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SHEIN PRIVACY POLICY

Learn more about Interest-based Advertising and your Ad Choices here .

With effect from September 25, 2023 (the "Effective Data"), the Privacy Policy for the SHEIN Site and App have been amended (see here for further information). Infinite Styles Services Co., Limited will be operating the SHEIN Site and App where you have an account, and enabling third-party sellers to list their products on the Site and App for sale. For orders submitted after the Effective Date, we may share your personal information with third-party sellers in order to complete transactions, who will be responsible for processing your information in accordance with applicable laws and limitations imposed by our agreement with them.

Effective Date: September 25, 2023

Introduction and Overview

This Privacy Policy ("Policy") explains how Infinite Styles Services Co., Limited, which does business as "SHEIN", collects, uses, shares, and processes your Personal Data when you use or access this website (collectively, the "Site"), our mobile application (the "App"), or use any of our services, including any written, electronic, and oral, communication, online and offline, purchases performed, and any other related services we own (collectively the "Services"). The Policy also describes your rights regarding your personal data and explains how you can contact us to learn more about our data practices or to exercise your rights.

The Site and the App are provided by Infinite Styles Services Co., Limited, which is the controller of your personal data and responsible for processing and protecting your personal data. In this Policy, the terms "SHEIN," "Company", "we", "us" or "our" refer to Infinite Styles Services Co., Limited.

Please read our <u>Terms and Conditions</u> and this Policy before accessing or using our Services. If you cannot agree with this Policy or the Terms and Conditions, please do not access or use our Services.

Right to modify this Policy: We may change this Policy from time to time, to reflect how we are processing your data, and if we make changes, we will notify you by revising the effective date or last modified date at the top of this Policy. If we make significant changes that materially affect your privacy rights, we will provide advanced notice and make that clear on the Site or other App, or by some other means of contact such as email, so that you are able to review the changes before you continue to use the Services. If you do not agree with the modified Policy, please discontinue the use of the Services or do not consent to the updates.

Instant information: In addition, we may provide you with real time disclosures or additional information about the personal information handling practices of specific parts of our Services. Such notices may supplement this Policy or provide you with additional choices about how we process your personal information.

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1. How We Collect and Use Your Personal Data

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Personal Information does not include data that has been effectively irreversibly anonymized or aggregated so that it can no longer enable us or others, whether in combination with other information or otherwise, to identify you.

Your personal data is collected and used by us to support a range of different activities or business purposes. The purposes and types of information we collect are listed in the chart below and should be understood to include uses of your personal data that are compatible with the purposes listed.

Purpose	The Personal Data We Collect	Legal Basis for Processing			
To create an account with us and to manage your account, to provide you	Contact information, including email address and password, to register with our Site or App.	Necessary for the performance of a contract or to take steps at you request prior to entering into a contract			
with our Services;	Profile data, including your style preference, if you voluntarily choose to provide it for personalization purposes.	Consent			
To fulfill or process orders;	 Identity and contact information such as name, phone number, and shipping address, as well as financial information or payment account information, for delivery, returns, refund, sales tax determinations, and payment operations; Transaction details, such as return and refund details, gift card number, and order history, in our Services, in order to fulfill basic functions, including processing your payment and return requests, and keeping you informed of the order status and shipping logistics. 	Necessary for the performance of a contract or to take steps at your request prior to entering into a contract			
	Location data at an IP address-based level, to tailor your experience in terms of displaying the appropriate local website, language, or user experience.	Our legitimate interest to better understand you, to maintain and improve the accuracy of the information we store about you, and to better promote or optimize our Services			
To provide customer	Photographs you upload to our Services in accordance with our Terms and Conditions, to provide product advice and to allow you to voluntarily show other potential customers what items may look like when purchased or worn.	Consent			
service and support, or to provide you with service- related communications;	Your communication history with us via various channels, such as email, phone, social media, mail, instant chat, and our customer service platform, to respond to your requests, as well as to keep you updated about your account and the Services.	Our legitimate interest is to better understand you, to maintain and improve the accuracy of the information we store about you, and to better promote or optimize our Services			
To undertake marketing, advertising, or other promotional activities;	 Contact information, such as phone number and email address, for telemarketing and email marketing purposes; Non-directly identifiable device identifiers, operating system information, and cookie information, to direct and measure the 	Consent			

Best Sellers! SHOP NOW Halloween Categories Women Clothing Curve Home & Kitchen Men Clothing Underwear & Sleepwear Jewelry & Accesso returns) for market research, statistical analysis, and the display of personalized advertising based on your activity on our site and inferred interests; • Contact and identity information, such as name, email address, and phone number, when you voluntarily enter into a competition, market survey, event, or other marketing campaigns organized by To share your personal data with third-party service providers to advertise our Services and/or products on our Site and/or App. • Postal address to send advertising brochures, via traditional mail to the address of individual customers who previously purchased products on the Site or App. Our legitimate interest is to better • No Advertising materials will be sent to individuals who are on promote or optimize our Services national lists of Objections or Mailing Preference Services which will be reviewed and updated based on the applicable national legal requirements. • Collect your device information, and usage data on our Site or App for fault analysis, troubleshooting, and system maintenance, as well as setting default options for you, such as language and currency: • When you optionally provide such information, we may collect general personal data that cannot identify you, such as body shape, personal height, chest/waist/hip circumference, and weight. For example, this information may be used by us to recommend clothing sizes or styles, personalization, or to provide fit prediction services for you: Our legitimate interest is to better To share your personal data within and across our corporate understand you, to maintain and To improve our product or organization for our business needs and personalization; improve the accuracy of the service, or for information we store about you, • Collection of your "like" records and votes when prompted as to personalization; and to better promote or optimize your preference between two items, to provide preference setting our Services options; • The display of information you choose to post on public areas of the Services, for example, a customer review. • Collect your approximate or precise location data (based on your IP address, permitted location permissions on your device or provided addresses), in order to direct you to your most appropriate SHEIN site, pickup store and provide you with other location or delivery-related personalization and recommendation features. You may update your Location Services settings directly in your device's settings. To prevent and investigate Our legitimate interest is to • Information automatically collected through the Services, such as fraud and other illegal prevent and investigate fraud browser type, device information, operating system, and account activities: and other illegal activities setting information for fraud prevention and detection and credit risk reduction:

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	To comply with legal or compliance requirements;	Identity information, such as ID- or passport-related information, for customs clearance purposes; Transaction history and certain identity information to handle and resolve legal disputes, for regulatory investigations purpose, and to comply with lawful requests from a competent law enforcement agency or court.	Compliance with legal obligations or your vital interests
	Other Purposes.	We may use your information for any other purpose disclosed to you prior to you providing us your personal information or which is reasonably necessary to provide the Services or other related products and/or services requested, with your permission or upon your direction.	Consent

Please note: When communicating with us by email or through forms on our Services, or when you publicly share content through our Services, we ask that you please do not send us any sensitive information pertaining to yourself or to others. We do not collect or store sensitive information or special categories of information.

1.2 TEXT MESSAGING PROGRAM

- (a). If you sign up for our telephone messaging (SMS) program ("Program"), you will be asked to expressly consent by providing your mobile phone number, specified keyword(s), or an affirmative response by SMS/MMS or other text message, as a signature to receive recurring automated telephone marketing messages from us. This consent is not a condition of use of the Site or App and may be withdrawn at any time by using the opt-out mechanism specified in paragraph 1.2(b) below or by contacting us in any other way.
- (b). You may choose to stop receiving SMS/MMS text messages by replying STOP to any message received under the Program, or by simply sending STOP to the number from which you are currently receiving messages. In both cases, you will receive an additional message confirming that your request has been processed.
- (c). Message and data rates may apply to all messages sent to and from you. If you have any questions about your telephone package, it is best to contact your mobile operator.
- (d). You declare that you are the account holder or usual user of the mobile phone number provided when registering for the Program. If you change or deactivate this number, you are obliged to inform us immediately.
- (e). We may suspend or terminate your participation in the Program if you fail to comply with this Section 1.2. Receipt of these messages may also be interrupted if your mobile phone service is terminated or expires. We reserve the right to modify or discontinue, temporarily or permanently, all or part of the Program, with or without notice. Neither we nor any mobile operator shall be liable for any delayed or undelivered messages nor the end of the Program.
- 1.3 If you use our Services to communicate with a third party seller through our Site or App, all messages via the Services are first received by us and then forwarded to the recipient. All messages are automatically filtered according to certain criteria. If necessary, suspicious messages are checked manually by us. In the event your message(s) sent via the Services is reported by the recipient, we will manually check and review the reported message(s) and the related message(s). For your security, do not include any personal information in your messages, including email addresses, physical addresses, phone numbers, or credit card numbers.

2. Sharing Your Personal Data

We may disclose and share your personal information with the parties as described below.

A. <u>Within Our Corporate Organization</u>. The Company is a part of a corporate organization that has several legal entities, business processes, management structures, and technical systems. We may share your personal information with our related group companies and, in some cases, other affiliates of our corporate group, based on our legitimate interests for business maintenance and personalization continuity

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personal data to their service providers in order to ship the products to you. Independently from us, the third party seller is the controller of such personal data and responsible for any processing that they perform after we have shared this personal data with them, including compliance with any limitations imposed by our agreement with them.

C. <u>Service Providers</u>. We may share your personal information with the following types of third-party service providers as set out in the table below:

Supplier/Service Provider/Processor	Services Offered
IT system and software service provider	Website hosting services (including cloud storage), mobile app or software optimization services, customer relationship management software, email service providers, or system maintenance services.
Payment service provider	Third-party payment processing services.
Marketing and advertising services	Assistance in reaching potential new customers across multiple communications channels, or sharing with affiliated companies that promote our products on their websites.
Order fulfillment service provider	Provision of logistics, warehousing and distribution services, return and exchange services, and order status notification services for your purchased items.
Customer service provider	Assistance with customer services and support.
Fraud prevention and information security service provider	Identity verification, fraud prevention, or credit risk reduction services to protect our website/app and our business.
Other Service providers selected by you	Other third parties, such as size recommendations and fit prediction services providers, if you have chosen to help us provide you with product recommendations.

We strive to ensure that our third-party service providers can only use your data for the contractual purposes for which it was provided to them and to the extent necessary for such purposes, in accordance with our written instructions (where they act as our data processors).

- D. <u>To Maintain Legal and Regulatory Compliance</u>. We have the right to disclose your personal information for compliance with a legal obligation, or when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, request from a regulator, or any other legal process served on us. We also may disclose your information where we reasonably believe that the disclosure is necessary to enforce our agreements or policies, or if we believe that disclosure will help us protect the rights, property, or safety of the Company or our customers.
- E. <u>Co-Branded Services and Features</u>. Portions of our Services may be offered as part of co-branded services and features. We will share your personal information with our co-branded partners based on your voluntary use of or participation in a co-branded service or feature. The co-branded partners will be identified on the co-branded feature or service, along with an applicable co-branded partner's privacy policy. Use of your personal information by a co-branded partner will be subject to a co-branded partner's privacy policy. If you wish to optout of a co-branded partner's future use of your personal information, you will need to contact the co-branded partner directly.
- F. <u>Consent</u>. We may disclose your personal information for any purpose with your consent.
- G. <u>Corporate Transactions</u>. We may disclose personal information—including account information, Wallet balance or points information—to a buyer, prospective buyer, corporate affiliate, or other successor based on our legitimate interests in the event of a merger, divestiture, restructuring, reorganization, dissolution, or sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding in which personal information held by us about our Services users is among the assets transferred. You acknowledge and agree to our assignment or transfer of rights to your personal information.

Please note that we may disclose, without restriction, aggregated or anonymized information about the users of our Services, which is information that does not identify any specific individual.

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4. Security Precautions

5. Your Rights

To exercise your rights under this Policy and applicable law, you may contact us at our dedicated Privacy Center.

5.1 Access, Rectification, Portability, and Deletion of your Personal Information. You have the right to correct or update your personal data, object to the processing of your personal data, ask us to restrict processing of your personal data, or request the portability of your personal data. To protect the privacy and the security of your personal data, we may request data from you to enable us to confirm your identity and your right to access such data, as well as to search for and provide you with the personal data we maintain upon your request. There are instances where applicable laws or regulatory requirements allow or require us to refuse to provide or delete some or all of the personal information that we maintain.

To exercise your rights, you may make updates within your customer account on the Site or App, or you may contact us our dedicated <u>Privacy</u> <u>Center</u>. If you no longer wish to be our customer, or cease using or accessing our Services, you can request us to close your account and delete all personal information we hold about you via the <u>Privacy Center</u> (See Section 10), subject to certain legal requirements.

5.2 Withdrawal of consent. You have the right to withdraw your consent to the processing of your personal data, as well as to access, correct, or delete the personal information that we collect, subject to certain exceptions.

Please be aware that there are instances where applicable laws or regulatory requirements allow or require us to refuse to provide or delete some or all of the personal information that we maintain.

- **5.3 Unsubscribe from Our Marketing Communications.** If you no longer wish for us to use your email account to send you marketing emails or non-transactional promotional materials, please directly click on the unsubscribe link at the bottom of any of our email messages to you or contact us at our dedicated <u>Privacy Center</u>.
- **5.4** Object to the receipt of advertising brochures via traditional mail. If you no longer wish for us to use your postal address to send you marketing brochures by means of traditional mail, please contact <u>Customer Service</u> or (via the return address provided with each advertising brochure), to submit your request to unsubscribe from further postal advertising.
- 5.5 Lodging Complaints If you believe we have infringed or violated your privacy rights, please contact us at our dedicated <u>Privacy Center</u> so that we may attempt to resolve any issues to your satisfaction. Notwithstanding the approaches of exercising your rights stated above or in the <u>Privacy Center</u>, this is without prejudice to your right to lodge a claim or complaint with your data protection authority (more details on data protection authorities and their contact info can be found at https://ec.europa.eu/info/law/law-topic/data-protection/reform/what-are-data-protection-authorities-dpas_en).

With respect to your personal data processed by a third party seller on our Site and App as an independent controller, to exercise your rights under the applicable law, you may contact the third party seller directly.

6. Retention

We will retain your personal Data, including any correspondence you have with us, only for as long as is necessary for the purposes set out in this Policy, including retaining Personal Data in order to comply with our legal obligations, to resolve disputes, for information security purposes, and to enforce our legal rights, terms, and policies.

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8. Children

Our Services are not directed to, and we do not knowingly collect personal information from, children under the age of 16 or minors (as defined by applicable national laws). If you are a minor, please do not attempt to fill out our forms or send any personal information about yourself to us. If a minor has provided us with personal information without parental or guardian consent, the parent or guardian should contact us (See Section 10) immediately to remove the relevant personal information and unsubscribe the minor.

If we become aware that a minor has provided us with personal information, we will take steps to promptly delete such information from our files. As described further in our <u>Terms and Conditions</u>, please do not upload photographs showing other people, in particular if they are minors.

9. Transfer of Your Personal Data

When you access or use our Services, your personal data may be processed or transferred outside the European Union, including to the United States, China and/or Singapore. Such countries or jurisdictions may have data protection laws that are less protective than the laws of the jurisdiction in which you reside.

For these transfers we rely on appropriate safeguards as permitted under the GDPR such as Standard Contractual Clauses, and/or we transfer the personal information pursuant to Article 49 (1) (b) of the GDPR to provide our Services pursuant to the Terms & Conditions. If you do not want your information transferred to, processed, or maintained outside of the country or jurisdiction where you reside, you should immediately stop accessing or using the Services. For further details about these transfers and the safeguards that we use to facilitate such transfers, please contact us at our dedicated Privacy Center.

10. Contact Us

If you have questions or concerns regarding any information in this Privacy Policy, please contact us at our dedicated Privacy Center.

Our EU Data Protection Officer can be contacted via the email address below or via our postal address below in writing:

Data Protection Officer

Infinite Styles Services Co. Limited

1-2 Victoria Buildings,

Haddington Road,

Dublin 4,

Dublin.

D04 XN32,

Ireland,

Email: privacy@sheingroup.com



