

Social Media Privacy Notice

This Notice describes the information we process when you engage with Merz Aesthetics on social media platforms such as Facebook, Instagram, Pinterest, Twitter, LinkedIn, and Vimeo. For more information about the privacy practices of the social media providers themselves, please review the privacy notices for each social media platform.

What kind of information do we collect?

To engage with you on social media in a way that is relevant to you, we process information about you that is known as “personal information”. The types of information we collect depend on how you engage with us and on which social media platform as well as things you and others do and provide. We collect the content you provide when you post or engage with Merz Aesthetics (e.g., clicking “like” or another emoticon or leave a comment) on social media. This can include metadata such as the location of a photo or the date a file was created. If you post information about yourself on social media, Merz Aesthetics may collect, store, and analyze such data, including:

- Your full name
- Your life events, such as birthdays, weddings, and graduation
- Your preferences, political beliefs, interests, and opinions
- Your purchasing habits
- Your home and work location
- Your social status, such as whether you are married, divorced, or have children or siblings
- Your age, gender, sexual orientation, race, religion, preferred language, or other ethnographic and demographic information
- Your connections, friends, acquaintances, and group membership (including virtual groups)
- Hashtags you use
- Your health, aesthetic treatment history or interest in aesthetic treatments
- Your personal opinions, feedback, or complaints about Merz Aesthetics products
- Your biometric data, photographs and other images or videos you post

Some of this information may be subject to special protections under the laws of your country.

Does this information influence the ads or the content that I see?

Yes, it does. We use your personal information to provide you with more relevant, personalized content and advertising. Online behavioral advertising enables us to provide relevant and useful ads to you based on your expressed preferences collected as you react and interact with content on social media. The personal information that we collect from you as described above may be used to predict your interest in future ads related to those interests.

Data Transfer

We may share your personal information among the Merz Aesthetics family of companies and/or third-party organizations with which we partner. This means we may transfer your personal information from your country to other Merz Aesthetics companies and/or third-party organizations with which we partner in different locations around the world. By using or engaging with Merz Aesthetics on social media platform(s), you understand your information may be transferred to the United States or to other countries where Merz Aesthetics conducts business and/or where the third-party organizations with which we partner located. Merz Aesthetics makes every effort to adhere to international data transfer laws and place adequate measures to protect such personal information. Where we transfer your personal data, we ensure that your data is transferred in accordance with the legal provisions applicable at the location where the respective Merz company is located, to the extent permitted by applicable law.

Opt-Out/Cookies

To opt-out of sharing information for online behavioral advertising you will need to set your browser to limit the information that it gathers. Most browsers are set to accept cookies automatically. You can disable the use of cookies at any time or set your browser to alert you when cookies are being sent. If you disable cookies, you may not be able to use some or all of the features of social media. Many social media channels will allow you to opt-out of online behavioral advertising by adjusting your account settings. Different sites do this in different ways. We encourage you to review the privacy notices and privacy settings for each social media channel in which you engage. If you have questions about this notice or Merz Aesthetics privacy practices more generally, please contact the respective person in charge of data protection related questions of the local Merz Aesthetics company/entity at your location with whom you are engaged at the following email addresses:

Contact Details of Privacy Officer(s) in Asia Pacific	
Location	Email Address
Australia ¹ and New Zealand ²	privacy_australia@merz.com
Mainland China, Hong Kong and Taiwan Region	Mainland China: privacyncn@merz.com Hong Kong: privacyhk@merz.com Taiwan: privacytw@merz.com
Indonesia	privacyin@merz.com
South Korea	privacykr@merz.kr
Singapore	privacysg@merz.com
Thailand	privacyth@merz.com
All other APAC locations not listed herein	privacyapac@merz.com

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References:

¹ For residents in Australia, please note that there are some exceptions to your right to gain access to your information as provided under the Australian Privacy Principles Guidelines, including but not limited to: providing access would have an unreasonable impact upon the privacy of other individuals; or the request for access is frivolous or vexatious; or the information relates to existing or anticipated legal proceedings between you and us, and the information would not be accessible by the process of discovery in those proceedings; or providing access would be unlawful. If you do not receive a response to your request in a reasonable time frame or are otherwise unhappy with our handling of your request, you may lodge a complaint with The Office of the Australian Information Commissioner. Details of how to make a complaint can be found at www.oaic.gov.au

² For residents in New Zealand, please note that under the Privacy Act 1993, if you are not satisfied with our response to any privacy-related concern you may have, you can contact the Privacy Commissioner. Details of how to make a complaint can be found at <https://www.privacy.org.nz>