

Effective Date: September 15, 2016

Breast Cancer Awareness Campaign Privacy Policy

The Estée Lauder Companies, Inc. (“we, us, or our”) respect your concerns about privacy and value the relationship we have with you. This Privacy Policy describes the types of personal information we collect in connection with the Breast Cancer Awareness campaign, how we use the information, with whom we share it, and the choices available to our participants regarding our use of the information. We also describe the measures we take to protect the security of the information and how our participants can contact us about our privacy practices. The website, located at BCACampaign.com (the “BCA Site”) is operated in the United States. Any translation of this page (or any portion of the site) into a language other than English is solely for the convenience of our customers and does not imply, directly or indirectly, that the site is operated from any other location or country.

Click on one of the links below to jump to the listed section:

- [Information We Collect](#)
 - [Information You Provide](#)
 - [How We Use The Information](#)
 - [Information We Collect by Automated Means](#)
 - [Technologies We Use](#)
 - [Cookies, Web Server Logs and Web Beacons](#)
 - [Third Party Web Analytics Services](#)
 - [How We Use the Information Collected by Automated Means](#)
 - [California Do Not Track Notice](#)
- [Information We Share](#)
- [Your Rights And Choices](#)
- [Data Transfers](#)
- [Children’s Privacy](#)
- [How We Protect Personal Information](#)
- [Links To Other Websites](#)
- [Updates To Our Privacy Policy](#)
- [How To Contact Us](#)

Information We Collect

We may obtain personal information about you from the Breast Cancer Awareness campaign website, located at BCACampaign.com or in connection with our social networking applications. When you visit the BCA Site or our social networking applications, we may also collect certain information about your device or usage by automated means, or by using technologies such as cookies, web server logs and web beacons.

Information You Provide

You may choose to provide personal information to us, and the types of personal information you may provide to us includes:

- Contact information (such as name and email address)
- Content you provide (such as photographs, videos, stories and comments)
- Information provided to us by social networks when you use one of our social networking applications (such as your name, profile picture, likes, location, friend list and other information described in the social networking application sign-up page, or your geo-location details)

How We Use The Information

We may use the information you provide to:

- Send you promotional materials and otherwise communicate with you about, and administer your participation in, the Breast Cancer Awareness campaign
- Provide services to you
- Respond to your inquiries
- Operate and communicate with you about our social networking applications
- Operate, evaluate and improve our business (including developing new products and services; managing our communications; analyzing our products; performing data analytics; and performing accounting, auditing and other internal functions)
- Comply with applicable legal requirements, relevant industry standards and our policies

We also may use the information in other ways for which we provide specific notice at the time of collection.

Information We Collect by Automated Means

When you visit this site or our online advertisements or use one of our social networking applications, we collect certain information about your usage or device by automated means or by using technologies such as cookies, web server logs and web beacons. As set forth in more detail below, we may also collect information about your usage and browsing habits using various web-based technologies.

Technologies We Use

Cookies, Web Server Logs and Web Beacons

Cookies are small text files that websites send to your computer or other Internet-connected device to uniquely identify your browser or to store information or settings in your browser. Your browser may tell you how to be notified when you receive certain types of cookies and how to restrict or disable certain cookies. Please note, however, that without cookies you may not be able to use all of the features of our website.

In conjunction with obtaining information through cookies, our web servers may log details such as your operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone in which your device is located. The web server logs also may record information such as the address of the web page that linked you to our site and the IP address of the device you use to connect to the Internet.

To control which web servers collect this information, we may place tags on our web pages called “web beacons.” These are computer instructions that link web pages to particular web servers and their cookies.

Third Party Web Analytics Services

We may use third party web analytics services on this site. Such third party web analytics service providers may include, but is not limited to, Google Analytics. The service providers that administer these services use technologies such as cookies, web server logs and web beacons to help us analyze how visitors use the site. The information collected through these means (including IP address) is disclosed to these service providers, who use the information to evaluate use of the website. You may deactivate the ability of these analytics services to analyze your browsing activities on this site. To learn more about web analytics services, and exercise your choice with respect to their collection of information on this site:

- To disable Google Analytics, please download the browser add-on for the deactivation of Google Analytics provided by Google at <http://tools.google.com/dlpage/gaoptout?hl=en>. To learn more about privacy and Google Analytics please consult the Google Analytics overview provided by Google at: <http://www.google.com/intl/en/analytics/privacyoverview.html>.

How We Use the Information Collected by Automated Means

We may use the information collected through automated means on this site for market research, data analytics and system administration purposes, such as to determine whether you’ve visited us before or are new to the site, and for compliance with our legal obligations, policies and procedures, including compliance with relevant industry standards and the enforcement of our [Terms and Conditions](#). We also may use the information in other ways for which specific notice is provided at the time of collection.

California Do Not Track Notice

Under California law, website and online service operators are required to disclose how they respond to web browser “do not track” signals or other similar mechanisms that provide consumers the ability to exercise choice regarding the collection of personal information about a consumer’s online activities over time and across third party websites, to the extent the operator engages in that collection. We currently do not change our tracking practices in response to “do-not-track” signals or other similar mechanisms.

California law also requires website and online service operators to disclose whether third parties may collect personal information about their users’ online activities over time and across different sites when the users use the operator’s website or service. Third parties that have content or services on our site such as a social feature, analytics service, or an advertising network partner, may obtain information about your browsing or usage habits but this information does not include personal information. These third parties do not change their tracking practices in response to “do-not-track” signals from your web browser and we do not obligate these parties to honor “do-not-track” signals. To learn more about browser tracking signals and “Do Not Track,” please visit <http://allaboutdnt.org>.

Information We Share

We do not rent lists, or sell or otherwise disclose personal information we collect about you, except as described here. We may share your personal information with:

- Our corporate affiliates. For additional information regarding our corporate affiliates please see <http://www.elcompanies.com>.
- Third party service providers who perform services on our behalf based on our instructions. We do not authorize these service providers to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements. Examples of these service providers include entities that provide web hosting and marketing services.
- Other third parties with your consent (e.g., some of our Facebook applications may share information collected through those apps with your Facebook friends or other Facebook users).

In addition, we may disclose information about you (i) if we are required to do so by law or legal process, (ii) to law enforcement authorities or other government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity.

We also reserve the right to transfer personal information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Policy. Following such a sale or transfer, you may

contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

Your Rights and Choices

We offer you certain choices in connection with the personal information we collect from you, such as how we use the information and how we communicate with you. To update your preferences, please contact us as specified below.

- **Email Opt-Out**

You can at any time tell us not to send you marketing communications by email by clicking on the unsubscribe link within the marketing emails you receive from us or by contacting us as indicated below. You also may opt out of receiving marketing emails from **The BCA Campaign** by clicking [here](#).

- **Postal Mail Opt-Out**

You can ask us to stop sending you communications by postal mail by following the instructions that may be included in a particular promotion or communication. You also can request that we refrain from sending you promotional postal mail by contacting us as indicated below.

- **Social Networking Application Opt-Out**

To remove or delete our apps from your social networking account, follow the [instructions](#) from the social network:

[Facebook](#): provided by the Facebook Help Center.

- **Geo-Location Information**

You may be asked for your geo-location via our BCA Site or in connection with our social networking applications. This is voluntary and you may choose not to provide it.

- **Withdrawing Consent**

You may withdraw any consent you previously provided to us, or object at any time on legitimate grounds, to the processing of your personal information. We will apply your preferences going forward. In some circumstances, withdrawing your consent to our use or disclosure of your personal information will mean that you cannot take advantage of some of our products or services.

- **Reviewing, Updating and Modifying Personal Information**

Subject to applicable law, you may have the right to request access to and receive details about the personal information we maintain about you, update and correct inaccuracies in your personal data, and have the information blocked or deleted, as appropriate. The right to access personal information may be limited in some circumstances by local law requirements. You may request to review, change or delete your personal information by sending an email to BCAcampaign@estee.com.

Data Transfers

We may transfer the personal information we collect about you to countries other than the country in which the information was originally collected, including the United States where our servers hosting the BCA Site are located. Those countries may not have the same data protection laws as the country in which you initially provided the information. When we transfer your information to other countries, we will protect that information as described in this Privacy Policy.

Children's Privacy

If you are under thirteen years of age, you may browse our site. However, you may not provide personal information to us. This site is not directed to children under the age of thirteen and we do not knowingly collect personal information from children under the age of thirteen on the site. If we become aware that we have inadvertently received personal information from a visitor under the age of thirteen on the site, we will delete the information from our records.

How We Protect Personal Information

We maintain appropriate administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, no security system is perfect and we cannot promise that information about you will remain secure in all circumstances, including the security of your data during transmission to us or the security of data on your mobile device.

Links To Other Websites

Our website may provide links to other websites for your convenience and information. These websites may operate independently from us. Linked sites may have their own privacy notices or policies, which we strongly suggest you review if you visit any linked websites. To the extent any linked websites you visit are not owned or controlled by us, we are not responsible for the sites' content, any use of the sites, or the privacy practices of the sites.

Updates To Our Privacy Policy

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will post a prominent notice on our website to notify you of any significant changes to our Privacy Policy and indicate at the top of the Policy when it was most recently updated.

How To Contact Us

If you have any questions or comments about this Privacy Policy, or if you would like us to update information we have about you or your preferences, please contact us by email at BCAcampaign@estee.com.

If we need, or are required, to contact you concerning any event that involves your personal information we may do so by email or telephone.

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