collected about you and how we use it, you can contact the The Hairpolitan Team at telephone +254 731 349 343 and email talktous@hairpolitan.com. If you have any questions about your information including what we hold and how it is used. You are entitled to ask for a copy of the information we hold about you (for which we may charge a small fee) and to have any inaccuracies in your information corrected.