

DIPTYQUE

PARIS

Privacy Policy

LAST UPDATED: 22 NOVEMBER 2024

Genesis Retail Pty Ltd (ABN 95 677 830 527), trading as Diptyque Boutique ('**Genesis**', '**we**', '**us**' or '**our**') is an authorised retailer of Diptyque products and operates official Diptyque Boutique stores.

This privacy policy applies to the handling of personal information by Genesis. This privacy policy sets out how Genesis protects your personal information, your rights regarding your personal information and how Genesis collects, holds, uses, discloses, and manages your personal information.

In handling and otherwise managing your personal information, Genesis will comply with its obligations under the Australian *Privacy Act 1988* (Cth) (**Privacy Act**) and the Australian Privacy Principles.

You do not have to provide any personal information to us. However, without certain information, we may not be able to provide products, services or information to you or may be limited in how we interact with you.

1. What kinds of personal information do we collect about you?

- (a) Personal information is any information that identifies you or can reasonably be used to identify you.
- (b) The personal information we collect and hold about you will vary depending on our particular interaction or engagement with you. Generally speaking, the kinds of personal information we may collect and hold about you includes:
 - (i) contact details, including your name, email, and telephone number;
 - (ii) demographic details, including your age, date of birth and gender;
 - (iii) information about the products you have purchased, ordered, obtained or inquired about;
 - (iv) images, videos, footage or other content which may identify you;
 - (v) payment information including your credit or debit card details, date and time, transaction amount, information related to the merchant for each transaction;
 - (vi) internet, digital and technology information collected from accessing our online services such as our social media sites, emails or SMS, including your tags and pixels (which 'tag' devices), IP address, referring URL, clicked links, placed orders, fulfilled orders, device type, and dates;
 - (vii) information about any testimonials, reviews, feedback, complaints, product returns, and refunds issued to you;
 - (viii) social media account names and tags; and

- (ix) if you apply for a job opportunity with us.
 - (c) We may also hold other kinds of personal information as permitted or required by law or other kinds of personal information that we notify you of at or about the time of collection.
 - (d) Generally, we do not collect sensitive information about individuals. Information about your health, racial or ethnic origin, political persuasions, criminal record and religious or philosophical beliefs are all examples of sensitive information. If we do need to collect sensitive information about you, we will only do so with your consent or where we are required to do so by law.
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2. How do we collect your personal information?

- (a) Generally, we will collect your personal information directly from you when you provide it to us. This might be when you:
 - (i) purchase any of our products;
 - (ii) visit one of our stores or attend one of our events, including through cameras, images, videos, CCTV footage or similar technology;
 - (iii) subscribe to any of our mailing lists;
 - (iv) complete a survey or participate in one of our promotions;
 - (v) contact us or otherwise interact with us (including during phone calls, email, or via social media); or
 - (vi) post information (including images, videos and other content) online, including to any of our social media sites.
 - (b) In some cases, we may also collect personal information about you from someone other than you, such as:
 - (i) our affiliated or related companies;
 - (ii) third parties you authorise to disclose your information to us (such as your parent, guardian or nominated referees);
 - (iii) our vendors, suppliers or contractors that help us provide our products;
 - (iv) an organisation (such as your employer), where you interact with us on behalf of them; or
 - (v) a publicly maintained record or other publicly available sources of information including internet search platforms, social media and similar websites.
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3. How we use your personal information

- (a) We collect, hold, use and disclose your personal information for the following purposes:
 - (i) to provide our products and services to you;
 - (ii) to conduct promotions, competitions, giveaways and events;
 - (iii) to improve our products and services;

- (iv) to promote and market our goods, including posting content and advertisements online and on our social media accounts, and conducting direct marketing (as detailed in paragraph 4 below);
 - (v) to provide support services (including responding to questions, handling complaints, processing returns, refunds, exchanges, and product recalls);
 - (vi) to process payments;
 - (vii) to prevent or investigate any potential, suspected or actual fraud, breaches of policy or law;
 - (viii) for loss prevention or store safety purposes, such as investigating breaches of store procedures, injuries, or incidents in our stores;
 - (ix) to enforce our rights, including undertaking legal proceedings;
 - (x) to undertake data analytics, data processing, database compilation, or trend analysis to better understand our customers, including their preferences and interests;
 - (xi) to manage our business operations (including store management, inventory control, sales monitoring, and strategic decision-making); and
 - (xii) to otherwise comply with our legal and regulatory requirements.
- (b) In addition to the list above, we may use your personal information for purposes related to any of the above or other purposes notified to you at the time of collection or otherwise permitted or required by law.
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4. Direct marketing

In addition to the purposes in paragraph 3, we may use and disclose your personal information to inform you about promotions, competitions, events, offers, or products that may interest you, for example by email or text. This may involve sharing your information with our affiliated or related entities or commercial partners for direct marketing. You can opt-out of these communications using the details provided in any marketing communication, or by contacting us at chadstone@diptyque.com.au.

5. Disclosure of your personal information

- (a) We disclose your personal information for the same purpose that it was collected. As a result, this may include disclosing your personal information to:
- (i) our affiliated or related companies;
 - (ii) our contractors, service providers and other third parties that supply products or services to us (including our technology and marketing providers, payment processors, event organisers, and other business or administration service providers);
 - (iii) other entities as required or authorised by law, court order or regulatory requirement (for example, government agencies, regulatory bodies and law enforcement agencies);

- (iv) any person or entity considering or having invested in or acquired Genesis' business, shares or assets;
 - (v) our professional advisers (including legal, tax consulting, and accounting firms, auditors, insurers, insurance brokers or business consultants); and
 - (vi) any other person or organisation that we notify you about.
- (b) If you post information or other content to public sections of our websites or to our social media sites, you acknowledge that the information or content may be viewed by the public and/or users of the relevant website or social media site.
 - (c) Some of the parties that we disclose your personal information to may be located outside Australia, including third parties located in the United States of America.
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6. Cookies

A cookie is a piece of data that tracks and targets your behaviour and preferences. We use cookies to collect statistical information about you when you access or use any online platforms, including our emails. We use this information to analyse how our online services are being used and seek to improve them. Most internet browsers accept cookies by default, but you can adjust your internet browser settings to refuse cookies or warn you before accepting them.

7. Protecting your personal information

- (a) We take reasonable steps to ensure that the personal information we hold is protected from misuse, interference and loss and from unauthorised access, modification or disclosure.
 - (b) Your personal information is held by us in electronic form and is protected by electronic and procedural safeguards. Your personal information will either be stored on our IT systems, or the IT systems of our contractors or service providers. Your personal information will be accessed only by authorised personnel or contractors. We also implement information security policies, procedures and training programs to ensure the security of your personal information.
 - (c) When we no longer require your personal information, we will securely destroy or de-identify it, unless otherwise required or authorised by law to retain that personal information.
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8. Access and correction of your personal information

- (a) We take reasonable steps to ensure personal information it holds is accurate, up-to-date, complete, relevant and not misleading.
- (b) You have a right to seek access to, and correction of, your personal information that is collected and held by us. If at any time you would like to access or correct the personal information that we hold about you, you can contact us at chadstone@diptyque.com.au.
- (c) To obtain access to or correct your personal information:

- (i) you may be required to provide proof of identity to ensure that personal information is provided only to the correct individuals and that the privacy of others is protected; and
 - (ii) we request that you be reasonably specific about the information you require and/or wish to correct.
 - (d) We will endeavour to respond to your request within 30 days. We will also grant access to the extent required or authorised by law and take reasonable steps to correct personal information where necessary and appropriate.
 - (e) If we cannot facilitate a request to access or correct your personal information, we will provide written reasons along with details on complaint mechanisms if you'd like to follow up. Common reasons for refusal include potential compromises to another individual's privacy or legal requirements.
 - (f) If you're not satisfied with our refusal to grant access to, or correct, your personal information, you may make a complaint by following the process set out in paragraph 9 below.
 - (g) We may charge you a reasonable administration fee, which reflects and will not exceed the cost to us for providing access to your personal information in accordance with your request
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9. Complaints

- (a) Please direct all privacy complaints to chadstone@diptyque.com.au. At all times, privacy complaints:
 - (i) will be treated seriously;
 - (ii) will be dealt with promptly;
 - (iii) will be dealt with in a confidential manner; and
 - (iv) will not affect your existing obligations or affect the commercial arrangements between you and Genesis.
 - (b) We will endeavour to resolve your complaint within 30 days unless we inform you otherwise. We may require proof of identity.
 - (c) We will investigate your complaint and ensure you're updated on the outcome. If you're not satisfied with the outcome of your complaint, you may refer your complaint to the Office of the Australian Information Commissioner, whose contact details are set out in paragraph 11.
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10. Changes to privacy policy

We try not to change our privacy policy too often, but sometimes we need to, for example, if the law changes or if we change the way we collect or use your information. We will notify you when we make significant updates.

11. Further information

Further information about Australian privacy law is available from the Office of the Australian Information Commissioner:

website: www.oaic.gov.au

Phone: 1300 363 992

Email: enquiries@oaic.gov.au