

WOW PRIVACY POLICY

This Privacy Policy sets out how World of WearableArt™ Limited (“**WOW™**”, “**we**”, “**us**” or “**our**”) collects, uses and discloses your personal information.

Collection of Personal Information

You may search, browse, and access information contained on our website without providing us with any personal information.

We collect personal information that you voluntarily provide to us through this website (for example, when entering the World of WearableArt™ Awards or other competitions conducted by us, when purchasing tickets or merchandise from us, when participating in discussion boards or engaging with us through social media or when you contact us to request information).

The types of personal information that we collect will depend on the purpose for which it is being collected and includes your first and last name, physical address, nationality, gender, e-mail address, phone numbers, date of birth, address, country of residence, occupation and whether you are undertaking any form of study.

In the event that you are voluntarily providing us with personal information and do not fill in all required fields, or otherwise provide your full and correct details, we may not be able to comply with the purpose for which such personal information has been provided to us.

Information may be collected, and held, either by us directly or on our behalf via our third party contractors. This information may be stored by our third party contractors outside of New Zealand.

Use of Personal Information

How we use your personal information will depend on the purpose for which it is collected. We have broken down the purpose for collection of your personal information into three categories, being (1) general use; (2) competition administration; and (3) ticketing and online store. We provide a summary of the uses within each category as follows.

General Use

The following sets out a list of general uses of your personal information that may apply to you depending on the purpose for which you have provided your personal information to us:

- disclosure to and use by service providers and contractors to help us operate our business and/or provide a service to you, e.g. who help us operate our computer systems, provide us with fraud prevention services, send out mail, send out email, and clean collected data;
- to provide you with marketing and promotional information regarding WOW™ including sending you our periodic newsletter (we note that you can opt-out of receiving any such information at any time);
- to contact you in response to employment or volunteer enquiries or provide information about available opportunities; and

- to contact you in response to general enquiries.

Tickets and Online Store

You may purchase tickets to the World of WearableArt™ Awards and WOW™ merchandise through our website. To facilitate these services, we will use information we receive:

- to contact you if there is a problem with the goods you wish to purchase, or for the return or exchange of goods (from the online Store);
- to process and administrate your transaction with us as a customer;
- to provide and deliver the products and services you have requested;
- to contact you if there is a cancellation or change in event details, or for the replacement of lost tickets; and
- for archival purposes which involves maintaining a database of all purchasers of tickets, such database will generally be used for direct marketing purposes.

Competition Administration

In order to be eligible to enter the World of WearableArt™ Awards, you must first be registered with WOW™. Registration is a one off requirement, and once registered you will be able to enter into each annual World of WearableArt™ Awards. If you register with WOW™ and enter the Awards, we will use your personal information:

- for archival purposes which involves maintaining a record of all entrants to the World of WearableArt™ Awards;
- to contact you in relation to the competition including providing you with information and returning any property (such as garments) that you have submitted to us as part of entry to the competition (and this will involve providing your personal information to our logistics partner (currently Mainfreight) to enable any such return of property);
- for the purposes of promoting the World of WearableArt™ Awards which may include providing your contact details to the media; and
- in the event you are an international entrant (i.e. you do not reside in New Zealand and are not a New Zealand citizen), to notify the embassy of your country of origin of your entry into the Awards to give them the opportunity to host you in the event you attend the Awards.

Secure Online Transactions

WOW™ engages a third party provider to manage payments made via its website. WOW™ and its third party online payment provider adopts appropriate security measures to protect your personal information (including any credit or debit card details that you may submit through our website) against unauthorised access, disclosure, alteration or destruction. For example we use encryption, physical access security and other applicable security systems and our online payment provider complies with the payment card industry data security

standard. Our website uses the industry standard security protocol Secure Sockets Layer (SSL) to encode sensitive information.

We recommend you take appropriate security precautions when accessing our website via public Wi-Fi networks or shared computers.

Use of Tracking Technologies

We also automatically collect information about your visit to our website through the use of Google Analytics which collects non-personally identifiable data to understand how you use our website.

Examples of information we may collect using Google Analytics include information about your visit such as the information you viewed or searched for, the length of your visit and the pages that you visited.

We do not use cookies or tracking technologies that create user profiles.

Access and Correction

You can request that we provide access to the personal information we have collected about you at any time. There are certain exemptions which may apply to, or otherwise prevent us from providing you with, your information.

You can also request us to correct such personal information. In the event that we refuse or do not comply with any such request, you are entitled to request a statement be attached to the relevant information that a correction was sought but not made.

Transfer of Personal Information

We may transfer your personal information to our group companies, affiliates and/or related entities. We may also transfer your personal information to third party service providers to assist us in performing any of the tasks described above under the "Use of Personal Information" heading. Otherwise we will not provide your personal information to any other third parties, unless there is a legal obligation to do so.

Contact information

If you have questions or comments about our Privacy Policy or if you want to opt out of receiving information regarding WOW™ or if you feel we have not adhered to this policy or if you want to obtain more information about how we manage your personal information, please contact Head of Finance, Sales & Operations, Sioned Winterton, sioned@worldofwearableart.com or Competition & Business Affairs Manager, Kat Spowell, kat@worldofwearableart.com.