

**THE ESTEE LAUDER COMPANIES  
HACKATHON PRIVACY POLICY**

**Effective Date: 9/2/19**

The Estee Lauder Companies Inc. (collectively referred to herein as “ELC”, “we”, “us”, or “our”) respects your concerns about privacy and values the relationship we have with you.

This Privacy Policy describes the types of personal information we collect about you, how we use this information, with whom we share it, and your rights regarding our use of the information. We also describe the measures we take to protect the security of the information, how long we retain it and how you can contact us about our privacy practices and how to exercise your rights.

**Information We Collect**

We may obtain personal information about you from various sources such as directly from you or from your team members.

The types of personal information we may collect includes:

- Name
- Personal Contact Information (such as email address)
- Social Security Number
- School or Company affiliation
- Major or Field of Study
- Date of Graduation
- Team members
- Photos and videos
- Other information you provide, such as your dietary preferences and your role

**How We Use the Information**

We will use the information we collect to:

- Facilitate your participation in the Hackathon
- Provide you with your travel stipend, if applicable
- Communicate with you regarding the Hackathon
- Respond to your inquiries
- Comply with applicable legal requirements, relevant industry standards and our policies

We also may use the information in other ways for which we provide specific notice at the time of collection.

**Information We Share**

We do not rent lists, sell or otherwise disclose personal information we collect about you, except as described here. We may share your personal information with:

- Our corporate affiliates for the purposes described in this Privacy Policy.
- Service providers who perform services on our behalf based on our instructions. We have contractually bound these service providers to appropriate information security and confidentiality requirements in accordance with applicable laws.
- Other third parties with your consent.

In addition, we and our affiliates and service providers may disclose information about you (i) if we are required or permitted to do so by law or legal process, (ii) to law enforcement authorities or other government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity.

We also reserve the right to transfer personal information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Policy. Following such a sale or transfer, you may contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

### **Your Rights**

You may have the right to request access to your personal information. Any request will be dealt with as required by applicable law. If your personal information is incorrect, inaccurate or outdated, you may request that it be corrected and we will correct or update such inaccurate personal information in accordance with applicable law and within a reasonable period of time following your request.

### **Data Retention**

We will keep your personal information for the purposes set out in this Privacy Policy, plus a reasonable period of time thereafter or such other time as may be required or permitted by applicable law.

### **How We Protect Personal information**

We maintain appropriate technical, physical and organizational safeguards designed to ensure an appropriate level of security of your personal information, in particular to protect your personal information against accidental unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

### **Updates To Our Privacy Policy**

This Privacy Policy may be updated periodically to reflect changes in our privacy practices. We will notify you of any significant changes to our Privacy Policy and indicate at the top of the Policy when it was most recently updated.

### **How To Contact Us**

If you have any questions, comments or complaints about this Privacy Policy or about how we treat personal information, please contact us by email at [privacy@estee.com](mailto:privacy@estee.com).