

WOW PRIVACY POLICY

This Privacy Policy sets out how World of WearableArt™ Limited (“WOWTM”, “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). We also automatically collect information when you visit our website, and we provide further information on this in the below “Tracking Technologies” section.

The types of personal information that we collect will depend on the purpose for which it is being collected and may include 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.

Legal Basis for Processing and Use of Personal Information

How we process your personal information will depend on the purpose for which it is collected, however such processing will only occur where we have a legal basis to do so. Our legal basis for processing your personal information will, in almost all circumstances, fall within the following categories:

- **Consent:** For example, where you have provided your consent to receive our periodic newsletter.
- **Performance of a contract with you:** This would also apply where we need to take steps prior to entering into a contract with you. For example, where you have purchased tickets or merchandise from us and we need to use your contact details and payment information in order to process your order and send the purchased items to you.
- **Compliance with law:** Where we are subject to a legal obligation and need to use your personal information in order to comply with that obligation.

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 systems (including maintaining our online payment system and ticketing database), 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) and conduct other promotional and marketing activities such as running marketing campaigns via social media and other channels;
- to conduct market research and analysis which may involve: (a) disclosing such information to our third party service in order for them to provide us with such research or analysis; and (b) aggregating your information along with the data of other customers in order to develop insights in relation to the products and services we provide you;
- 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 which may include receiving emails or phone calls in respect of promotions.

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 profiling finalists and award winners through our social media channels; 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 adopt 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

Apart from the information you give us, we also automatically collect information about you when you visit our website through the use of cookies and other tracking technologies (such as 'pixel tags'). Cookies are small text files containing small amounts of information which are downloaded and may be stored on your user device, e.g. your computer, smartphone or tablet. Techniques we use that may be similar to cookies are tracking pixels, Java scripts, tags and web beacons.

Examples of information we may collect using cookies and other tracking technologies include:

- technical information such as your computer's IP address and your browser type; and
- information about your visit such as the products you viewed or searched for, the length of your visit and the pages that you visited.

Collecting this information enables us to better understand the visitors who come to our website, where they come from, and what content on our website is of interest to them. For more information on what cookies we use and how we use them, please refer to our Cookie Policy.

Access and Correction & Other Rights

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.

You can object to the processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.

You can ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data or otherwise by clicking the "opt-out" or "unsubscribe" links in any marketing material we send you.

You can withdraw your consent to the processing of personal information we have collected at any time. Any such withdrawal will not invalidate processing that has occurred prior to withdrawing your consent.

Retention and Deletion

The personal information we collect from you will be kept for so long as it is needed to carry out the purpose for which it was collected. The vast majority of the personal information that is collected and retained is from:

- fans of WOW when they register with us;
- entrants into the World of WearableArt™ Awards; and
- customers that purchase tickets and merchandise through our website.

In all these instances, your consent is obtained to the uses described earlier in this policy. As these uses include on-going marketing activities and promotion of WOW and archival purposes, your personal information will be retained until such time as you request its deletion (which you may request at any time).

Transfer of Personal Information

We may transfer your personal information to:

- our group companies, affiliates and/or related entities;
- our third party service providers to assist us in performing any of the tasks described above under the “Use of Personal Information” heading;
- any person or entity, including our affiliates, in the event of a sale, merger, consolidation, change in control, transfer of substantial assets, financing, reorganisation, or liquidation whereby we transfer, sell, or assign to such third party information concerning your relationship with us, including without limitation, personal information that you provide and other information concerning your relationship with us.

Otherwise we will not provide your personal information to any other third parties, unless there is a legal obligation to do so.

In sharing your personal information with entities within our group, our agents and third parties, we may transfer your information to other parts of the world. These entities are bound by the privacy laws of the country in which they are based. However, to the extent that such use does not conflict with local laws, we will endeavour to ensure that use of your personal information by any of our group companies, our agents and third parties will be in accordance with this Privacy Policy.

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 our privacy officer, Competition & Business Affairs Manager, Kat Sprowell, kat@worldofwearableart.com.

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