

MYER PRIVACY POLICY

Myer Pty Ltd (ABN 83 004 143 239) (Myer) is committed to protecting your personal information. This Privacy Policy sets out the details relating to your data relationship with Myer and applies to your interactions with Myer. A copy of this policy is available on the Myer website at www.myer.com.au, or you can request a copy by contacting our Customer Experience team.

Myer Team Members and job applicants can contact our People & Culture team for details about the privacy of their personal information and review the applicable Privacy Notice on our careers page when you apply for a job. This Privacy Policy does not apply to the personal information of our Team Members in their capacity as a Team Member, or if you are an investor.

This Privacy Policy applies to products and services offered by us. By using our services and interacting with us you agree and consent to the collection, use and disclosure of your information in connection with providing you our services.

1. What we collect and how we collect it

The personal information we collect about you depends on the dealings you have with us. Personal Information includes information about an individual who is reasonably identifiable. You generally have the option of interacting with us anonymously, however, this may prevent us from being able to provide you with products and services (for example, where you place an order for products online).

The types of personal information we collect and use depends on your interactions with us, including –

What we collect	How we collect
GENERAL	
<ul style="list-style-type: none">• Contact name and details• Payment and transaction information including type, bank and credit card details• Delivery address or collection details for Click& Collect• Your location details through your smart phone or device• Certain departments may request sensitive information such as skin type in cosmetics or size details in intimate apparel in order to provide you with products or services• Video footage through closed circuit television (CCTV)	<ul style="list-style-type: none">• when you attend a Myer store or when you use or visit any of the Myer websites, social media platforms or Myer app• when you make a purchase or place an order (including lay-by), or request a service, in-store or online• when you set up a Myer Online account• when you transact including making a non-cash payment• when you leave products for assessment or repair• when you attend a Myer function or event

What we collect	How we collect
<ul style="list-style-type: none"> • website and technical information, including browser, websites visited, IP address, user and system preferences, device type • Transaction details including what you purchased, payment information, where you shopped and your product preferences • Details regarding your participation in the MYER one Program, including your interactions with us through the program 	<ul style="list-style-type: none"> • when you create a gift registry or give registry with us • when you enter a competition or complete a survey • when you send us an enquiry or provide us with feedback • when you are involved in an incident in a Myer store • through motion detectors • when you join a mailing list • if you post a review, rating or comment on any of our websites or social media pages, or any other user generated content on one of our platforms or apps
LOYALTY (in addition to the above)	
<ul style="list-style-type: none"> • Membership details including your name, contact details, date of birth, gender, location and any other information you provide as part of your application or registration • Transaction details including what you purchased, payment information, where you shopped and your product preferences • Your location details through your smart phone or device • Name and email address of reward or gift card recipients 	<ul style="list-style-type: none"> • when you join or use the MYER one Program • when you shop with a MYER one Partner • when you use or visit any of our websites or MYER one Partner's websites, social media platforms or Myer apps • when you share a digital reward or gift card. By sharing the reward card or gift card, you acknowledge that you have the consent of that person to provide their name and email address to Myer

We may monitor and record your communications with us for security, dispute resolution, and training purposes, and operate video and audio surveillance devices in our premises.

1.1 Collection of personal information by third parties

We may also collect personal information from third parties including public sources, Information service providers, providers who administer Myer products and services such as payment cards and insurance, and anyone authorised to act on your behalf.

Certain brands, businesses and third parties that operate in a Myer store or online own the personal information you provide to them (e.g. when you join their mailing list, or recording

your product preferences), and therefore have their own privacy policy. Myer is not responsible for the privacy practices of these third parties and this Privacy Policy does not apply to them. Certain third parties conducting health related services (eg. breast screening, weight loss services, or optometry services) may collect sensitive information.

Where you provide personal information to our approved third parties, we may use this information to update and correct your details in your MYER one account.

You can help us keep your information up to date by letting us know about changes to your details or by updating your account details by signing in.

1.2 Use of Cookies

Information is automatically collected through cookies when you use of any Myer website and the MYER one App or you communicate electronically with Myer. Cookies are small text files that websites or apps may place on your computer or device. Generally, cookies are used to recognise repeat users of websites and remember user preferences. We may collect this information both anonymously and in relation to user accounts. Cookies are also used to allow the website to gain statistical information about your usage behaviour and aggregate data to allow Myer to customise a user's experience on Myer's websites. The information is used and disclosed by Myer for purposes including statistical analysis and to assist Myer to improve the functionality and usability of the website and our apps.

Similarly, when you use apps from Myer, we may periodically collect and use technical data and related information (including technical information about your mobile device and system preferences), to facilitate the provision of software updates, software support and other services related to the apps. Myer may also make use of third parties who use cookies to serve ads to you based on your past visits and use of our websites. This allow us to notify you of products or offers which we think you might be of interest to you. You can switch off cookies by adjusting the settings on your web browser.

2. Why we collect personal information

We collect your personal information to provide, administer, improve and personalise our products and services, and to support our business functions, including:

- to provide you with products and services, including any associated loyalty program
- to improve our service operations to enhance your customer experience
- to manage and work with our service providers to fulfil your request for products and services such as processing transactions and payments, delivering products and services, providing refunds and discounts
- to register and service your account, including your online account and MYER one account and keeping your information up-to-date
- to verify your identity
- for promoting and communicating Myer products and services through direct marketing, events and competitions, public relations activities and social media.
- to communicate with you and perform research and statistical analysis, including customer satisfaction and product and service improvement surveys, to tailor products and promotional offers to you, and to improve user experience for online and digital platforms. This may involve matching information we collect against other information held by third parties, partners and sellers that you have

consented to share your information with. We may also use and disclose de-identified data for these purposes.

- to conduct investigative, fraud and loss prevention activities to protect Myer's interests including protection of our stores, staff, customers, suppliers and merchandise
- to respond to your query, feedback or concerns
- to respond to and interact with regulatory bodies and government agencies
- for general planning and administration, and as other required or permitted by law

We may also collect, hold, use and disclose personal information for other purposes explained at the time of collection or which are required or authorised by or under law, and for which you have provided consent.

3. Direct marketing, tech advertising and opting out

By providing your address, email address and contact number to Myer or its related parties and partners, you consent to Myer contacting you for the purposes set out above. We may send this information in a variety of ways, including by mail, email, social media, SMS, MMS, telephone and via Myer Apps. You may prefer to provide us with your personal email address or mobile number rather than, for example, an email address accessible by your work colleagues.

If we send you direct marketing or send you electronic marketing messages based on your consent or as otherwise permitted by applicable law, you may, at any time, withdraw your consent or opt-out by

- contacting our Customer Experience team by phone on 13MYER (13 69 37)
- MYER one Members may contact the Customer Experience team by phone on 13MYER (13 69 37) or by writing to MYER one GPO Box 2215, Melbourne VIC 3001.
- *If you opt out of being sent hardcopy correspondence from MYER one, we will not be able to provide you with some of the main benefits of the MYER one program, such as MYER one Rewards. You may wish to consider receiving digital Rewards using the MYER one App or by adding a valid email to your membership in the future.*
- using the unsubscribe facility that we include in our electronic messages (e.g. email, SMS or MMS) to opt out of receiving those messages
- Adjust the permissions and notifications on your smartphone or device to stop notifications and to opt-out from allowing Myer's mobile applications to access your device's camera, microphone or location information
- contacting our Privacy Officer by email at privacy@myer.com.au, or by writing to the Privacy Officer, Myer Pty Ltd, Level 7, 1000 La Trobe St, Docklands VIC 3008

4. Sharing your personal information

We work with a number of suppliers that provide us with services to fulfil your request or carry out specific functions on our behalf, including:

- contracted or approved third party service providers or contractors to provide you with products or services requested by you or that may be of interest to you, to process your payment, to communicate offers and promotions to you, and for product development and product, service, and market research
- our loyalty program partners, suppliers and service providers
- approved technology services providers, including in relation to applications and systems management, cloud computing facilities, development and technical support, processing, storing, hosting, research and data analytics
- retail brands, suppliers and sellers who provide products and services within our stores, and online platforms, and on our behalf
- business advisors, including lawyers, accountants, insurers, recruitment advisors and agencies, auditors or other professional service providers, to the extent reasonably required
- regulatory, investigative or government bodies, to comply with applicable laws, respond to valid legal process such as a search warrant, a court order or a subpoena and conduct fraud management activities
- when we restructure our business, including a takeover or merger, or sell any part of our business, we may need to share your personal information as part of the restructure, takeover or merger
- companies within Myer Holdings Ltd to provide you with goods, services and other opportunities from the Myer Group (including the MYER one Loyalty program)
- when permitted or required by law.

Some of our trusted service providers such as technology or data storage providers may be located outside of Australia, including Japan, Singapore, India, Hong Kong, the Philippines, the United States of America, and other countries or jurisdictions depending on the nature of the services those service providers provide to Myer.

5. Protection of personal information

Personal information we hold can be in electronic or hard copy form, both onsite at a Myer premises or with our trusted service providers. Any trusted service provider must meet our information security requirements and comply with applicable privacy laws to minimise the risk of unauthorised access to, and loss, misuse or unapproved alteration of, personal information.

In addition, we have a number of security controls in place and use a range of resources, process and technology controls to protect your personal information. For example, all Team Members are required and bound by internal information security policies, including limiting and controlling access to systems that hold personal information.

While we endeavour to protect the personal information of users of our website, we cannot guarantee the security of information you disclose online. You disclose that information at your own risk. You should be aware that no method of transmission over the Internet or

method of electronic storage is 100% secure. You can also help protect your personal information by keeping your account details confidential, ensure access is limited, and use a unique and strong password. If you become aware of unauthorised access, please let us know as soon as practicable.

5.1 Third party sites

We may display advertisements from third parties and other content that links to third-party websites. Links to third party sites that are not operated or controlled by Myer are provided for your convenience. If you click on a third-party advertisement or link, you are leaving Myer and any personal information you provide will not be covered by this Privacy Policy. Myer is not responsible for the privacy or security practices of those sites. Third party websites should have their own privacy and security policies, which we encourage you to read before supplying any personal information to them.

6. Access and Correction

6.1 Access

If you would like access to personal information we hold about you, please contact our Privacy Officer (see section 7 for details). We will generally provide you with access to your personal information subject to some exceptions permitted by law. When making an access request, please provide as much detail as you can about the information you seek to help us retrieve the information. We may ask you to verify your identity before proceeding with any request. If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act or will contact you directly to seek your permission.

We may charge a reasonable fee to cover our reasonable costs of locating the information and providing it to you.

6.2 Correction

If you ask us to correct personal information that we hold about you, or if we are satisfied that the personal information we hold is inaccurate, out of date, incomplete, irrelevant or misleading, we will take reasonable steps to correct that information to ensure that, having regard to the purpose for which it is held, the information is accurate, up-to-date, complete, relevant and not misleading. If we correct personal information about you, and we have previously disclosed that information to another agency or organisation that is subject to the Privacy Act 1988 (Cth), you may ask us to notify that other entity. If so, we will take reasonable steps to do so, unless this would be impracticable or unlawful.

You should ensure that all personal information submitted to us is complete, accurate, true and correct. Failure on your part to do so may result in our inability to provide you with the products and services you have requested. A record of the changes made to your personal information may be noted in your account. You acknowledge that there may be circumstances where Myer is entitled to assume such accuracy and completeness. Myer reserves the right to not correct personal information, where permitted under relevant laws.

7. Complaints or Questions

If you would like further information about how we manage your personal information, have queries relating to our Privacy Policy, or wish to lodge a privacy complaint, please contact our Privacy Officer by:

- Mail: Privacy Officer, Myer Pty Ltd, Level 7, 1000 La Trobe St, Docklands VIC 3008
- Email: privacy@myer.com.au

We may discuss and share your complaint with our Team Members, service providers, and other third parties as required and appropriate.

All complaints received by the Privacy Officer will be dealt with fairly and in a timely manner considering all the circumstances of the complaint. In most cases, we expect that complaints will be investigated and a response generally provided within 30 days of receipt of the complaint. If the matter is more complex and our investigation takes longer, we will contact you and advise you of this.

8. Updates to this Privacy Policy

Myer may amend this Privacy Policy from time to time without notice. You should check this page regularly to take notice of any changes. The current version will be posted on our website and a copy may be obtained by contacting our Customer Experience team.

9. General

This Privacy Policy and your use of Myer's services and websites is governed by the laws of Victoria, Australia and you agree to submit to the exclusive jurisdiction of the courts of Victoria. Certain privacy laws in other countries provide you with certain rights in relation to your personal information that may not be covered under the Australian Privacy Principles. These include the rights to erasure, data portability and to object. If you would like to exercise these rights and you reside in those countries you can do so by contacting our Privacy Officer by email at privacy@myer.com.au,

For information about privacy generally, you may visit the Office of the Australian Information Commissioner's website at www.oaic.gov.au.