



## PRIVACY NOTICE

### 1. Data Controller

Loro Piana S.p.A. with registered offices in Corso Rolandi 10, Quarona (VC) – 13017, Italy, in its quality as data controller (“**Loro Piana**”) which can be contacted at the following email address [privacy@loropiana.com](mailto:privacy@loropiana.com), informs you, according to European Regulation No. 679/2016 on the processing of personal data (“**European Privacy Regulation**”) that it processes the personal data provided by you in one of the Loro Piana's stores, or surfing or registering to the website [www.loropiana.com](http://www.loropiana.com), also during the purchase of products or the use of services offered by Loro Piana (“**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.

### 3. Purposes of Data Processing

Loro Piana processes Data (such as name, surname, address, telephone number, e-mail, birthdate, the details of your purchases and services used, including spending volume and items purchased, status, number of family members, and images) collected from you, even online through its websites for the following purposes (i) to manage the sale of its products and provide sale and after-sale services (including, for example, fraud prevention, returns, guarantee and customer support); (ii) in relation to Loro Piana online activities, to offer the services through its websites, including the virtual showroom and e-concierge, as well as the Loro Piana newsletter service, if you have subscribed to it, and the feedbacks to your information requests (purposes referred to in letters (i) and (ii) are collectively referred to as “**Contractual Purposes**”); (iii) to comply with legal and regulatory obligations (“**Legal Purposes**”); and, with your prior consent, (iv) to send marketing communications on Loro Piana's exclusive products, services and activities through electronic means (including, for example, email, SMS, MMS, mobile, social network and instant messages) or paper means (including, for example, traditional mail) to promote its trademarks, services and/or products and to conduct market analysis and statistics (“**Marketing Purposes**”) except for communications relating to Loro Piana newsletter as referred to in letter (ii) above for which you need to subscribe and (v) to analyse your habits, interests and preferences in order to offer personalised services and send one-to-one marketing communications from a Loro Piana advisor (“**Profiling Purposes**”). Moreover, your Data related to spending volume, product category, store of purchasing, date of birth, status and number of family members may be processed on the basis of Loro Piana's legitimate interest to provide a service in line with your needs, adequately balanced with the necessity of your rights protection (“**Marketing Related Legitimate Interest Purposes**”).

### 4. Legal Basis

Processing of Data for Contractual Purposes is mandatory since it is necessary to register, purchase products and use specific services offered by Loro Piana (including but not limited to, the virtual showroom and e-concierge services, the subscription to Loro Piana newsletter, etc.). Processing of Data for Legal Purposes is mandatory since it is required by the applicable laws. If you do not provide your Data, it will not be possible for Loro Piana to provide the products or services that you request. Processing of Data for Marketing and Profiling Purposes is not mandatory and is subject to your prior consent which, in any case, may be revoked. Processing of Data for Marketing Related Legitimate Interest is functional to the pursuit of a legitimate interest of Loro Piana, properly balanced with your interests and, considering the limitation to this form of processing explained in paragraph 3.

### 5. Data Retention Period

Your Data are 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 contract and/or of the service requested (in case of an account created on the website or in relation to services provided by Loro Piana), as well as for the following next 10 years. In any case, as for the newsletter service as referred to in letter (ii) of paragraph 3 above, your Data will be processed until you unsubscribe from the service and/or you exercise your right to oppose to such communications by clicking on the link available at the end of each communication received. For the Legal Purposes, your Data are stored in accordance with the specific limitation periods defined by law. Data for Marketing and Profiling Purposes are stored for a period of 7 years from the last purchase done and/or from the



last contact with you (e.g. participation to an event, access to a specific service and opening of a newsletter). Even Data processed for Marketing Related Legitimate Interest are retained for a period of 7 years from the last purchase done, notwithstanding the right to object to the processing at any time. Upon expiry of the above mentioned retention periods, your Data will be automatically deleted or made anonymous in a permanent and non-reversible way.

## **6. Data Communication and Transfer Abroad**

For the Purposes explained in paragraph 3, Loro Piana might communicate your 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 CRM, IT, Retail offices); (ii) consultants and professional and technical service providers (such as IT service providers, postal offices and couriers, legal consultants, etc.), (iii) companies controlled by Loro Piana, 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](http://www.loropiana.com). (iv) public entities, banks, third parties involved in corporate transactions and extraordinary operations, and legitimate recipients. Data may be transferred outside the EEA according to articles 45 and 46 of the European Privacy Regulation, as well of any other measures required by the applicable data protection laws. Your Data are not disseminated. You have the right to receive information on the place where your Data are kept, as well as on the measures adopted for the transfer, 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, for example you may access your Data, verify your Data content, origin, accuracy, ask for your Data to be integrated, updated, amended, deleted, or blocked for breach of law, as well as 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, your Data portability and lodge a claim before the Data Protection Authority, if the premises subsist.

## **8. Change, Update and Contacts**

This document will be effective from the date of update indicated in the heading. Loro Piana might change and/or integrate the Privacy Notice, also as a consequence of further law modifications and/or integration. Updates and modifications will be notified in advance and you will be able to view the updated Privacy Notice on [www.loropiana.com](http://www.loropiana.com).

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 e-mail to the following address [privacy@loropiana.com](mailto:privacy@loropiana.com). The Data Protection Officer (DPO) designated by Loro Piana is reachable at the following address [privacy@loropiana.com](mailto:privacy@loropiana.com).

You may always enforce your privacy rights, for example you may access your Data, verify your Data content, origin and accuracy, ask for your Data to be integrated, updated, amended, deleted, or blocked for breach of law, as well as 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, your Data portability and lodge a claim before the Data Protection Authority, if the premises subsist.