

**Kao USA Inc.**  
**Molton Brown USA LLC**  
**Oribe Hair Care, LLC**  
**Privacy Policy**

Effective and last modified: January 1, 2022

Our privacy policy is available in PDF form [here](#).

Kao USA Inc.'s previous privacy policy is available [here](#).

Molton Brown USA LLC's previous privacy policy is available [here](#).

Oribe Hair Care, LLC's previous privacy policy is available [here](#).

This privacy policy has been drafted to explain how Kao USA Inc. and its subsidiaries Molton Brown USA LLC and Oribe Hair Care, LLC (together “we,” “us,” or “our”) collect, use, disclose, and protect information that we collect about you and your rights with respect to that information.

This policy covers all personal information collected from and about our consumers including when you use our websites. If in any case our privacy practices differ from those explained in this policy, we will let you know at the time we ask for or collect your information.

If you are based in [California](#), [Nevada](#), or [Canada](#), additional location-specific disclosures apply. Likewise, additional disclosures apply to California residents applying for jobs at Kao USA Inc., Molton Brown USA LLC or Oribe Hair Care, LLC.

## 1. Overview

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## 2. What information we collect about you

We may collect the following types of information about you which we have grouped together as follows:

- **Identity or Contact Information** includes your name, date of birth, mailing or delivery address, email address, telephone numbers, username, or similar identifiers or contact information.
- **Financial Information** includes your billing address and other payment-related information.
- **Transaction Information** includes details about payments to and from you and other details of products you have purchased from us or other details about your transactions with us.
- **Technical Information** includes internet protocol (IP) address, your login data, browser type and version, time zone setting, location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our websites, applications, or connected products.
- **Profile Information** includes your username and password, purchases or orders made by you, your interests, preferences, feedback, age, gender, product reviews, survey responses, information about your experiences with our products, contact preferences, and other similar information.
- **Usage Information** includes information about how you use our websites and our products and services.
- **Marketing and Communications Information** includes your preferences in receiving marketing from us and your communication preferences.
- **Demographic Information and Preferences** include personal characteristics and preferences, such as your age, gender, shopping preferences, household demographic data, data from social media platforms, hobbies and interests and propensity scores from third parties (likelihood of purchase, experiencing a life event, etc.).
- **User Contributions** include product reviews and other feedback that you provide on our products, locations, and services. If you choose to provide User Contributions, it may be made available on public areas of our website.

Some of the information we collect about you may be personal information, or personal data, that can be used to identify you including, for example, your name, email address, mailing address or delivery address. In some jurisdictions, certain unique identifiers like IP addresses and other usage or technical information may be considered personal information.

Personal information does not include data where your identity has been removed so that we can no longer identify you (anonymous data), which we may use for any purpose.

## 3. Children's online privacy

We do not direct our websites to minors, and we do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this website. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13 please contact us as directed in the [Contact Us](#) section of this privacy policy.

## 4. How we collect your information

We collect information from and about you in the following ways:

- **When you provide it to us.** You may give us information about you by filling in forms or by communicating with us by text, e-mail, or otherwise. This includes information you provide when you register for an account, subscribe to one of our newsletters or other communications, conduct a search, place an order, engage in a promotional event, complete a survey, or when you contact us about one of our websites, products, or services. We may also collect information when you respond to our request to voluntarily provide information regarding your personal or professional interests, demographics, experience with our products, and contact preferences
- **From our websites and emails.** As you interact with our websites or websites employing our cookies, or our emails, we may automatically collect information about your equipment, browsing actions, other activities (like opening emails), and patterns. We may collect this information by using cookies, web beacons, pixels, and other similar technologies. Our [Cookies and automatic data collection technologies](#) section contains more information and options to control or opt-out of certain data collection or uses.
- **From others.** We may receive information about you from third parties including, for example, our affiliated companies, business partners, sub-contractors, analytics providers, social media companies, and service providers. For example, if you enter a co-branded promotion, that is being sponsored by one of our brands and another party, our co-sponsor may provide us with information about you. As another example, if you sign up for a promotion using your social media credentials, we may receive information about you from that social media company.
- **User Contributions.** You also may provide information to be published or displayed (“posted”) on public areas of the websites or transmitted to other users (collectively, “**User Contributions**”). For example, if you rate or review one of our products, then your product review may be made available on public areas of our website.

## 5. Cookies and automatic data collection technologies

Our websites use automatic data collection technologies to distinguish you from other website users. This helps us deliver a better and more personalized service when you browse our website. It also allows us to improve our websites by enabling us to:

- Estimate our audience size and usage patterns.
- Store your preferences so we may customize our websites according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our website.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). For more information, see the [Interest-based advertising](#) section of this privacy policy.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. For information about managing browser settings to refuse cookies, see [Your rights and choices](#).
- **Web Beacons.** Our website pages and e-mails may contain small transparent embedded images or objects known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count website page visitors or email readers, or to compile other similar statistics such as recording website content popularity or verifying system and server integrity. For information about managing web beacons, see [Your rights and choices](#).

We use Google Analytics to provide certain analytics services for us. More information about Google Analytics can be found in the [Google Analytics Terms of Use](#) and the [Google Analytics Privacy Policy](#).

We may also use Facebook Pixel from time to time. This tool allows us to understand and deliver ads and make them more relevant to you. The collected data remains anonymous and we cannot see the personal data of any individual user. However, the collected data is saved and processed by Facebook. Facebook may be able to connect the data with your Facebook and account and use the data for their own advertising purposes (in accordance with Facebook's Data Use Policy found under <https://www.facebook.com/about/privacy/>). Facebook has ultimate control of the information gathered through Facebook Pixel.

## **6. How we use your information**

We use your information to conduct our business operations including for the following purposes:

- To register you as a new customer.
- To send you products that you have ordered, including to process payment, provide you updates about the status of your order, and process product returns.
- To manage our relationship with you which may include notifying you about changes to our terms or privacy policy, providing you notices about your account, asking you to leave a review or take a survey, addressing any concerns you may have about our products or services.
- To send samples that you have requested or to contact you for market research purposes.
- To provide you with the information, products, services or support that you request from us or to fulfill any other purpose for which you provide it.
- To provide you with information about carrying or distributing our products in connection with your business.
- To deliver relevant content, advertisements, and messaging to you and to measure or understand the effectiveness of such content, advertisements, and messaging.
- To allow you to enter a sweepstake, contest or promotion that we may offer. If we offer a co-branded promotion, then our co-sponsor may have different privacy practices, which we will inform you about before you provide your information.
- To use data analytics to improve our website, products or services, marketing, customer relationships, and experiences.
- To make suggestions and recommendations to you about our own products or services that may be of interest to you. If you do not want us to use your information in this way or for more information on how to adjust your preferences, see [Your rights and choices](#).
- To carry out our obligations and enforce our rights.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.
- As otherwise required or permitted pursuant to applicable law.

We may use information that is not personal information for any purpose. For example, we may aggregate usage data from many people in a way that does not identify any individuals to calculate the percentage of users accessing a feature on the website.

## 7. Disclosure of your information

We may share non-personal information without restriction. We may share your personal information with:

- Any member of our corporate group, which means our subsidiaries, affiliates, our ultimate holding company and its subsidiaries, and affiliates.
- To contractors, service providers, and other third parties we use to support our business.
  - Your identity or contact information, transaction information, and financial information to our service providers who facilitate and processes payments on our behalf.
  - Your identity or contact information and transaction information to our service provider who follows up with you and asks you to provide a review and rate your purchase.
  - Your identity or contact information and transaction information to our service provider who follows up with you when you abandon your cart and/or assists us with email marketing campaigns.
  - Your identity or contact information, technical information, profile information, marketing and communications information, usage information, and/or your user contributions to our website host and the marketing agency who supports our website and social media channels.
  - Your identity or contact information, financial information, transaction information, technical information, and profile information with the software as a service provider that we use to help manage that aspect of our business.
  - Your transaction information and usage information available to our marketing partners.
  - Your technical information and usage information to our website analytics providers.
- To an actual or prospective buyer or other successor in the event of merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all our assets, where one of the transferred assets is the personal information we hold.
- If we offer a co-branded promotion, we may make available your identity or contact information to our co-sponsor.
- To fulfill the purpose for which you provide it.
- For any other purposes that we disclose when you provide the information.
- With your consent.

We may also disclose your personal information as otherwise required or permitted by applicable law, which may include (without limitation):

- To comply with any court order, law, or legal process, including responding to any government or regulatory request.
- To enforce our Terms of Use and other agreements including for billing and collections purposes.
- To protect the rights, property, or safety of our business, our employees, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of cybersecurity, fraud protection and credit risk reduction.
- To investigate suspected violations of any law, rule or regulation, or the terms or policies for our website.

## 8. Interest-based advertising

Some content or applications on our website may be served by third parties, including advertisers, ad networks, social media companies, content partners, or application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies (such as Facebook Pixel) to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. Our partners may use non-cookie technologies on which browser settings that block cookies might have no effect. Your browser may not permit you to block such technologies. For this reason, keep in mind that you can block the collection and use of information related to you by advertising companies for the purpose of serving interest based advertising by visiting the following platforms of self-regulatory programs of which those companies are members:

- The National Advertising Institute's (NAI's) opt-out platform: [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)
- The Digital Advertising Alliance (DAA) U.S. opt-out platform: [www.aboutads.info/choices](http://www.aboutads.info/choices)
- The DAA's Canadian page: <https://youradchoices.ca/en/tools>

## 9. Third Party content, apps, and links

Some content or applications on our websites may be served by third parties, content providers and application providers including the following:

- a. Plugins.** We may make available the option for you to use “plugins” that are operated by social media companies. If you choose to use one of these plugins, then it may collect information about you and send it back to the social media company that owns it. This may happen even if you do not click on the plugin, if you are logged into the social media website that owns the plugin when you visit our website. Information collected by a plugin is subject to the privacy policy and terms of the social media company that makes it. If you do not want the social media company who owns a plugin to collect information about you when you visit our websites, sign out of the social media network before visiting. By interacting with a plugin when you are on our websites (for example, clicking the Facebook “Like” button), you are intentionally transferring information to that social media company. Further, if you are logged into a social media website when you visit our websites, then you are directing us to share your data with the social media company that owns the plugin.

We may use the following plugins:

### **Facebook**

We use the plugins of social network facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. The link to Facebook's data privacy declaration can be found here: [Data Privacy Information Facebook](#).

### **Twitter**

We use the plugins of social network twitter.com, operated by Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A. The link to Twitter's data privacy declaration can be found here: [Data Privacy Information Twitter](#).

## **Pinterest**

We use the plugins of social network Pinterest, operated by Pinterest Inc., 635 High Street, Palo Alto, CA, USA (“Pinterest”). The link to Pinterest’s data privacy declaration can be found here: [Data Privacy Information Pinterest](#).

## **YouTube**

We use the plugins of the YouTube website, operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States. The link to the data privacy declaration can be found here: [Data Privacy Information](#).

## **Instagram**

We use the plugins of social network Instagram, operated by Instagram, LLC Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. The link to Instagram’s data privacy declaration can be found here: [Data Privacy Information Instagram](#).

## **TikTok**

We use the plugins of social network TikTok, operated by TikTok Inc., 5800 Bristol Parkway, Suite 100, Culver City, CA 90230 (“TikTok”). The link to TikTok’s data privacy declaration can be found here: [Data Privacy Information TikTok](#).

## **Twitch**

We may use the the plugins of social network Twitch, operated by Twitch Interactive, Inc., 225 Bush Street, Suite 900, 94104 (“Twitch”). The link to Twitch’s data privacy declaration can be found here: [Data Privacy Information Twitch](#).

- b. User Contributions.** We may ask you to rate your purchases and/or review our products. We may post your ratings and reviews on our website. In addition, in some cases we may allow you to directly upload your own content to public areas of the website. If you tag our brand, we may like or reshare your social media posts. Any information you submit becomes public information, and we do not control how others may use or further disclose/publish the content you submit. We are not responsible for uses or further disclosure / publication by third parties, which may not comply with our privacy policy, the law, or your intellectual property rights.
- c. Third-party links.** Our websites may contain links to other sites, which we do not control. Those websites have their own privacy policies and terms.

## **10. Your rights and choices**

Your rights may vary depending on where you are located. We have created mechanisms to provide you with the following control over your information.

- **Marketing.** You can join our email marketing list by entering your email when prompted on our website. If you purchase products from us, we may also send you marketing information about our products. You may opt-out of further marketing communications by contacting Customer Care as set forth below in the [Contact Us](#) section or by clicking UNSUBSCRIBE and following the

instructions in any promotional email that we send to you. This opt-out may not apply to communications we send related to a product purchase, warranty registration, product service experience or other transaction between us.

If you do not want us to use your email address or other contact information to promote or recommend our own products and services, or third parties' products or services, you can also opt-out by checking the relevant box located on the form where we collect your contact information or, if presented with the option to opt-in, do not opt-in. If you have an account with our website, you may be able to log in and check or uncheck relevant boxes. If you do not have an account, you can adjust your preferences by contacting us as set forth below in the [Contact Us](#) section.

- **Accessing, Rectifying, Updating and Deleting Your Information.** If you have an account with us, you may have the ability to access your information and make updates to or delete your data. If not, or to the extent you wish to access personal information that is not available to you directly, you can contact us as set forth in the [Contact Us](#) section below to request access to, correction of, or deletion of personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or negatively affect the information's accuracy.
- **User Contributions.** To request that your User Contributions be deleted, please contact us as set forth in the [Contact Us](#) section below. Proper access and use of information provided on the Website, including User Contributions, is governed by our Terms of Use.
- **Cookies and Automatic Data Collection Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. However, if you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. If you do not want Google Analytics to be used in your browser, Google Analytics provides an opt-out tool which can be found [here](#). You may be able to opt-out of Facebook Pixel through settings on your Facebook account. Please note that Facebook has ultimate control of the information gathered through Facebook Pixel. You should consult Facebook's privacy policy for potential opt-out options, which can be found [here](#). Finally, in some cases, you may be able to set your browser or email program to not download certain web beacons.
- **Interest Based Advertising.** Please see [Interest-based advertising](#) above for information on how to opt-out of interest-based advertising.
- **Do Not Track.** At this time, we do not respond to or honor "do not track" (a/k/a DNT) signals or similar mechanisms transmitted by web browsers.
- **California Residents.** If you are a California resident, you may have additional personal rights and choices regarding your personal information. Please see [Your California privacy rights](#) for more information.
- **Canada Residents.** If you are Canadian-, you may have additional personal rights and choices. Please see our [Canada privacy](#) section below for additional information.
- **Nevada Residents.** If you are a Nevada resident, you may have additional personal rights and choices regarding your personal information. Please see our [Nevada Privacy](#) section below for more information.



## 11. Data security

The security of your personal information is important to us. We use physical, electronic, and administrative safeguards designed to protect your personal information from loss, misuse and unauthorized access, use, alteration or disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to take care when providing information in public areas of our websites like message boards, which any website visitor can view. We cannot control the actions of other users of the website with whom you may choose to share information on public areas of our websites. Therefore, we cannot and do not guarantee that such information will not be viewed or copied by unauthorized persons.

## 12. Changes to our privacy policy

We will post any changes we may make to our privacy policy on this page. If the changes materially alter how we use or treat your information we will notify you by email to the primary email address specified in your account (if you have an account with us) and/or through a notice on the website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring that we have an up-to-date email address for you and for periodically visiting our website and this page to check for any changes.

## 13. Contact us

- a. **Customer service inquiries.** If you have any customer service, retail, or press-related inquiries, please use the following relevant phone numbers and web or email addresses:

Brand	Phone Number	Web Link
ban	1-866-226-3363	<a href="https://www.feelbanfresh.com/contact-us/">https://www.feelbanfresh.com/contact-us/</a>
Biore <sup>®</sup>	1-888-246-7311	<a href="https://www.biore.com/en-us/contact-us/">https://www.biore.com/en-us/contact-us/</a>
Curel	1-800-572-2931	<a href="https://www.curel.com/en-us/contact/">https://www.curel.com/en-us/contact/</a>
Goldwell	1-800-333-2442	<a href="https://www.goldwell.us/contact/">https://www.goldwell.us/contact/</a>
Jergens	1-800-742-8798	<a href="https://www.jergens.com/en-us/contact-us/">https://www.jergens.com/en-us/contact-us/</a>
John Frieda	1-800-521-3189	<a href="https://www.johnfrieda.com/en-us/contact-us/">https://www.johnfrieda.com/en-us/contact-us/</a>
KMS	1-800-742-8798	<a href="https://www.kmshair.com/en-US/contact-us/">https://www.kmshair.com/en-US/contact-us/</a>
MyKirei by KAO	1-800-521-3189	<a href="https://www.mykirei.com/pages/contact-us">https://www.mykirei.com/pages/contact-us</a>
Molton Brown	1-866-933-2344	uscustomerservice@moltonbrown.com
Wakati Hair	1-800-521-3189	<a href="https://www.wakatihair.com/contact">https://www.wakatihair.com/contact</a>

Oribe	1-888-ORIBE-99 (1-888-674-2399) or 1-877-670-6767 (if you in Canada)	<a href="https://www.oribe.com/oribestorefront/oribe/en/-/contact-us">https://www.oribe.com/oribestorefront/oribe/en/-/contact-us</a>
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You may write to Kao USA Inc. or Oribe Hair Care, LLC at:

Kao USA Inc.  
**Attention: Customer Care**  
2535 Spring Grove Avenue  
Cincinnati, OH 45214

You may write to Molton Brown USA LLC at:

Molton Brown USA LLC  
**Attention: Customer Care**  
One Penn Plaza, Suite 4118  
New York, NY 10119

- b. **To exercise your privacy rights.** To exercise privacy rights that you may have under this policy or applicable law, or if you have general questions, comments, or requests regarding this privacy policy, please contact us as follows:

You may call us at: 1-888-914-9661

Or you may submit your request by clicking on the following link and completing the related web form: [Kao Privacy Web Form](#)

We have procedures in place to receive and respond to complaints or inquiries about our handling of personal information, our compliance with this policy, and with applicable privacy laws. To discuss our compliance with this policy please contact us using the contact information listed in 13(b) above.

#### 14. Your California privacy rights

The California Consumer Privacy Act of 2018 (“CCPA”) requires us to provide the following notice to California residents.

This notice does not apply to information we collect from our California-based employees, job applicants, contractors, or similar individuals. Our California notice for job applicants is available [here](#).

Where noted in this notice, the CCPA temporarily exempts personal information reflecting a written or verbal business-to-business communication (“B2B information”) from some of its requirements.

##### A. *Information we collect*

The information we collect and have collected about California residents in the last 12 months is described in [What information we collect](#) above. That information corresponds with the following categories of personal information under the CCPA:

<b>Category</b>	<b>Examples</b>	<b>Do we collect this information?</b>
A. Identifiers.	Your name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	Your name, signature, address, telephone number, credit or debit card number, bank account number, or any other financial information.  Some personal information included in this category may overlap with other categories.	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	YES
D. Commercial information.	Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Biometric information.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES
G. Geolocation data.	In some cases, we may collect your location to provide you location-related services.	YES
H. Sensory data.	If you call our offices and leave a voicemail, audio information.	YES
I. Professional or employment-related information.	Professional or employment-related information.	YES
J. Non-public education information (per	Non-public education information.	NO

the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).		
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, including brand or product preferences and purchasing preferences.	YES

In the last 12 months, we have collected personal information from the sources described in [How we collect your information](#) above.

***B. Use of personal information***

In the last 12 months, we have used your personal information for the business and commercial purposes described in [How we use your information](#) above.

***C. Sharing of personal information***

The business and commercial purposes that we have shared your personal information in the last 12 months are described above in [Disclosure of your information](#). More specific information on that sharing is as follows:

- *Sharing your personal information for business purposes.* We have shared, or may, share the following categories of personal information with our affiliated companies and service providers for our business purposes:
  - Category A: Identifiers.
  - Category B: California Customer Records personal information categories.
  - Category C: Protected classification characteristics under California or federal law.
  - Category D: Commercial information.
  - Category F: Internet or other similar network activity.
  - Category G: Geolocation data.
  - Category H: Sensory data.
  - Category I: Professional or employment related information.
  - Category K: Inferences drawn from other personal information.

As described above, examples of business purposes include performing transactions, fulfilling orders, registering accounts, managing our relationship with you, and monitoring for security threats and fraud.

- *Sharing your personal information for commercial or other purposes:* We have shared, or may share, the following categories of your personal information with business partners and other third parties in a manner that may be considered to be a "sale" under the CCPA:
  - Category A: Identifiers.

- Category B: California Customer Records personal information categories.
- Category C: Protected classification characteristics under California or federal law.
- Category D: Commercial information.
- Category F: Internet or other similar network activity.
- Category G: Geolocation data.
- Category H: Sensory data.
- Category I: Professional or employment related information.
- Category K: Inferences drawn from other personal information.

As described above, this information may be shared for personalization, analytics, marketing, retargeting, and sales. We do not sell personal information of consumers we know are less than 16 years of age.

#### **D. Your Rights and Choices**

The CCPA provides consumers (California residents) with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

- *Your right to know*

You have the right to request that we disclose certain information to you about our collection, use, disclosure, and sale of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing: sales, identifying the personal information categories that each category of recipient purchased; and disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

We do not provide access rights to B2B information.

- *Your right to obtain a copy of your personal information*

You have a right to obtain a copy of the specific pieces of personal information we collected about you (also called a data portability request). Once we verify your request, we will provide you a copy of your personal information that is responsive to your request.

We do not provide portability rights to B2B information.

- *Your right to delete your personal information*

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records unless an exception applies.

- *Your right to opt-out of the sale of your personal information*

We do not sell our email lists or other personal information we collect about you for money. However, our websites use cookies and similar technologies in a way that may be considered a “sale” of your personal information under the CCPA. Where that is the case, we will comply with California “Do Not Sell” requirements.

#### **E. How to exercise your CCPA rights**

- ***General requests to know, obtain a copy, or request deletion of your information***

To exercise your general right to know, your right to obtain a copy of your information, or your right to delete your information, contact us as follows:

You may call us at: 1-888-914-9661

Or you may submit your request by clicking on the following link and completing the related web form: [Kao Privacy Web Form](#)

- ***Opting out of sale of your information***

To exercise the right to opt-out of sale of your personal information in the context of cookies and similar technologies, please click the following link and follow the instructions to opt-out: [Do Not Sell My Personal Information](#)

If you change your mind, the link can also be used to opt back into personal information sales.

Please note that opting out of sales in the context of cookies will not stop us from advertising to you. We may still present contextual or other advertisements to you that do not rely on “sales” to our advertising partners.

#### **F. Who may submit requests?**

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. To designate an authorized agent, you must provide the authorized agent with signed permission to make the request. If your authorized agent is a business entity, then the authorized agent must be registered with the California Secretary of State to conduct business in California. We may deny a request from an authorized agent that does not submit proof that it has been authorized to submit a request on your behalf. Further, before responding to a request from an authorized agent, we will still require you to (1) verify that you have provided the authorized agent permission to submit the request on your behalf; and (2) verify your identity directly with us.

#### **G. How often can you submit requests?**

You may only make a verifiable consumer request for access or data portability twice within a 12-month period.

#### **H. How we verify and respond to requests**

Before fulfilling your request, we take steps to verify you are who you say you are or that you have authority to act upon someone else’s behalf. Therefore, upon receipt of your request, we will request additional information that we need to verify you and, if you are submitting a request on behalf of someone else, to verify that you are permitted to act on that person’s behalf.

When we contact you to request verification information, please respond and provide the information that we have requested. Depending on the nature of the request you make, we may require you to verify your identity to either a reasonable degree of certainty or high degree of certainty. This may mean that we need to match two or three pieces of information that we hold about you with information that you provide to us. In some cases, we may require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request or that you are authorized to make the request on behalf of someone else.

In addition to providing the information we need to verify you or your authority, you must provide us with enough information so that we can understand, evaluate, and respond to your request. We cannot respond to your request or provide you with personal information if we cannot confirm the personal information relates to you.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request and to locate relevant information. We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

We cannot delete personal information in those situations where our retention is required for our own internal business purposes or otherwise permitted by the CCPA (such as fraud prevention or legal compliance). In these situations, we will retain your information in accordance with our records retention program and securely delete it at the end of the retention period.

#### **I. Response Timing and Format**

We make every attempt to respond to a verifiable consumer request within 45 days of its receipt. If we require more time, we will inform you of the reason and extension period in writing within 45 days of receiving your verifiable consumer request.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. When you request a copy of your personal information, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity easily.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

#### **J. Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA rights. You have a right not to receive discriminatory treatment by us for exercising your privacy rights.

#### **K. Other California Privacy Rights**

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our website who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. Currently, we do not engage in this type of disclosure.

## **15. Nevada privacy**

Nevada residents have the right to opt out of the sale of certain "covered information" collected by operators of websites or online services. We do not currently sell covered information, as "sale" is defined by such law, and we do not have plans to sell this information.

## **16. Canada privacy**

We comply with applicable Canadian privacy laws and regulations, including the Personal Information Protection and Electronic Documents Act (PIPEDA), in connection with processing Canadian personal information.

We will only use your personal information for the purposes described in this privacy policy unless (1) we have obtained your consent to use it for other purposes; or (2) we are otherwise permitted or required by applicable law to use it for such other purposes.

### ***A. Transferring your personal information outside Canada***

We may transfer personal information that we collect, or that you provide, to third parties (including affiliates, service providers and others) as described in the [Disclosure of your information](#) section above.

We may process, store, and transfer your personal information in and to a foreign country, with different privacy laws that may or may not be as comprehensive as Canadian law. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country.

You are welcome to contact us if you have questions regarding the collection, use, disclosure or storage of personal information by our service providers and affiliates outside Canada, and/or to obtain access to written information about our policies and practices with respect to service providers (including affiliates) outside Canada.

For questions about our privacy practices, please contact us as directed in the [Contact Us](#) section of this policy.

By submitting your personal information or engaging with the website, you consent to the transfer, storage, and processing of such information outside of Canada.

### ***B. Data retention***

Your personal information will be kept in Canada, the United States, and Germany and accessible to our employees who have a "need to know" such information for the purposes described in this privacy policy.

Except as otherwise permitted or required by applicable law or regulation, we will only retain your personal information for as long as necessary to fulfill the purposes for which we collected it, and/or for the purposes of satisfying any legal, accounting, or reporting requirements. Under some circumstances we may anonymize your personal information so that it can no longer be associated with you, either directly or indirectly, alone or in combination with any other information. We reserve the right to use such anonymous and de-identified data for any legitimate business purpose without further notice to you or your consent.

### ***C. Accessing and correcting your personal information***

By law you have the right to request access to and to correct or rectify the personal information that we hold about you, subject to certain exceptions as required or permitted by applicable law.

You can review and change your personal information by logging into your account and visiting the pages that correspond to the information you want to review and change.



If you want to access, review, verify, correct, rectify, update, or withdraw consent to the collection, use or disclosure of your personal information you may also contact Kao USA as directed in the [Contact Us](#) section of this policy to make such a request.

We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

We may request specific information from you to help us confirm your identity and your right to access, and to provide you with the personal information that we hold about you or make your requested changes. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, erased, or made your personal information anonymous in accordance with our record retention obligations and practices. If we cannot provide you with access to your personal information, we will inform you of the reasons, subject to any legal or regulatory restrictions.

We will provide access to your personal information, subject to exceptions set out in applicable privacy legislation. Examples of such exceptions may include (without limitation):

- Information protected by solicitor-client privilege.
- Information that is part of a formal dispute resolution process.
- Information that would reveal the personal information or confidential commercial information of another person.
- Information that is prohibitively expensive to provide.

If you are concerned about our response or would like to correct the information provided, you may contact us as described in the [Contact Us](#) section of this policy.

# Job Applicant Privacy Notice for California Residents

**Effective Date:** January 1, 2022

**Last Updated on:** January 1, 2020

## 1. Introduction

This Privacy Notice for California Residents describes how Kao USA Inc. and its subsidiaries and affiliates (including Molton Brown USA LLC and Oribe Hair Care, LLC, collectively referred to as “**Kao**,” “**we**,” “**our**,” or “**us**”) collect and use personal information about you if you are a natural person applying for a job at Kao and are a California resident (“**Covered Person**”).

We adopt this Notice to comply with the California Consumer Privacy Act of 2018, as may be amended, replaced, or superseded as well as any implementing regulations (CCPA). Any terms defined in the CCPA have the same meaning when used in this Notice.

This Privacy Notice describes the categories of personal information that we collect from Covered Persons and the purposes for which the categories of personal information shall be used.

## 2. Categories of Personal Information We Collect

Kao collects information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular Covered Person or device (“**personal information**”). However, personal information does not include:

- Publicly available information from government records.
- Deidentified or aggregated consumer information.
- Information excluded from the CCPA’s scope, like:
  - health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data; and
  - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver’s Privacy Protection Act of 1994.

Specifically, we collect the following categories of personal information:

Category	Examples	Do we collect this information?
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES
B. Personal	A name, signature, Social Security number, physical	YES

information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, credit or debit card number, bank account number, or any other financial information, medical information, or health insurance information.  Some personal information included in this category may overlap with other categories.	
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	YES
D. Commercial information.	Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	NO
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	NO
G. Geolocation data.	Physical location or movements.	NO
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO
I. Professional or employment-related information.	Current or past job history, performance information, wage and benefit information (including retirement accounts, pensions, insurance, beneficiary information, disability, vacation, and leaves of absence), payroll information, education, training, professional memberships and certifications, references, residency and work permit status, credit and criminal background checks, the results of drug and alcohol testing, vehicle registration, driving history, emergency contact information, other personal details included in a resume, CV, or cover letter, and information created, stored or transmitted using our networks, devices,	YES

	computers or communications equipment.	
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	YES
K. Inferences drawn from other personal information.	Profile reflecting a person’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes	YES

**3. Why We Collect Your Personal Information**

We may use the above categories of personal information we collect about you, for one or more of the following purposes:

- Job applicant administration, which may include:
  - Identifying and evaluating job applicants, including assessing skills, qualifications, and interests for the purposes of determining suitability for the position for which you have applied.
  - Verifying your information and carrying out employment, background, and reference checks, where applicable, subject to your consent where required by applicable law.
  - Communicating with you about the recruitment process and your application.
  - Keeping records related to our hiring processes.
  - Creating and submitting reports as required by applicable laws or regulations.
  - Complying with our legal, regulatory, or other corporate governance requirements.
  - Analyzing and improving our application and recruitment process.
  - To inform you about and consider you for other positions that may be appropriate for you.
- For our own legitimate interests including:
  - To prevent fraud.
  - To ensure network and information security, including preventing unauthorized access to our computer and electronic communications systems and preventing malicious software distribution.

- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Kao's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Kao about job applicants is among the assets transferred.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- For a purpose that we describe when collecting the information.

We will not collect additional categories of personal information or use the personal information collected for materially different, unrelated, or incompatible purposes without providing notice (and if required by law, your explicit consent).

#### **4. Contact Us**

For questions or concerns about our privacy policy and practices, you can contact us at the method set forth below.

**Phone:** 1-888-914-9661

**Web:** [Kao Privacy Web Form](#)