

PRIVACY POLICY

PLATFORM

This privacy policy is applicable to all of Pharm Market's customer facing platforms including Pharm Market's website www.pharma.market and Pharm Market's mobile applications. When you use Pharm Market's Platform, you trust us with your information. This Privacy Policy is meant to help you understand what data we collect, why we collect it, what we do with it, and how we disclose, transfer and store it. This is important; we hope you will take time to read it carefully. And remember, you can find controls to manage your information at My Account.

HELPFUL DEFINITIONS

- References to the "Terms" mean this, these Terms & Conditions as set forth herein;
- References to "us", "we", "our" and/or "the company" mean Pharm Market;
- References to "you", "customers" and/or "users" mean the user of the platform.
- References to the "platforms" mean the websites bearing the URLs www.pharma.market, and Pharm Market's mobile applications.

PRIVACY POLICY CHANGES

This Privacy Policy may be subject to change from time to time. The current version of this Privacy Policy is posted online by Pharm Market.

You should check our Privacy Policy regularly. Your continued use of the Pharm Market website, application and services constitutes your agreement to this Privacy Policy, as amended from time to time.

YOU AGREE TO

By visiting any Pharm Market platform, you agree to accept the practices described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the site. Each time you use the site, you should check the date of this Privacy Policy and review any changes that have been made since your last visit to the site.

YOUR RIGHTS

You have rights about your personal data:

1. You have the right to be informed of any personal data which we may hold or process about you;
2. You have the right to request access to the personal data which we may hold or process about you;
3. You have the right to require us to correct any inaccuracies in your data free of charge;
4. You have the right to ask us to stop using your personal data for direct marketing purposes;
5. You have the right to ask us to erase your personal data or restrict the processing of your personal data;
6. You have the right to request us to transfer any personal data which we may hold to you or any other service provider of your choice;
7. You have the right to lodge a complaint with the supervisory authority.

If you have any concern about your data, you can visit our Help Centre at 2427 ResCo-work 02, 24th Floor, Al Sila Tower, Abu Dhabi Global Market Square, Al Maryah Island, Abu Dhabi, UAE; or contact us at support@pharma.global

SECURITY

We have in place appropriate technical and security measures to prevent unauthorised or unlawful access to or accidental loss of or destruction or damage to your information. When we collect data through the site or any other platform, we collect your personal details on a secure server. We use firewalls on our servers. When we collect payment card details electronically, we use maximum protection coding.

Whilst we are unable to guarantee 100% security, this makes it hard for a hacker to decrypt your details. You are strongly recommended not to send full credit or debit card details in unencrypted electronic communications with us. We maintain physical, electronic and procedural safeguards in connection with the collection and disclosure of your information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you. You are responsible for protecting against unauthorised access to your password and to your computer.

LOG INFORMATION

Every time you visit any of Pharm Market's platforms, information is sent from your browser to our server log files, where it will be saved. The information transferred includes: time and date of visit to our site, which pages were viewed, IP address, URL of site that referred you to Pharm Market, how much information has been stored and which browser you have been using.

Once we have all this information, all IP addresses are deleted or anonymised. Anonymisation means that your IP address is changed in such a way that they either cannot be linked with the original user or can only be linked through extensive research.

The anonymous information stored in this log file is then used to improve the shopping experience on the Pharm Market platforms by making our navigation more user-friendly, finding errors quickly and directing our server's capacity to where it is needed most. For example, this information allows us to work out our busiest times and plan enough server power for those times to keep our site running as quickly as possible.

CUSTOMER DECLARATION OF CONSENT

By and in relation to my continuous use of Pharm Market's site, I hereby give my permission for Pharm Market to analyse and use protocol data to develop and optimise their platforms.

DATA THAT WE COLLECT FROM YOU

In general, the personal information Pharm Market collects includes (but is not limited to) name, address, contact details, gender, occupation, in some cases membership of professional associations and, where relevant, certain financial information (each such item being "Personal Information").

HOW WE USE DATA

Pharm Market may use Personal Information for the primary purpose for which it is collected and for such other secondary purposes that are related to the primary purpose of collection.

Pharm Market generally uses personal information to:

- Provide you with products or services you have requested;
- Personalise and customise your experiences on our website

Pharm Market may use Personal Information to communicate with you and to provide you with ongoing information about opportunities in which Pharm Market believes you may be interested. In most cases where Pharm Market asks you to provide Personal Information, if you do not

provide Pharm Market with that information, Pharm Market will not be able to provide you with the requested product or service.

COOKIES

It is not necessary to accept cookies to visit our platforms. However, if you would like to place an order or add an item to your shopping basket, you will need to set your browser to accept cookies so you can use the shopping basket and checkout functions.

What are Cookies?

Cookies and flash cookies are small files that are saved on your data carrier which store specific information about your preferred settings and any other data that our system needs when interacting with your browser. Cookies help us to tailor our Platforms to suit you and to reflect your tastes and your browsing habits. They also allow us to save any information you have entered so you don't have to enter it all again the next time you visit.

Cookies enable our system to recognise that you've visited our platforms before and to remember which settings (like language preference) and products you preferred. Temporary/permanent cookies have a lifespan, after which they will be automatically deleted. Cookies allow us to collect and analyse data to come up with strategies to improve our platforms. This makes our Platforms easier for our customers to use and helps us to provide you with personal recommendation of products you may like. Our aim is to offer you a fun, easy shopping experience on our platforms that is tailored to your tastes.

What kind of cookies does Pharm Market use?

We may use any of the following types of cookies on our platforms:

1. Session cookies - these cookies are deleted at the end of your browser session and are used to enable you to use our site and it's features e.g. "Wishlist".
2. Analytics cookies - these cookies enable us to analyse how you are using our site and come up with strategies to make your shopping experience even better
3. Customer preference cookies - we use these cookies to remember your product and account preferences to offer you an even more personalised shopping experience. To be able to do this, though, these cookies may remain on your computer even after you have quit the browser.
4. Customer targeting and advertising cookies - we use these cookies to show you ads that are relevant to you based on your preferences. These cookies also enable us to control the number of times you view an ad and gauge the efficacy of our marketing campaigns.

What kind of information is stored in cookies?

The cookies we use are never used to store any personal information. Therefore our cookies cannot be traced back to an individual user. Once a cookie is activated, it is given an ID number, which is solely used for internal reference and cannot be used to identify the user or access any personal information, such as your name or IP address. The anonymised information we receive from the cookies allows us to assess which pages of our site are visited the most and see which products were most popular etc.

What is on-site targeting?

We gather information that could be useful in tailoring our adverts and online offer to our customers. This information is not used to identify you as a user; it is solely used for the optimization of our website. Information collected by our cookies is not stored with our

customer's personal information or order information, it is only used to provide our users with adverts and/or notification of offers and services that are suited to their individual tastes, using click stream analysis (e.g. adverts for reduced trainers if a customer has been browsing our sports shoe selection). Our goal is to provide you with a shopping experience suited to your tastes and shopping preferences.

Does Pharm Market use third party cookies?

Cookies from specific business partners are allowed by us for the purpose of tailoring their adverts to your tastes and browsing habits, so cookies from some of our partners may be stored on your computer when you visit our site. These cookies are temporary/permanent cookies, which will be automatically deleted from your computer at the end of their lifespan (14 days to 2 years). As with our cookies, these third party cookies do not collect any personal information. The data stored is collected at certain times, allowing these companies to see which products have been viewed most frequently but this is done completely anonymously under randomly designated user ID numbers. Therefore, this data will never be pooled with any personal information you have given to us. Third party cookies have the sole purpose of allowing our partners to advertise products that may interest you.

Re-targeting

Our website uses retargeting, which allows us to make our online offer more interesting for you. Retargeting technology means we can advertise recently viewed and related products on our partners' websites, meaning our adverts, even on other companies' sites, are relevant to what you would like to see. We do this by analysing user behavior from data collected by our cookies. Even this kind of information is anonymous, with no personal information being stored and no user profiles.

How can I prevent cookies from being stored on my computer?

You can change the settings in your browser to ask for your permission every time a cookie tries to access your computer. If you would like to accept our cookies but block our partners' cookies, you can set your browser to block third party cookies.

Usually, your browser's help section will provide information on how to change your cookie settings.

We recommend only changing the browser setting for your profile on shared computers.

The Platforms use technology from third party services providers such as Google, Apple etc. through which data is collected and stored for marketing and optimisation purposes and data use profiles are prepared under a pseudonym. Cookies may be used for this. The cookies enable recognition of the Internet browser. The data collected is not used, without separate authorisation by the person concerned, to personally identify the visitors to this website and is not collated with personal data on the pseudonym holder. The permission for data recording and storage may at any time be cancelled with on-going effect.

By using our platforms, you consent to the processing of data about you by our third party services providers in the manner and for the purposes set out above.

CUSTOMER DECLARATION OF CONSENT

I hereby give permission for my user information to be stored on cookie files and my user information to be used as described here in above. I also allow these files to remain on my computer after I have ended my browser session so they may be used upon my next visit to the website. I reserve the right to retract this permission by changing my browser setting to refuse cookies.

LIMITATIONS ON LIABILITY

IN NO EVENT WILL PHARM MARKET OR ITS PARENT, AFFILIATES, LICENSEES OR ANY PARTY INVOLVED IN CREATING, PRODUCING OR DELIVERING THE SITE OR ITS PRODUCTS OR SERVICES BE LIABLE IN ANY MANNER WHATSOEVER FOR ANY INCIDENTAL, CONSEQUENTIAL, INDIRECT, SPECIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS, USE OR INABILITY TO USE THE SITE, OR IN CONNECTION WITH ANY FAILURE OR PERFORMANCE, ERROR, OMISSION, INTERRUPTION, DEFECT, DELAY IN OPERATION OR TRANSMISSION, COMPUTER VIRUS OR LINE OR SYSTEM FAILURE (INCLUDING LOSS OF PROFITS, LOSS OF BUSINESS OR DATA, BUSINESS INTERRUPTION, AND DAMAGES THAT RESULT FROM INACCURACY OF THE INFORMATION OR INCONVENIENCE, DELAY, OR LOSS OF THE USE OF THE SITE). THE FOREGOING LIMITATIONS APPLY WHETHER THE ALLEGED LIABILITY IS BASED ON CONTRACT, TORT, NEGLIGENCE, STRICT LIABILITY OR ANY OTHER BASIS, EVEN IF AWOK.COM OR ITS AFFILIATES OR ANY OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

FEEDBACK

It is a pleasure to hear from our valued customers. In case you would like to get in touch with us and provide feedback, please feel free to contact our customer care team via email: support@pharma.global