Product Finder

Skin Match Technology Sweitezrland AG / APRIL 2022

CLIENT **CLIENT & SMT** SKIN MATCH TECHNOLOGY (SMT) **EAN Request SMT Product Database Client Account Setup** Retailer sends Excel with requested EANs that SMT or Brand* adds all products requested to should be included in the Product Finder to the SMT Product Database (PDB). SMT will SMT sets up the clients Dashboard for the SMT (Skin Match Technology) undertake best efforts to cover all requested Product Finder and the Clients access EANs with the correct Product Information. Accounts with the respective rights for either **Brand** sends Excel with requested EANs and Retailer or Brand. INCI Lists that should be covered in the *Only Brands get access to the product Product Finder database and their own products. **SMT Data Retail/Brand Snippet Integration SMT Product Finder Setup** SMT provides Product Finder JavaScript Snippet to Retailer/Brand (Client) adds provided code to SMT will count the number of finished product Brand/Retailer in requested languages via settings where they want to display the Product Finder finders (profiles) as well as clicks on CTAs and in the provided account. (PDP, Home, Landingpage or other). count accumulated matches over time. Client may add additional code to their setup SMT or Brand/Retailer (Client) adds Products and to be able to activate "add to cart" or Data respective shopping, image links, price and SMT may also at their sole discretion collect Collection (see below). currencies to Product Finder Setup in the requested anonymised and aggregated data from languages. finished product finders and may provide statistics to Client via Insights in the provided account. SMT or Brand/Retailer (Client) adjusts design, content, selects questions or adds custom HTML to SMT may also use this data for further the question flow and start / result pages of the Brand / Retail Data improvement of their solutions. product finder. The Brand/Retailer (Client) has the option to collect profile data* (skin type, skin tone, needs, benefits and so on) as well as product recommendations (top matches per profile) via

post message and use such data for internal purposes. Client may connect this data to personal data and/or sales data.

*SMT does not store or collect this data for Client. It is the clients choice and task to collect and safely store this data and be compliant

with data protection laws.