

SHEIN PRIVACY POLICY

Learn more about Interest-based Advertising and your Ad Choices [here](#).

Effective Date: September 25, 2023

Introduction and Overview

This Privacy Policy ("**Policy**") explains how your personal information is collected, used, shared and processed when accessing this website or using other services provided by its operator, including any written, electronic, or oral communications, and purchases performed (collectively, the "**Services**"), as well as the rights and choices you have associated with that information.

The Services include any services provided via this website, located at au.SHEIN.com or nz.SHEIN.com (the "**Site**"), our related mobile applications (the "**Apps**"), our accounts and fan pages on social media platforms (the "**Social Media Accounts**"), and any other websites, pages, features, or content owned and operated by the Company that hyperlink to this Policy.

The company responsible for selling the products via the Site and Apps (and therefore, the payment collection entity) is SHEIN Distribution Australia Pty Ltd, Level 5, 447 Collins Street, Melbourne, VIC, 3000 , acting as a licensee of Roadget Business Pte. Ltd., 12 Marina Boulevard, #15-01, Marina Bay Financial Centre, Singapore 018982, the company responsible for operating the Site and Apps. Therefore, the terms "Company", "we", "us", or "our" refer to SHEIN Distribution Australia Pty Ltd. and Roadget Business Pte. Ltd.

Please read our [Terms and Conditions](#) 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. By using our Services, you accept the Terms and Conditions and Privacy Policy on the site you are using.

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 data 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 SHEIN website or other SHEIN services, 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. Your continued access or use of our Services after receiving the notice of changes, constitutes your acknowledgement that you accept the updated Policy.

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 Information

Purpose	The Personal Information We Collect
To create an account with us and to manage your account, to provide you our Services;	<ul style="list-style-type: none">• Contact information, including email address and password, to register with our website or app;• Profile data, including your style preference, if you voluntarily choose to provide it for personalization purposes.

Purpose	The Personal Information We Collect
To fulfill or process orders;	<ul style="list-style-type: none"> • 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; • Location data at an IP address-based level, to tailor your experience in terms of displaying the appropriate local website, language, or user experience.
To provide customer service and support, or to provide you with service-related communications;	<ul style="list-style-type: none"> • 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; • 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.
To undertake marketing, advertising or other promotional activities;	<ul style="list-style-type: none"> • 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 effectiveness of the advertising we offer; • Data about how you engage with our Services, such as browsing, adding to your shopping cart, saving items, placing an order, and 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 us; • To share your personal data with third party advertisers. • Name, email address and/or phone number if you enter into a promotion or program, such as the SHEIN VIP program via the Services or through a third-party platform ("Promotion"). As permitted by applicable law, your information may also be used by SHEIN or the Promotion sponsor for marketing purposes. Your entry into the Promotion may result in the addition of your information to our mailing list as well as to the mailing list of our promotional partners, both as permitted by applicable law. Acceptance of a prize may require you (unless prohibited by law) to allow us to post publicly some of your information via the Site or App, such as on a winners' page.
To improve our product or service, or for personalization;	<ul style="list-style-type: none"> • Collect your device information, and usage data in our website or app for fault analysis, troubleshooting, and system maintenance,

Purpose	The Personal Information We Collect
	<p>as well as setting default options for you, such as language and currency;</p> <ul style="list-style-type: none"> • 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; • To share your personal data within and across our corporate organization for our business needs and personalization; • Collection of your “like” records and votes when prompted as to your preference between two items, to provide preference setting options; • The display of information you choose to post on public areas of the Services, for example a customer review.
To prevent and investigate fraud and other illegal activities;	<ul style="list-style-type: none"> • Information automatically collected through the Services, such as browser type, device information, operating system and account setting information for fraud prevention and detection and credit risk reduction; • Log-in data for risk control and fraud reporting; • Billing address to verify payment information.
To comply with legal or compliance requirements;	<ul style="list-style-type: none"> • 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.
Other Purposes.	<ul style="list-style-type: none"> • 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.

2. Sharing Your Personal Information

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.

Supplier/Service Provider/Processor	Services Offered
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.

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EXTRA CODE & FREE SHIPPING **SUBSCRIBE**