

LORO PIANA

PRIVACY NOTICE

1. Data Controller

In relation to the Loro Piana Gift Card scheme, the data controller shall be the selling entity, identified as follows:

- Loro Piana S.p.A., with registered office in C.so Rolandi 10, 13017 Quarona (VC), Italy, with regard to the Loro Piana Gift Cards purchased in the Loro Piana e-shop www.loropiana.com or in the Loro Piana select directly operated store(s) located in Italy; or
- Loro Piana GesmbH, with registered office in Kohlmarkt 16, 1014 Wien, Austria, with regard to the Loro Piana Gift Cards purchased in the Loro Piana select directly operated store(s) located in Austria; or
- Loro Piana France S.A.S., with registered office in 12 Rue du Faubourg St. Honoré, 75008 Paris, France, with regard to the Loro Piana Gift Cards purchased in the Loro Piana select directly operated store(s) located in France; or
- Loro Piana GmbH, with registered office in Maximilianstraße 21, 80539 München, Germany, with regard to the Loro Piana Gift Cards purchased in the Loro Piana select directly operated store(s) located in Germany; or
- Loro Piana España, S.L.U., with registered office in Calle José Ortega y Gasset 16, 28006 Madrid, Spain, with regard to the Loro Piana Gift Cards purchased in the Loro Piana select directly operated store(s) located in Spain,

("Loro Piana"), which can be contacted at the following email address privacy@loropiana.com, informs you, according to European Regulation No. 679/2016 on the processing of personal data ("**European Privacy Regulation**") and other applicable laws that it processes the personal data provided by you ("**Data**") with the following modalities.

2. Ways of Data Processing

Data is processed in paper and electronic form in line with organizational and security requirements defined by applicable laws. Data processing activities include collection, registration, accumulation, storage, adaptation, change, renewal, use, distribution, depersonalization, destruction, including with the use of information (automated) systems.

3. Purposes of Data Processing

Loro Piana processes Data (such as, for instance, name, surname, address, the details of your purchases, etc.) collected from you (i) to issue the Loro Piana Gift Card and manage the sale of our products and provide sale and after-sale services (including, for instance, fraud prevention, returns, guarantee, card replacement in case of loss and customer support), including the management of your information requests ("**Contractual Purposes**"); and (ii) to comply with legal and regulatory obligations ("**Legal Purposes**").

4. Legal Basis

Processing of Data for Contractual Purposes is mandatory since it is necessary to issue the Loro Piana Gift Card and use specific services offered by Loro Piana. Processing of Data for Legal Purposes is mandatory since it is required by the applicable laws. If you do not provide Data, it

would not be possible to provide the products or services provided by Loro Piana that you request. Where required under applicable personal data protection laws, we will also obtain your consent prior to processing your Data.

5. Data Retention Period

Your Data is processed for no longer that is necessary to fulfil the above mentioned purposes and, particularly, for the Contractual Purposes Data are retained for the duration of the Loro Piana Gift Card and for 6 years after the requested service. For the Legal Purposes, your Data is stored in accordance with the specific limitation periods defined by law. Upon expiry of the above mentioned retention periods, your Data will be automatically deleted or made anonymous in a permanent and non-reversible way following the procedures established by the applicable law.

6. Data Communication and Transfer Abroad

For the Purposes explained in paragraph 3, Loro Piana might communicate Data, strictly necessary to each purpose of processing, to the following categories of subjects: (i) employees in charge of the processing (such as the personnel of the IT and Retail offices); (ii) consultants and professional and technical service providers (such as IT service providers, postal offices and couriers, legal consultants, etc.), (iii) Loro Piana S.p.A. (Italy), companies under common control of Loro Piana S.p.A. (Italy), Loro Piana's companies in joint venture arrangements and Loro Piana's franchisees which may also be located in countries outside the Economic European Area (EEA) as indicated on www.loropiana.com. Data may be transferred outside the EEA according to articles 45 and 46 of the European Privacy Regulation. When your Data is transferred to a third party not located in a third-party country that benefit from an adequacy decision of the European Commission, the transfer of your Data will be made pursuant to contractual measures based on the European Commission model clauses as appropriate to secure the transfer of your personal data. Your Data are not disseminated.

You have the right to receive information on the place where Data is kept, and details on the transfer mechanism used to protect the Data transferred outside of the EEA (although some details may be redacted for confidentiality reasons), by asking directly to Loro Piana, through the contact details provided in paragraph 8 of this Privacy Notice.

7. Data Subject's Rights

You may always enforce your privacy rights, namely request access to the Data, verify Data content, origin, accuracy, ask that Data be integrated, updated, amended, deleted, blocked for breach of law, object the adoption of automated decisions and object to the processing of your Data for legitimate purposes. In addition to the rights above, you may ask for a restriction of the processing, ask for Data portability and bring a claim before the Data Protection Authority, if the premises subsist.

In addition to the above, the following terms applies:

- If you are an Italian or French resident, you also have the right to define (general or specific) directives regarding the fate of your Personal Data after your death.
- If you are a Ukrainian data subject, you have any additional rights according to the Law of Ukraine “On Personal Data Protection” No. 2297-VI as of 1 June 2010. Please be informed that this Privacy Notice serves also as notification on personal data processing

under Article 12 of the Law of Ukraine “On Personal Data Protection” No. 2297-VI as of 1 June 2010. By this Privacy Notice, you have been notified on (i) data controller of your Data; (ii) nature and scope of Data to be processed; (ii) purposes of Data processing; (iii) parties to whom Data may be transferred; (iv) your rights with regard to Data processing.

To exercise those rights listed above in the extent permitted by applicable law, please use the contact details provided in paragraph 8 of this Privacy Notice.

8. Change, Update and Contacts

This document will be effective from the date indicated in the heading. Loro Piana might change and/or integrate the Privacy Notice, also as a consequence of further modifications and/or integration of the European Privacy Regulation. You can check the most current version of this privacy information notice and additional information on how we process personal data at the following web address <https://it.loropiana.com/en/privacy-cookies?section=privacy-gift-card-eur>. Updates and modifications will be also available at the Loro Piana Stores, upon request.

If you have doubts, questions or complaints with regard to the collection and processing of your Data, you may contact Loro Piana by sending an email to the following address privacy@loropiana.com.