PRIVACY POLICY

NOURA

Effective date: 20 August 2026

Your privacy matters to us. This Privacy Policy explains how Noura collects, uses, stores, shares and protects personal information when you visit our website, use the Find Your Ritual quiz, subscribe to marketing, contact us, interact with Noura online, or follow links from the Noura website to purchase products through The Local Choice website. It is intended to support compliance with the Protection of Personal Information Act 4 of 2013 (POPIA) and other applicable South African privacy and electronic communications requirements.

1. Who this policy applies to

This policy applies to visitors, prospective customers and other people who provide personal information to Noura through the Noura website, forms, quiz, customer support channels, marketing sign-ups, social media interactions and related services.

In this policy, "Noura", "we", "us" and "our" refer to the operator of the Noura website, trading under the Noura name. The operator determines why and how the personal information described in this policy is processed and acts as the responsible party for purposes of POPIA.

2. Personal information we collect

We collect only the personal information that is reasonably necessary for the purposes described in this policy. Depending on how you interact with us, this may include:

- Identity and contact information, such as your name, email address and cellphone number.
- Product interest and referral information, such as products or ranges you view, links you click and, where analytics are used, information showing that you followed a link from Noura to The Local Choice website.
- Purchase information entered on The Local Choice website, including payment, order, delivery and billing details, is not collected by Noura through the Noura website. Those details are handled by The Local Choice and its service providers under their own applicable privacy terms.
- Find Your Ritual quiz information, including your answers, preferences, scent interests, routine preferences and the ritual recommendation generated for you.
- Marketing preferences, including whether you have chosen to receive promotions, product launches, newsletters or other updates by email, SMS or WhatsApp.
- Customer support communications, including messages sent through forms, email, telephone, WhatsApp or social media.
- Reviews and social content, including feedback you submit to Noura and public Instagram content that Noura is permitted to display, embed or feature on the website.
- Technical and usage information, such as IP address, browser or device information, pages viewed, referral source, approximate location derived from IP address, cookie identifiers and website interaction data.

Please do not provide special personal information, including medical or health information, through the Find Your Ritual quiz or general website forms unless Noura expressly asks for it and explains why it is required.

3. How we collect personal information

- Directly from you when you complete a form, take the quiz, subscribe to marketing, enter a promotion, submit a review or contact us.
- Automatically when you use the website, through cookies, log files and similar technologies.
- From service providers involved in website hosting, communications, analytics, marketing or customer support.

- From social media platforms where you interact with Noura or where content has been made public and Noura is lawfully permitted to use or display it.

4. Why we use your information

Noura may process personal information for the following purposes, where permitted by POPIA and other applicable law:

- To provide product information and direct you to The Local Choice website when you choose to purchase Noura products.
- To understand product interest and improve how visitors discover and navigate the Noura range.
- To operate the Find Your Ritual quiz and provide a personalised ritual recommendation.
- To respond to questions, complaints, support requests and product enquiries.
- To send marketing communications where you have consented, or where an existing-customer exception lawfully applies.
- To improve products, website content, user experience and customer service.
- To measure website performance, understand how visitors use the website and improve digital marketing.
- To prevent fraud, misuse, security incidents and unlawful activity.
- To comply with legal, accounting, tax, consumer protection and regulatory obligations.
- To establish, exercise or defend legal rights and claims.

Where consent is the basis for processing, you may withdraw that consent at any time. Withdrawal does not affect processing that was lawful before consent was withdrawn.

5. Find Your Ritual quiz and personalised recommendations

The Find Your Ritual quiz is designed to help you discover which Noura ritual best suits your stated preferences. Your answers may be scored or matched automatically against predefined ritual profiles and product combinations.

The quiz recommendation is a product and lifestyle recommendation only. It is not intended to make a decision that has legal or similarly significant consequences, and it is not medical advice, diagnosis or treatment. You may retake the quiz, choose a different ritual, or contact Noura for assistance if you would like help understanding a recommendation.

Where you provide an email address or cellphone number in connection with the quiz, Noura will use those details for marketing only where the required permission has been obtained.

6. Marketing, promotions and newsletters

Noura may invite you to provide your email address and cellphone number to receive promotions, product launches, newsletters, special offers and other brand updates.

For unsolicited electronic direct marketing, Noura will obtain consent where required by POPIA. Where the law permits marketing to an existing customer about Noura's own similar products or services, you will still be given a reasonable opportunity to object or opt out.

Every electronic marketing message will identify Noura and provide a simple way to stop future marketing. You can unsubscribe using the link or instructions in the message, or use the customer support channels available on the Noura website. Opting out of marketing will not prevent us from responding to enquiries or sending other non-marketing communications that you request or that are otherwise permitted by law.

7. Instagram content, reviews and social proof

Noura may display selected Instagram posts, customer content, testimonials or reviews on the website as social proof. This may be done through an approved embed, social feed integration, or manually selected content.

Where content is sourced from a public Instagram account, Noura will use it only where lawful and, where appropriate, with the account holder's permission. Social media platforms such as Instagram and Meta operate under their own privacy terms and may process information when embedded content or social features are loaded.

If you want Noura to remove customer content that features you, please email careline@cjdsa.co.za. We will assess and action valid requests in accordance with applicable law and the rights of other parties.

8. Cookies and website analytics

Noura may use cookies and similar technologies to keep the website working, remember preferences, understand website usage, improve performance and measure marketing effectiveness. Depending on the tools used on the website, cookies may include:

- Essential cookies required for core website functionality and security.
- Functional cookies that remember choices and preferences.
- Analytics cookies that help us understand traffic and website performance.
- Advertising or marketing cookies used to measure campaigns or show more relevant advertising, where permitted.

Where required, Noura provides an appropriate cookie consent mechanism and allows visitors to manage non-essential cookies. Blocking some cookies may affect website functionality.

9. When we share personal information

Noura may share personal information only where reasonably necessary and lawful, including with trusted operators and service providers that help us run the business. These may include:

- Website hosting, cloud storage, IT and web development service providers.
- The Local Choice website may receive technical referral information when you choose to follow a purchase link from the Noura website, depending on the link, browser and analytics technologies in use.
- Marketing, social media and content integration providers.
- Email, SMS and WhatsApp communication providers.
- Analytics, advertising and website performance providers.
- Customer support and CRM providers.
- Accountants, auditors, legal advisers, insurers and other professional advisers.
- Government bodies, regulators, law enforcement or courts where disclosure is legally required.

Noura will not sell personal information to third parties. Service providers that process personal information on Noura's behalf are required to protect it and use it only for authorised purposes.

10. Cross-border processing

Some service providers may host or process personal information outside South Africa. Where personal information is transferred to another country, Noura will take reasonable steps to ensure that the transfer is permitted under POPIA, including by relying on appropriate legal protection, contractual safeguards, consent where applicable, or another lawful basis for the transfer.

11. How long we keep information

Noura will retain personal information only for as long as reasonably necessary for the purpose for which it was collected, or for any longer period required or permitted by law. Retention periods may differ depending on the type of information.

- Records relating to enquiries, consent, marketing preferences and other interactions may be kept for periods reasonably required for operational, legal or compliance purposes.
- Customer support records may be kept while a query is active and for a reasonable period afterwards.

- Marketing information may be retained until you unsubscribe, object or withdraw consent, subject to limited suppression records needed to respect your opt-out.
- Quiz responses and recommendation data are kept only for as long as needed to provide or improve the service, unless linked to an account or retained on another lawful basis.
- Technical logs and analytics data may be retained for security, troubleshooting and trend analysis for a reasonable period.

When information is no longer required, or Noura is no longer authorised to retain it, Noura will securely delete, destroy or de-identify it where reasonably practicable.

12. How we protect personal information

Noura will take appropriate and reasonable technical and organisational measures to protect personal information against loss, damage, unauthorised destruction, unlawful access or unlawful processing. Measures may include access controls, secure passwords, encryption where appropriate, backups, staff access restrictions, vendor controls and ongoing security reviews.

No online system is completely risk-free. If a security compromise involving personal information occurs, Noura will investigate and provide notifications required by POPIA and other applicable law.

13. Your privacy rights

Subject to POPIA and any lawful limitations, you may have the right to:

- Ask whether Noura holds personal information about you and request access to it.
- Request correction or updating of inaccurate or incomplete information.
- Request deletion or destruction of personal information where Noura is no longer authorised to retain it. Deletion requests can be sent to careline@cjdsa.co.za.
- Object to certain processing of your personal information.
- Withdraw consent where processing is based on consent.
- Opt out of direct marketing at any time.
- Ask for information about the source of your data and categories of recipients where applicable.
- Lodge a complaint with Noura or with the Information Regulator (South Africa).

Noura may need to verify your identity before responding to a privacy request. Some information may need to be retained where required by law or where another lawful reason applies.

14. Children

The Noura website and Find Your Ritual quiz are intended for people who can lawfully provide their personal information. Noura does not knowingly seek to collect personal information from children without the consent of a competent person or another lawful basis permitted by POPIA. If you believe a child has provided personal information unlawfully, please contact us so that the matter can be addressed.

15. Third-party websites and services

The Noura website may contain links to third-party sites or services, including social media platforms and The Local Choice website. Noura does not process checkout, payment, order, billing or delivery information for purchases completed on The Local Choice website. When you follow a purchase link and submit information on The Local Choice website, that information is handled by The Local Choice and its service providers in accordance with their own privacy notices and terms. Noura is not responsible for the privacy practices of third-party websites, and you should review their privacy notices before providing personal information.

16. Changes to this Privacy Policy

Noura may update this Privacy Policy from time to time to reflect changes in the website, services, technology, suppliers or legal requirements. The latest version will be published on the Noura website with an updated

effective date. Where a change materially affects how personal information is used, Noura will take reasonable steps to notify affected users where required.

17. Complaints

If you have a privacy concern, you may contact Noura through the customer support channels available on the website. Requests to delete or remove personal information can be sent to careline@cjdsa.co.za. You also have the right to lodge a POPIA complaint with the Information Regulator (South Africa).

Information Regulator (South Africa) | POPIA complaints: POPIAComplaints@inforegulator.org.za | General enquiries: enquiries@inforegulator.org.za | Telephone: 010 023 5200 | Toll free: 0800 017 160 | Address: Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191.

18. Noura privacy contact details

Responsible party	Noura
Deletion / information removal requests	careline@cjdsa.co.za

19. Legal framework

This Privacy Policy is intended to operate in accordance with the Protection of Personal Information Act 4 of 2013 (POPIA), including its requirements on openness, security safeguards, data subject participation, direct marketing and cross-border transfers, together with applicable provisions of the Electronic Communications and Transactions Act 25 of 2002 (ECTA).

This Privacy Policy applies to the Noura website and the services described in it and is read together with any cookie notices, consent notices, website terms and other notices presented when personal information is collected. Noura may update this policy where its services, technology, suppliers or legal obligations change.