

Data Protection Processing Notice Marketing & Communication Informed Consent Notice

Beiersdorf

Revision
2021-05 Version

Data Protection Compliance
Section 18 Processing Notice

Table of Contents

1. Introduction.....	2
2. Definitions and Interpretation	2
3. Application	5
4. Purpose of the requested information	6
5. Withholding consent or personal information	8
6. Consent	9
7. Storage, retention and destruction of data	9
8. Access by others and cross-border transfer	10
9. Right to object and complaints	10
10. Accuracy of information and onus	10
11. Access to the information by the Data Subject	11
12. Amendments and binding on successors in title	11
13. Declaration and informed consent	11

Data Protection Processing Notice

Marketing & Communication Informed Consent Notice

1. Introduction

The *Protection of Personal Information Act (“POPIA”)* promotes the protection of Personal Information processed by a private body; which processing includes the collection, use, and transfer of Personal Information of the Data Subject. In accordance to POPIA, Beiersdorf has a legal duty to protect the collected Personal Information of the Data Subject in a lawful, legitimate and responsible manner.

2. Definitions and Interpretation

In this Agreement, the following words shall, unless otherwise stated or inconsistent with the context in which they appear, bear the following meanings and other words derived from the same origins as such words (that is, cognate words) shall bear corresponding meanings:

- | | | |
|-------|-----------------------------------|---|
| 2.1.1 | “Agreement” | means this agreement, including the Annexures as amended from time to time; |
| 2.1.2 | “Annexures” | means the annexures attached to this Agreement; |
| 2.1.3 | “Biometrics” | means a technique of personal identification that is based on physical, physiological or behavioural characterisation including blood type, fingerprinting, DNA analysis, retinal scanning and voice recognition; |
| 2.1.4 | “Child” | means a natural person under the age of 18 years who is not legally competent, without the assistance of a competent person, to take any action or decision in respect of any matter concerning him/herself; |
| 2.1.5 | “Competent person” | means any person who is legally competent to consent to any action or decision being taken of any respect of any matter concerning a child; |
| 2.1.6 | “Consent” | means any voluntary, specific and informed expression of will in terms of which permission is given for the processing of Personal Information; |
| 2.1.7 | “Data Subject” | means the person to whom the Personal Information relates; |
| 2.1.8 | “Electronic Communication” | means any text, voice, sound or image message sent over an electronic communications network which is stored in the network or in the recipient’s terminal equipment until it is collected by the recipient; |
| 2.1.9 | “Operator” | means a natural or juristic person who processes the Data Subject’s Personal Information on behalf of Beiersdorf, in |

Data Protection Processing Notice

Marketing & Communication Informed Consent Notice

terms of a contract, without coming under the direct authority of Beiersdorf;

2.1.10 **“Person”**

means a natural person or a juristic person;

2.1.11 **“Personal Information”**

means information relating to any identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person, namely the Data Subject, including, but not limited to:

a) information relating to the race, gender, sex, pregnancy, marital status, national, ethnic or social origin, colour, sexual orientation, age, physical or mental health, well-being, disability, religion, conscience, belief, culture, language and birth of the person;

b) information relating to the education or the medical, financial, criminal or employment history of the person;

c) any identifying number, symbol, e-mail address, physical address, telephone number, location information, online identifier or other particular assignment to the person;

d) the biometric information of the data subject;

e) the personal opinions, views or preferences of the data subject;

f) correspondence sent by the data subject that is implicitly or explicitly of a private or confidential nature or further correspondence that would reveal the contents of the original correspondence;

g) the views or opinions or another individual about the person; and

h) the name of the person if it appears with other Personal Information relating to the person or if the disclosure of the name itself would reveal information about the data subject;

2.1.12 **“Processing”**

means any operation or activity or any set operations, whether or not by automatic means, concerning Personal Information, including:

a) the collection, receipt, recording, organisation, collation, storage, updating or modification, retrieval, alteration, consultation or use;

Data Protection Processing Notice

Marketing & Communication Informed Consent Notice

b) dissemination by means of transmission, distribution or making available in any other form; or

c) merging, linking, as well as restriction, degradation, erasure or destruction of information;

d) sharing with, transfer and further processing, to and with such information;

2.1.13 **“Record”**

means any recorded information:

a) regardless of form or medium, including any of the following:

i) writing on any material;

ii) information produced, recorded or stored by means of any tape-recorder, computer equipment, whether hardware or software or both, or other device, and any material subsequently derived from information so produced, recorded or stored;

iii) label, marking or other writing that identifies or describes anything or which it forms part, or to which it is attached by any means;

iv) book, map, plan, graph or drawing;

v) photograph, film, negative, tape or other device in which one or more visual images are embodied so as to be capable, with or without the aid of some other equipment, of being reproduced;

b) in the possession or under the control of the Responsible Party;

c) whether or not it was created by a Responsible Party; and

d) regardless of when it came into existence;

2.1.14 **“Responsible Party”**

means Beiersdorf Consumer Products (Pty) Limited, including without detracting from the generality thereof, its directorate and officials, management, executives, and employees and Operators who need to process the Personal Information of the Data Subject for procurement, supply chain, tender, security, contracting and other related business purpose;

2.1.15 **“Special Personal Information”** means any information relating to the Data Subject ethnicity, gender, religious or other beliefs, political opinions, membership of trade unions, sexual orientation, medical

Data Protection Processing Notice

Marketing & Communication Informed Consent Notice

history, offences committed or alleged to have been committed by the Data Subject, biometric details and children's details;

2.1.16 "You"

means the person who is reading this Informed Consent Notice, the Data Subject, who by providing Beiersdorf with your Personal Information, therefore gives Beiersdorf and its Operator's consent to use and process the given Personal Information in accordance with the provisions of the Informed Consent Notice and the word "your/ your's" bears a corresponding meaning, as the context may require.

- 2.1 The processing of such Personal Information of the Data Subject is necessary for the following:
 - 2.1.1 to action out the conclusion or performance of a contract to which the Data Subject is a party thereof; or
 - 2.1.2 compliance with an obligation imposed by law on either of the Data Subject or Beiersdorf; or
 - 2.1.3 to protect the legitimate interest(s) of the Data Subject or Beiersdorf; or
 - 2.1.4 is necessary for the proper performance of a public law duty by a public body; or
 - 2.1.5 is necessary for pursuing Beiersdorf or the Data Subject's legitimate interests, or that of a third party to whom the Personal Information is supplied, all processing of a Data Subject's Personal Information must be done with the Data Subject's express and informed consent and permission.
- 2.2 Beiersdorf will from time to time process Personal Information which belongs to, or which is held by a Data Subject.
- 2.3 For the purposes of complying with POPIA, Beiersdorf in its capacity as the Responsible Party, requires you / the Data Subject to provide Beiersdorf with an implied or express permission to process your Personal Information.

3. Application

- 3.1 This Notice shall be applicable to the following:
 - 3.1.1 Beiersdorf;
 - 3.1.2 You or Data Subject; and
 - 3.1.3 The Data Subject's Personal Information;

Which Personal Information of the Data Subject is processed, or may be processed, or further processed by Beiersdorf and/or any Operator duly appointed by Beiersdorf.

4. Purpose of the requested information

4.1 *The purpose of this Notice is the following:*

- 4.1.1 it sets out the *purpose* and *type* of the Personal Information belonging to the Data Subject to be processed by Beiersdorf;
- 4.1.2 it sets out why Beiersdorf *requires* the requested Personal information;
- 4.1.3 it sets out what Beiersdorf will be *doing* with your Personal Information;
- 4.1.4 it sets out the *recipients* of Beiersdorf that will have access to your Personal Information; and
- 4.1.5 it sets out what Beiersdorf will do with the collected Personal Information once the purpose of the *processing termite*s.

4.2 *Purpose of the collection of the Personal Information*

- 4.2.1 Beiersdorf to invite you and/or the Data Subject to functions and events; and/or
- 4.2.2 To request that you and/or the Data Subject appears in advertising and public relations materials and publications associated to Beiersdorf.

Beiersdorf is required to process your Personal Information including your Special Personal Information pertaining to you, which shall be used for a number of legitimate purposes, including, but not limited to, the following:

- a) Compliance with applicable laws;
- b) Protection of legitimate interests;
- c) Risk assessment and audits;
- d) Making contact with the Data Subject;
- e) Providing information to Data Subject;
- f) Pursing a Party's legitimate interests;
- g) Performing internal operations;
- h) Auxiliary and security;
- i) Reference of the Beiersdorf website; and
- j) Advertising, marketing, public relations and related communications.

Data Protection Processing Notice

Marketing & Communication Informed Consent Notice

Beiersdorf

Revision
2021-05 Version

Data Protection Compliance
Section 18 Processing Notice

Beiersdorf shall require to further process your Special Personal Information, which will be used for numerous legitimate purposes, including the following:

4.3 Compliance with applicable laws

To comply with a variety of lawful obligations which may pertain to the events, functions and/or advertising and public relations operations and functions.

4.4 Protection of legitimate interests

For Beiersdorf to protect its own legitimate interest(s), and that of the Data Subject or that of a third party to whom the Personal Information was supplied to

4.5 Risk Assessments and audits

For the legitimate purpose of conducting risk assessments and risk profiles, including internal and external audits.

4.6 Making contact with the Data Subject

For the purposes of Beiersdorf contacting you and attending to your and/or the Data Subject's enquiries and requests in relation to the Beiersdorf advertising and public relations material and publications, and/or events and functions.

4.7 Providing information to Data Subject

For Beiersdorf to provide you or the Data Subject from time to time with information pertaining to Beiersdorf, in relation to the Beiersdorf advertising and public relations materials and publications, and or events and functions.

4.8 Pursuing a party's legitimate interests

For the purposes of Beiersdorf pursuing the Data Subject's and/or Beiersdorf legitimate interests, or that of a third party to whom the Personal Information is supplied.

4.9 *Performing internal operations*

In order for Beiersdorf to perform internal operations in relation to the advertising and public relations materials and publications, and or events and functions.

4.10 *Auxiliary and security*

For the purpose of managing the safety and security of the Beiersdorf facilities, including those of its employees and persons entering the facilities owned and managed by Beiersdorf, including:

- The provision of security services;
- Ensuring a safe working environment;
- The developing and implementing of security services policies and procedures; and
- Security search, seizure and vetting services.

4.11 *Reference of the Beiersdorf website*

For the purposes of placing your details where applicable on the Beiersdorf website and social media platforms in relation to the advertising and public relations materials and publications, and/or events and functions.

4.12 *Advertising, marketing, public relations and related communications*

In general, for the purposes of advertising, marketing, public relations and related communications, (through publications and references including, but not limited to, using your image(s), photograph(s) and video footage) on the Beiersdorf websites and social media platforms; marketing and brochures, advertising and public relation campaigns and other related communications.

5. Withholding consent or personal information

Should you refuse to provide Beiersdorf with the required Personal Information for the purposes indicated above, together with the requisite consent to process the aforementioned Personal

Data Protection Processing Notice

Marketing & Communication Informed Consent Notice

Beiersdorf

Revision
2021-05 Version

Data Protection Compliance
Section 18 Processing Notice

Information; Beiersdorf will not be able to engage further with you and /or enter into any subsequent relationship with you.

6. Consent

- 6.1 You / the Data Subject agree and give Beiersdorf express permission to process and further process all Personal Information which you/ the Data Subject will or have provided to Beiersdorf, including all Personal Information which has been requested by Beiersdorf or provided by the Data Subject on a voluntary basis.
- 6.2 Beiersdorf in turn undertakes that it will only use your / the Data Subject's Personal Information referred to above for the purposes set out under this notice and for no other purpose, unless with your / the Data Subject's express and prior permission.

7. Storage, retention and destruction of data

- 7.1 The collected Personal Information shall be stored electronically in a centralised data base, which, for operational reasons, shall be accessible to all within Beiersdorf on a need to know and business basis; save that some of your Personal Information may be retained in hard copy.
- 7.2 Beiersdorf ensures that all of your Personal Information will be held and stored securely in accordance to all laws and regulations. Beiersdorf further undertakes to conduct regular audits regarding the safety and security of the collected Personal Information.
- 7.3 Once your Personal Information is no longer required due to the fact that the purpose for which the information was collected has come to an end or expired; the Personal Information shall be safely and securely archived for the requisite and prescribed retention periods as required by the applicable law in the Republic of South Africa.
- 7.4 Upon expiration of the retention period, Beiersdorf will thereafter ensure that the Personal Information is either submitted to the Provincial or National Archives in accordance with the *National Archives Act, 43 of 1996* read with Archives and Records Service Act or permanently destroyed, as the case may be.

8. Access by others and cross-border transfer

- 8.1 Beiersdorf may have to disclose your Personal Information to other Receiving Parties, including its institutions or subsidiaries, trading partners, auditors, regulatory bodies, governmental officials, overseas trading parties or agents (hereinafter referred to as the “**Receiving Party**”); such disclosure and transfer of information shall be mandated by an agreement concluded between Beiersdorf and the Receiving Party. The Receiving Party has a contractual obligation to comply with strict confidentiality and data security terms and conditions.
- 8.2 Personal information transferred out of the border of Republic of South Africa, shall only be transferred to the countries which have implemented similar data privacy laws or where the Receiving Party is bound contractually to a no lesser set of obligations imposed by POPIA.

9. Right to object and complaints

- 9.1 The Data Subject is encouraged to contact the Information Officer for Beiersdorf at any time, if you are not satisfied with the manner in which your Personal Information has been collected or processed.
- 9.2 Upon receipt of your objection, Beiersdorf is under a legal obligation to hold on further processing unto the cause of the objection has been resolved.
- 9.3 If the Data Subject remains unsatisfied with the finding, the Data Subject has a right to lodge a complaint with the Information Regulator.

10. Accuracy of information and onus

- 10.1 In accordance to POPIA, all Personal information collected from the Data Subject must be complete, accurate and up-to-date.
- 10.2 Beiersdorf will use its best endeavours to ensure that the collected Personal Information is reliable.
- 10.3 The onus shall rest on the Data Subject to advise Beiersdorf of any changes or errors to the Personal Information, as and when this may occur.

Data Protection Processing Notice

Marketing & Communication Informed Consent Notice

Beiersdorf

Revision
2021-05 Version

Data Protection Compliance
Section 18 Processing Notice

11. Access to the information by the Data Subject

The Data Subject has the right at any time to request his/her Personal Information from Beiersdorf, which Beiersdorf holds on the behalf of the Data Subject and the purpose of holding this information; provided that such request is made using the standard section 14 and section 15 of Beiersdorf PAIA process.

12. Amendments and binding on successors in title

- 12.1 Beiersdorf reserves the right to amend this notice from time to time.
- 12.2 The Data Subject holds the responsibility to check Beiersdorf website periodically for any changes.

13. Declaration and informed consent

- 13.1 I, the Data Subject, hereby confirm that my Personal Information, provided to Beiersdorf is accurate, up-to-date, not misleading and complete in all respects, save where same may change and then, in such an event, I hereby undertake to advise Beiersdorf or other Receiving Party of these changes.
- 13.2 I, the Data Subject, in providing the required Personal information to Beiersdorf and other Receiving Party, consent and give Beiersdorf express and informed permission to process and further process my Personal Information as and where required and acknowledge that I, the Data subject, understand the purposes for which the Personal Information is required and for which it will be used.

INFORMATION OFFICER

Name: Warren Van Niekerk
Title: Senior Legal Counsel and Information Officer
Contact number:
E-mail: Warren.VanNiekerk@Beiersdorf.com

Data Protection Processing Notice Marketing & Communication Informed Consent Notice

Beiersdorf

Revision
2021-05 Version

Data Protection Compliance
Section 18 Processing Notice