Last updated 15 August 2025

At KMD Brands we take your privacy seriously. The purpose of this Privacy Statement is to inform you about how we collect and manage your personal information.

This Privacy Statement should be read in conjunction with any terms and conditions provided to you.

Who is KMD Brands?

KMD Brands is a global outdoor, lifestyle and sports company, and certified B Corporation. The Group consists of three iconic brands: Kathmandu, Rip Curl and Oboz.

For more information about KMD Brands, please click here

What personal Information do we collect?

KMD collects Personal Information about you directly from you (or from your authorised representative), when you:

- Details about your location
- Details of your enquiry or complaint
- Feedback on our services provided by you
- Details about your computer and browser
- Your interactions with our website, including the pages you click on.

If you subscribe for our investor emails we will collect your email address.

We may also collect personal information about you from a third party or a publicly available source, including social media. We also work closely with third parties (for example, business partners, joint marketers, advertising networks, analytics providers, social media companies and search information providers) and may receive information about you from them. We may combine this data with other information we collect.

What personal information do others collect?

If you use our services while logged into the following services, then they will collect information about your browsing as detailed in their privacy policies.

- Facebook
- Google+
- Instagram

- LinkedIn
- Twitter
- YouTube

We use Google Analytics to collect information about your browsing habits while using our services. As detailed within Google's Privacy Policy , Google may share this information publicly and with their partners.

How do you use tracking technologies including cookies?

We use cookies for a variety of purposes including to make your online experience more efficient and enjoyable. You may choose which cookies you wish to accept. If you do not accept all cookies, please be aware that you may lose some of the functionality of the website.

We work with third party suppliers who may also set cookies on our website, for example Google Analytics and Facebook. These third party suppliers are responsible for the cookies they set on our site. If you want further information, please go to the website for the relevant third party.

How do we use your personal information?

We use your personal information for a variety of reasons including:

- Answering your inquiries and delivering customer service to you
- Providing you with information about products, promotions, functions, or events, including those of KMD Brands entities and selected partners
- Enabling selected third parties to provide you with information about other products or services that we think may be of interest to you
- Delivering and measuring the effectiveness of advertising we serve to you and others
- Administering our site for internal operations, including troubleshooting, data analysis, testing, research, security, statistical and survey purposes
- Meeting our legal or compliance obligations
- Managing and resolving any legal or commercial complaints and issues
- Enforcing the law.

We may send marketing or promotional communications to you where you have indicated you would like to receive these, including about our products, services, or brand. If you do not wish to receive such communications, please contact us and we will respect your request and cease future communications. You can also unsubscribe via the relevant link in the email you received.

What legal basis do we have for processing your personal information?

If you wish to discuss the legal basis your personal information is processed on for a specific circumstance, please make a request through the Privacy Portal.

Where we process personal information based on your consent, you may withdraw your consent at any time. Despite the above, we may process your personal information where such processing is necessary for compliance with applicable laws.

Who do we share your information with?

We may share your information in the following circumstances:

With other entities within the KMD Brands Limited group.

- To advertisers and advertising networks that require data to select and serve relevant adverts to you and others.
- Subject to your opt-in and/or opt-out rights, to third parties for their own marketing purposes such as co-sponsors of events or activities.
- Where we are using Google Analytics your information will be disclosed to google for use as detailed within Google's Privacy Policy, Google may share this information publicly and with their partners.
- In the event that we buy, sell, reorganise, merge or dissolve businesses or assets, in which case we may disclose your personal information to the prospective seller or buyer of such business or assets.
- To law enforcement, regulatory bodies, legal advisors or similar third parties.
- In an anonymous form with carefully selected third parties, where there is an identified benefit to some or all of the customer base (for example, environmental protection research). This data will not identify you.

We do not disclose your personal information to any third party other than those described previously, subject to where we are legally required to do so or where you have provided consent.

How do we secure your information?

Your personal information is held in a controlled and secure environment. We use appropriate technical, organisational, and administrative security measures to protect any information we hold from loss, misuse, and unauthorised access, disclosure, alteration, and destruction.

Please do not enter any credit card details or sensitive personal information when contacting us via email, or through our website.

Do we use automated decision making or profiling?

We do not use automatic decision making or profiling.

Do we well your personal information?

We may share your personal information among our affiliated companies and with third parties who provide valuable services to us. However, we do not sell your personal information for money.

How long do we keep your information?

We will keep your personal information:

- Until we no longer have a valid reason for keeping it
- Until you request us to stop using it
- For as long as required by law.

We may keep just enough of your personal information to ensure that we comply with your requests for deletion.

What are you rights?

The right to be informed

We have published this Privacy Statement to keep you informed as to what we do with your personal information. We strive to be transparent about how we use your personal information.

The right to access

You have the right to access your information. Please raise a request with us here if you want to access the personal information that we hold about you.

The right to correction

If the information we hold about you is inaccurate or not complete, you have the right to ask us to rectify it. You can correct your information by raising a request with us here.

The right to deletion

This is sometimes called ‘the right to be forgotten’. Please raise a request with us here if you want us to delete all your personal information.

The right to restrict processing

You have the right to ask us to restrict how we process your personal information. This means we are permitted to store the data but not process it. If you want us to restrict processing of your information, please raise a request with us here.

You have the right to opt out of having your personal information sold. If you wish to opt out of having your personal information sold, please raise a request with us here.

The right to data portability

If you wish to port your information, please raise a request with us here.

The right to object

You have the right to object to how we process your personal information. If you wish to object, please raise a request with us here.

The right to withdraw consent

If you have given us your consent to process your personal information but change your mind later, you have the right to withdraw your consent at any time. If you want to withdraw your consent, please raise a request with us here.

The right to complain to a Supervisory Authority

You have the right to complain if you feel that we have not responded to your requests to solve a problem. The relevant Supervisory Authority will depend on your location.

Have a question or concern?

In the first instance, please contact us here.

If you consider that your query or privacy concerns have not been resolved satisfactorily by us or you wish to obtain more information on privacy requirements, you can contact your local Privacy Regulator.

Will you change this privacy statement?

We may change this statement from time to time in the future. Any such changes will be posted here. We advise you to check back frequently to see any updates or changes.