



CONSUMERS' PERSONAL DATA PROTECTION POLICY

1. BEL'S COMMITMENT FOR PRIVACY

To best meet our Consumers' expectation and forge with them the strongest links possible, our Group is often led to collect Personal Data by different meanings. Consumers must be assured that we take the best care to ensure the confidentiality of every personal information exchanged between them and our Group and Brands.

Bel undertakes not to violate your privacy and ensures full transparency and security while collecting and storing your personal data.

As a part of this commitment, we have implemented a policy on processing our consumer's Personal Data. This Consumer's Personal Data Policy describes conditions in which BEL will use your Personal Data.

The entity responsible for the collection of your Personal Data is LES FROMAGERIES BEL, BP 114 – 92151 SURESNES CEDEX – FRANCE.

2. CONSENT

« Personal data » must be understood as any collected information relating to an individual or, where applicable, a juristic person, that enables us to identify our consumers directly or indirectly.

Before you give us any Personal Data, we strongly recommend you to read carefully this Policy.

BEL will use your Personal Data for marketing purposes. If required by local regulation, your consent might be asked before any collection of Personal Data and for the purpose of such collection.

3. PROTECTION DES DONNEES PERSONNELLES DES CONSOMMATEURS : LES PRINCIPES

- **Legitimacy:**

The data will be collected for specific, explicit and legitimate purposes; Processing will not involve sensitive data (e.g. *racial or ethnic origin, political, philosophical or religious opinion, union membership of persons, health or sex life, offences, sentences and security measures*).

- **Relevance:**

Collected data will be suitable, relevant and non-excessive with regard to the purposes for which it is collected.

- **Accuracy:**

The data will be accurate, complete and, if necessary, up to date.

- **Transparency:**

When collecting your Personal Data, you will be informed about all relevant information and notices relating to this collection and processing of your data and notably concerning the purpose and recipients of such information.

- **Storage:**

The data will be kept for a time period that does not exceed the period required for the purposes for which they are collected and processed.

- **Consent:**

The person concerned must have given his consent to the processing of his data.

- **Confidentiality:**

We will assure confidentiality and security of every collected Personal Data by implementing...

- **& Security**

...reasonable technical measures.

4. SCOPE

This Policy is applicable to:

- Each processing of Personal Data that might be done within our relationship with our consumers.
- Each of BEL's websites, including www.groupe-bel.com and to brand's websites such as www.thelaughingcow.co.za

5. TYPE OF COLLECTED PERSONAL DATA

Depending on the kind of relationship we have with you, we will be led to ask you for information about you and/or family members such as:

- contacts (last name, first name, phone number, e-mail, ...)
- personal information (date of birth, ...)

- information about your family (number of persons, age, ...)
- your consumption habits as regards to dairy products/cheeses

BEL considers that parents should be informed of the relationship between our company and our brands and their young children. That is why BEL undertakes to ask for parents'/guardians' e-mail addresses of Internet users under 18 in order to copy them on every e-mail asking for children personal data. If required by law, consent will be obtained from parents/guardians for the processing of children's Personal Data. At any time, parents/guardians will be entitled on demand to have access to Personal Data concerning their child and ask for their modification or deletion from our consumer's database by contacting our consumer service.

6. MOMENT OF COLLECTION OF PERSONAL DATA

Your Personal Data could be collected at different points and notably:

- When contacting our consumer's service (questions, claims, ...)
- When participating in marketing programs, promotions or activations (contests, games, newsletters, ...)
- When browsing our BEL Group websites.

7. SHARING OF YOUR PERSONAL INFORMATION

In order to guarantee your right to access and modify your data (§.12), we will be led to transfer your Personal Data to internal and external recipients:

- Internal recipients are authorized persons, including:
 - IT Services
 - Marketing services
- We can also be required to transfer your personal data to local authorities if legally requested by law.

8. SECURITY

BEL takes the best care, by taking appropriate technical measures, to guarantee against accidental or not accidental loss or destruction, or against unauthorized access or disclosure of your Personal Data.

9. COOKIES

BEL informs you that it is likely to use temporary "cookies" valid while visiting the Website.

These cookies are data stored in the RAM of your computer. They do not allow us to identify you; on the other hand, they store information regarding browsing or your computer on the Website (the pages that you have viewed, the date and time of the viewing, etc.) that we can read during your later visits.

The purpose of the data gathered using the cookies is to identify you when you want to connect to your personal space and to memorise your connection to the Site.

When you close your Internet browser, they are not saved.

We inform you that you can object to the saving of cookies on your computer by changing your browser settings as follows:

- If you browse on the Internet with Internet Explorer (Microsoft): choose the "Tools" menu, then "Internet Options", click on the "Privacy" tab. Then "Advanced Privacy Settings", click on "Override automatic cookie handling" and select "Reject all cookies" (internal and third party). Click on "OK".
- For Firefox: choose "Tools" then "Options". In the "Privacy" tab, tick "Tell websites I do not want to be tracked". Click on OK.
- For Chrome, click on "Settings" then "Show Advanced Settings". Then in "Privacy", click on "Content settings" and make your choice in the Cookies part.

If you use versions of browsers other than those stated: please refer to the help files or to the user manual.

10. DATA STORAGE BY BEL

Your Personal Data will not be stored for a time period exceeding the necessary term to the purpose of its collection, according to applicable law.

11. ACCESS AND MODIFICATION

At any time, we will be able to access your Personal Data and ask for its modification by contacting the consumer's service at the following number or by clicking on the link below:

- Customer care line: 0860 246 679
- Website: www.thelaughingcow.co.za

The same applies if your Personal Data is not accurate, complete or updated: you can contact our consumer's service as mentioned above.

You can also refuse the collection or the processing of your Personal Data under the same conditions as above.

We will deal with all requests in the best terms and according to applicable law.

12. COLLECTION OF THIRD PARTY PERSONAL DATA

Some of our websites can offer you the chance to send a link to a Group website's page to third parties. In such case, we will have to collect your and third person's e-mail addresses.

Every e-mail address collected in such case will only be used for that purpose and will be deleted right afterwards.

13. TRANSFER OF PERSONAL DATA ACROSS BORDERS

Customers' Personal Data will be transferred across South African borders to us and other entities in our group companies and our service providers in Europe and other countries. You consent to transfer of your Personal Data to third parties in foreign countries. We will take steps to ensure that appropriate measures are in place to provide an adequate level of protection and to ensure that principles for reasonable processing of personal information are upheld.

14. UPDATES

This Policy could evolve and be amended and/or updated periodically and we thus recommend to read it regularly.