



PRIVACY POLICY

PROTECTING YOUR PRIVACY

Protecting your privacy is extremely important to us. The following information will help you understand the purposes for which Bramley collects, stores, and uses your information. We will keep your information confidential and will only share it if we are legally required to do so, if we must do so to fulfil our agreement with you, or if you have given your consent. We strive to make this policy as clear as possible. If you have any questions, please contact us at info@bramleycosmetics.com.

WHAT THIS NOTICE IS ABOUT

We want you to understand who we are, what kind of personal information (PI) we collect, and what we do with it. When you use our website, we may obtain information about you. This notice explains who you are sharing your information with, what kind of information we collect, and how we use that information.

This privacy notice forms part of our agreement with you, and you should read it along with our website terms and conditions.

From time to time, this notice may change to accommodate updates in our services or legal requirements. The date of the last update is listed at the end of this document.

WHO ARE YOU SHARING YOUR INFORMATION WITH?

You are sharing your information with Prime Brands Africa (Pty) Ltd, registration number (2014/097576/07). When we refer to "Prime Brands Africa (Pty) Ltd," "we", or "us", this includes Prime Brands Africa (Pty) Ltd shareholders, directors, employees, suppliers, internet service providers, partners, affiliates, and agents.

Sometimes, we may need to share your personal information to provide products or services to you or comply with legal requirements. For example:

We work with trusted suppliers or service providers who assist us in operating our website. They are contractually obligated to keep your personal information secure and confidential and to use it only for the purposes specified by us. We may be required by law to share your information, such as in response to a valid warrant.

WHAT INFORMATION WE COLLECT AND WHY

Depending on your interaction with the website, we may collect the following:

Name and surname, contact details, non-personal browsing habits and click patterns (see our Cookie Policy), email address, IP address, the content of any communications which you may send to us via the website.

We use your personal information to:

1. Respond to messages, requests, or complaints that you send to us.
2. Send you information that you request.

Information collected while you use our website:

When you visit www.bramleycosmetics.com, we collect standard information about your internet connection and website usage to improve our online services. The type of information we collect includes the URL you came from, IP address, domain type, browser type, the country and telephone code where your device is located, the web pages viewed during your visit, the advertisements you clicked on, and any search terms you entered on our website (user information).

COOKIES

We use cookies to enhance your website experience. A cookie is a small piece of information stored by your browser on your device. It may contain some personal details, and date and time information in an encrypted format, which can be recalled when you return to the website.

We use cookies to identify the device you use to connect to our website. We use anonymous cookies to collect data about how you use our website, so that we can improve and optimise your website experience. We use the anonymous DoubleClick cookie and Google Analytics cookie to optimise your web experience and deliver relevant advertising on the Google Display Network based on the activity of visitors to our website.

You can opt out of Google Analytics for Display Advertisers and out of customised Google Display Network advertising by visiting Google's Ad Preferences Manager.

YOUR RIGHTS AND PREFERENCES

You have the right to:

- Request access to the personal information we hold about you.
- Request details on information shared with third parties.
- Request that we update, correct, or delete outdated or inaccurate personal information.
- Unsubscribe from direct marketing communications.
- Object to the processing of your personal information.

To make any of these requests, please contact info@bramleycosmetics.com. We may require proof of identity to ensure that your information is not disclosed to unauthorized individuals. In some cases, changes to your information may require additional documentation, such as proof of residence.

SECURITY

We take your privacy and the security of your personal information seriously. Bramley has implemented reasonable safeguards to protect the information you provide. These include regular system monitoring to identify vulnerabilities.

However, no system is perfect, and we cannot guarantee absolute security. In the event of a breach, we will take steps to minimize harm and notify you if your personal information has been compromised.

Please note that email communication is not encrypted. Avoid sending sensitive or confidential information via email.

CHANGES TO THIS POLICY

We may need to update this privacy policy from time to time. The new terms will take effect on the date of publication. If you continue to use our website after the changes, this indicates your acceptance of the updated terms. We encourage you to check this policy regularly.

Last Updated: May 2025