

California Website Privacy Policy

Last Updated: January 1, 2020

Protecting your privacy is important to Obagi Cosmeceuticals LLC (“Obagi”). This California Privacy Policy (“Policy”) describes how Obagi collects, uses, discloses and safeguards the personal information you provide on our website, www.obagi.com and through or in connection with our mobile apps (the “Apps”) or other software- and Internet-enabled programs and services sponsored by Obagi (the “Sites”), as well as information collected when you otherwise communicate or interact with Obagi. This Policy reflects our compliance with applicable California law, including the California Consumer Privacy Act. Please see our general privacy policy, available at www.obagi.com/patients/privacy-policy for more information regarding how we collect, use, disclose and safeguard your personal information.

The following table sets forth the categories of personal information Obagi has collected in the preceding 12 months, the source of that personal information, and how we have used and shared such personal information in the preceding 12 months.

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
Contact information: such as your name, address, email address, telephone numbers, or other contact information	From you	To communicate with you, to send you emails, promotional materials and other offerings from us, to offer a sweepstakes, contest or other promotion, when you contact us, when you request customer service or support, to complete your registration on our Site or Apps, and to provide you with offers or information regarding our products that may be of interest to you	Our service providers who help administer our Inner Circle, New to Nu-Derm® and other programs
Loyalty information: your loyalty account number, birthday, gender, age, purchase history and information on rewards or other benefits	From you and from our loyalty service administrator	To administer your loyalty account and provide you with offers that may be of interest to you	Our service providers who administer our Obagi Premier Points® loyalty program

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Delivery information: name and address of recipient for delivery of rewards under our loyalty program	From you	To deliver to the person at the address which you have requested	Our service providers who process, fulfill and ship orders
Information you provide about a third party: if you send someone else a communication from the Site, we may collect information, such as that person's name, telephone number and/or email	From you	To deliver to or communicate with the person at the address which you have requested	Our service providers, and our co-marketing partners
Preference information: your marketing preferences, your account settings (including any default preferences), any preferences you have indicated, the types of services/offers that interest you, the areas of our Site that you have visited or ways that you interact with our Site	From you, from our website technology interaction with your browser/devices and cookies and other similar technologies tracking the pages you visit, the marketing messages you open and the links you follow	To enhance your experience on our Site and App, including as a way to recognize you and welcome you to the Site or App, to provide you with customized Site or App content, targeted offers from us, promotions and advertising on the Site or App	Our third party vendors and service providers that perform website analytic services for us or enable the customization of offers to you to improve your experience through our Site, and/or App
Communications: communications we have with you. Please note that we record calls to our customer service team.	From you	To handle your requests, to contact you when necessary or requested, including responding to your questions and comments and providing customer support, and to obtain customer feedback and improve our customer service	Our service providers who assist us with customer service and/or product complaints

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
<p>Voluntary information: any voluntary information you provide us with, such as responses to surveys or competitions and social media account details</p>	<p>From you and your social media account provider</p>	<p>To know you better, make our communications with you more personal, learn and improve from your survey feedback, organize events and pick competition winners</p>	<p>Our service providers who administer surveys and promotions, and our co-marketing partners</p>
<p>Personalization: your journey online and how you use our Site and App, whether and when you open our marketing emails and respond to our advertisements</p>	<p>From you, from our Site or App technology's interaction with your browser or devices and cookies tracking the pages you visit</p>	<p>To improve our Site, products and services and customer service</p>	<p>Our third party vendors and service providers that perform website analytic services for us or enable the customization of offers to you to improve your website experience for our Site and/or App</p>
<p>Device information: IP address, internet provider, operating system and browser used, type of device (such as laptop or smart phone), device cookie settings and other device details (such as MAC address and geolocation), if you use our App and permit it to obtain your precise geolocation</p>	<p>From you and from our website or app technology's interaction with your browser or devices</p>	<p>To make sure our website and App technology works properly with your device and make sure you can see and use our intended website and apps on the device you are using, for analytical and demographic purposes, and to provide offers that may be of interest to you</p> <p>We also will use this information to protect the security and integrity of the Site and our business, such as managing risk exposure, including by identifying potential hackers and other unauthorized users</p>	<p>Our service providers that perform website analytic services for us or enable more relevant offers to you on our Site and/or App</p>

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
<p>Information automatically collected from your browser: when you use the Site, some data is automatically transferred from your browser to our server, including your browser type, operating system type or mobile device model, viewed webpages, links that are clicked, IP address, mobile device identifier or other unique identifier, sites or apps visited before coming to our Site or App, the amount of time you spend viewing or using the Site or App, the number of times you return, or other click-stream or site usage data, emails we send that you open, forward, or click through to our Site or App</p>	<p>From you and from our website or App technology's interaction with your browser or devices</p>	<p>We will use this information in an aggregated non-specific format for analytical and demographic purposes</p> <p>We also will use this information to protect the security or integrity of the Site and our business, such as by managing risk exposure, including by identifying potential hackers and other unauthorized users</p>	<p>Our third party vendors and service providers that perform website analytic services for us or enable the customization of offers to you to improve your website experience and the relevance of offers to you on our Site and/or App</p>
<p>Suspected crime information: details of your identity, image, name and address, suspected or alleged thefts, fraud, assault or other criminal behavior</p>	<p>From crime and fraud prevention agencies, from you, witnesses, and from the police</p>	<p>To protect customers, the public and our business against risks and crime, to prevent loss, to prosecute crime, and to defend ourselves</p>	<p>Law enforcement and other governmental authorities in accordance with applicable law, and our professional advisors</p>

Do Not Track

Do Not Track (DNT) is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. At the present time, the World Wide Web Consortium has not yet established universal standards for recognizable DNT signals and therefore, Obagi and the Site do not recognize DNT.

Your California Privacy Rights

Our policy is not to sell any personal information to any third party for marketing purposes, and for the 12-month period prior to the date of this Privacy Policy, we have not sold any of your personal information.

However, if you are a California resident, you may request information about our disclosure of personal information to third parties or affiliated companies for their direct marketing purposes. To make such request, please contact us as set forth below. Please allow up to 30 days for us to process your request. You may submit such a request once per year.

If you are a California resident, California law also provides you with the following rights with respect to your personal information:

- The right to know what personal information we have collected, used, disclosed and sold about you. To submit a request to know, you may call us at 1.800.636.7546 or email us at customerservice@obagi.com.
- The right to request that we delete any personal information we have collected about you. To submit a request for deletion, you may call us at 1.800.636.7546 or email us at customerservice@obagi.com.

When you exercise these rights and submit a request to us, we will verify your identity by asking you to provide your email address or another item of personal information. We also may use a third party verification provider to verify your identity.

Your exercise of these rights will have no adverse effect on the price and quality of our goods or services.

Contact Us

If you have any questions about this Privacy Policy or to request this Privacy Policy in another form, please contact us at 1.800.636.7546 or customerservice@obagi.com.