

# **CUSTOMER PRIVACY POLICY**

FOR THE PHYSICAL AND DIGITAL WORLDS

**Effective Date: 08/12/2020**

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## 1. WHAT IS COVERED BY THIS PRIVACY POLICY AND DO OTHER POLICIES APPLY TO YOU?

This privacy policy covers situations where we, Kering, access, collect, store process, use, disclose or transfer your personal information in paper or electronic form. It also covers situations where approved partners or other members of [Kering](#) use your personal information on our behalf.

In some cases, other policies apply to you. It may be the case when you use certain products or services, and in this event:

- You will be notified of these other policies while using the products or services they apply to.
- Such policies will supersede this privacy policy unless they expressly refer to it.

This privacy policy does not cover products or services you might use as provided by other companies acting on their own account.

## 2. WHO COLLECTS & USES YOUR PERSONAL INFORMATION?

We, {BRAND}, act as the “data controller”, which means that we determine “why” and “how” your personal information is collected and used. We are a France corporation, located in 40 RUE DE SEVRES 75007 PARIS and registered under number [552 075 020](#) with the company registry of [Paris](#)

To be able to deliver our services to you, we need to share your personal information with approved partners or other members of [Kering](#) who generally act as our “data processors”. All are bound by an obligation to implement appropriate security measures to protect personal data in their possession, and are bound by a strict confidentiality agreement and specific contractual terms on “how” and “when” they are allowed to use your personal information on our behalf.

## 3. WHY DO WE COLLECT YOUR PERSONAL INFORMATION?

Kering will collect, hold, use and disclose your personal information for the purposes described in this section. The processing of your personal information will comply with your privacy legislation and rely on the legal bases set out in this section.

If you would like more information on the purposes and legal bases, you can contact us at [privacy@kering.com](mailto:privacy@kering.com) (or see [How can you contact us?](#)).

- **To optimise and manage our website and other means of communication.**

We may take certain measures involving the use of your personal information to administer, optimise and improve our means of digital or physical communications such as our website.

The use of your personal information will allow us to perform our contractual obligations or improve our services in accordance with our legitimate interest. Of course, when we use cookies or other online advertising technologies, your prior consent will always be required.

## 4. WHAT PERSONAL INFORMATION DO WE COLLECT?

When you interact with us or our approved partners, you may provide us with the following categories of personal information (that may include sensitive information in accordance with applicable legislation).

#### **A. User-generated content.**

This set of personal information enables you to provide us with personal information relating to you or to third parties. In certain circumstances it enables us to contact you.

#### **B. Additional information for Californian residents**

- **Characteristics of classes protected under federal or California law**
- **Categories of information collected over the past 12 months.**

Please note that the categories mentioned in this section *What personal information do we collect?* also represent the categories of personal information that we have collected over the past 12 months.

### **5. SHOULD YOU ALWAYS SHARE YOUR PERSONAL INFORMATION WITH US?**

You may not always be required to provide us with the personal information that we are asking you for: any personal information that is required is clearly marked as mandatory.

When you do not wish to share certain personal information with us, you may simply not provide it to us, or opt-out of the processing of your personal information when this option is offered to you.

However, if you choose not to provide certain personal information, you may not be able to benefit from some of our services for which the provision of such personal information is necessary.

We may ask you to provide us with personal information to meet certain legal requirements. In such cases, we will notify you in due time and advise you as to whether your personal information is mandatory or not (as well as of the possible consequences if you do not provide your personal information).

### **6. FOR HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?**

Our general approach is to retain your personal information only for as long as it is needed.

When we use [cookies or other online advertising technologies](#), your consent shall only be valid for a maximum period of 13 months.

We may retain personal information for a shorter or longer time, for instance, where we are obliged to do so in accordance with relevant legal, tax and accounting requirements.

#### **Additional information for South Korean residents:**

*We may retain certain personal information in accordance with the following legal requirements:*

- *Records on contracts and withdrawal of subscriptions: 5 years (as required under the Act on Consumer Protection in Electronic Commerce Transactions)*
- *Records on consumer complaints and processing of disputes: 3 years (as required under the Act on Consumer Protection in Electronic Commerce Transactions)*
- *Records of log-ins: 3 months (as required under the Protection of Communications Secrets Act)*

## 7. HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

We, **Kering**, are strongly committed to keeping your personal information safe.

To do so, we design our services with your safety in mind. Within our group, we have dedicated teams managing and ensuring the security and privacy of your personal information. We have adopted specific technical and organisational security measures to protect personal information against accidental or unlawful destruction, accidental loss, alteration, unauthorised disclosure or access.

For example, whenever personal information is passed between your device and our servers, we ensure that it is encrypted using Secure Sockets Layer (“SSL”) and/or other security methods. We implement Hyper Text Transfer Protocol over Secure Socket Layer (“HTTPS”) in order to protect your connection to our website. All your personal information is stored on secured servers.

We have also established a specialised personal information security management system. For example, we strictly control the scope of authorisation of our employees who have access to the personal information that we collect and process. We regularly review our information collection, storage and processing practices, including physical security measures, to guard against any unauthorised access and use.

We conduct security and privacy protection training courses and tests on a regular basis to enhance our employees’ awareness of the importance of protecting personal information. We take commercially reasonable steps to make sure that our business partners and third-party service providers are able to protect your personal information. Our employees and those of our business partners and third-party service providers who have access to your personal information are subject to enforceable contractual obligations of confidentiality and specific contractual privacy provisions.

In the event of a security incident resulting in any breach of personal information, as qualified by law, we have an emergency response plan in place to prevent the expansion of such security incidents. In addition, we will report such personal information breach to the relevant supervisory authority as required by applicable law, and inform you via an appropriate channel as and where required by applicable law.

Please also note that in order to keep your personal information secure, we may from time to time, have to reset your password.

However, you should be aware that no service can be completely secure, and you play a key role in keeping your personal information safe. For the best possible protection of your personal information outside the limits of our control, your devices should be protected (e.g. by updated antivirus software) and your internet service providers should take appropriate measures for the security of personal information transmission over the network (e.g. with firewalls and anti-spam filtering). You accept the inherent security implications of interacting over the Internet and will not hold us or our partners responsible for any security incident or breach of personal information unless it is due to our negligence.

## 8. WHERE DO WE STORE YOUR PERSONAL INFORMATION?

We operate globally and may transfer your personal information to other companies within [Kering](#) or to approved partners in locations around the world. We may have to share your personal information outside the country where you have first shared it with us. When we do so, it will always be for the purposes described in this privacy policy and where we are satisfied with the levels of protection and security implemented in compliance with applicable privacy legislation.

In most cases, the personal information we collect from you will be stored in servers located in the European Union or Switzerland. However, this may vary depending on the country in which the information is collected or applicable legislation. For more information about the location where your personal information is stored, you can contact us at [privacy@kering.com](mailto:privacy@kering.com) (or see [How can you contact us?](#))

We want to ensure that your personal information is always safely used and available to you, wherever you want to access it and for whatever reason you wish to use it.

When we share, use or transfer personal information in particular from the European Union, we use standard contractual clauses approved by the European Commission, or put in place other measures under applicable privacy legislation, to ensure that such transfer provides adequate safeguards. You can contact us at [privacy@kering.com](mailto:privacy@kering.com) (or see [How can you contact us?](#)) for more information about these safeguards including how to obtain copies of this information.

## 9. DO WE SELL YOUR PERSONAL INFORMATION?

We do not sell your personal information and have not done so in the past 12 months.

We may allow selected third parties (such as approved advertising partners) to collect your personal information via automated technologies on our websites (see [“Do we use cookies or other online advertising technologies?”](#)) in an effort to provide you with content and advertisements that may be of interest to you and on the legal bases set out in this privacy policy.

However, to the extent our transfers of your personal information to certain third-parties may be interpreted as a “sale” under California privacy law, if you are a Californian resident you have the right to opt out of that sale.

If you are a Californian resident, you also have the right to opt out of such disclosure of your information for online interest-based advertising purposes.

Californian residents’ rights are further described in the section: “Information for Californian residents” under the provision attached to the following question: [“What are my rights regarding my personal information?”](#)

## 10. WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

We may share and disclose your personal information for business purposes with the categories of recipients listed below. We may also receive personal information about you from some of them as our third-party sources. If you would like more information about the sharing of your personal information, including the list of recipients, please contact our privacy team and Data Protection Officer at [privacy@kering.com](mailto:privacy@kering.com) (or see [How can you contact us?](#))

### A. Approved partners acting as service providers

*To use your personal information, we rely on approved partners. All approved partners are bound by an obligation to implement appropriate security measures to protect personal data in their possession, and bound by a strict confidentiality agreement and specific contractual provisions on “how” and “when” they are allowed to collect and use your personal information.*

**B. Law enforcement body, regulatory body, government agency, court, lawyers to comply with laws and defend our rights and interests**

*We may disclose your personal information to any competent law enforcement body, regulatory body, government agency, court or other third party where we believe disclosure is (i) required as a matter of applicable law or regulation, (ii) necessary to exercise, establish or defend our legal rights, or (iii) necessary to protect your interests or those of any other person, and on the legal basis set out in this privacy policy. Where this is required, we will take steps to minimise any data that is shared.*

**C. At your request or for our legitimate interest or compliance with laws and regulations**

*We may disclose your personal information to any other person: with your consent; where we have an overriding legitimate interest (on balance with your interests) to do so; or where we have a legal or regulatory obligation to do so.*

## **11. WHAT ARE YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION?**

Subject to your applicable privacy legislation, you may be entitled to one or more of the following rights and exercise them on your own or via a legal representative acting on your behalf. We, **Kering**, are committed to protecting your rights and allowing you to exercise them. You will never be discriminated against when you exercise your right in good faith under any applicable privacy law.

If you need any further information regarding your rights, how to exercise any of your rights, or if you have any complaints or questions regarding our privacy practices, please contact our privacy team and Data Protection Officer at [privacy@kering.com](mailto:privacy@kering.com).

**A. Right of access, rectification and erasure**

*Under certain circumstances you may have the right to request access to and obtain a copy of any of your personal information that we may hold. Such right of access also includes the right to receive information in particular about the purposes of the processing, the categories of personal information concerned, the categories of recipients to whom your information may be disclosed, and the envisaged period for the retention of your information.*

*You may also request correction of any inaccurate personal information relating to you and to request the deletion of your personal information. You can see and update most of this personal information yourself online, or by contacting our customer services, or by emailing our privacy team at [privacy@kering.com](mailto:privacy@kering.com).*

**B. Right to withdraw consent**

*Where processing of your personal information is based on your consent, you have the right to withdraw it at any time*

**C. Right to personal information portability**

*Under certain conditions, you may have the right to receive personal information you have provided to us within a structured, commonly used and machine-readable format, and also to require us to transmit it to another data controller where this is technically feasible.*

**D. Right to restriction of processing**

*Subject to privacy legislation applicable to you, you may have the right to restrict our processing of your personal information in particular where:*

- *you contest the accuracy of the personal information (until we have taken sufficient steps to correct or verify its accuracy);*

- *the processing is unlawful, but you do not want us to erase the personal information;*
- *we no longer need your personal information for the purposes of the processing, but you require such personal information to establish, exercise or defend legal claims; or*
- *you have objected to processing that has been justified on legitimate interest grounds, pending verification as to whether we have compelling legitimate grounds to continue processing.*

*Where personal information is subject to restriction in this way, we will only process it with your consent or to establish, exercise or defend legal claims, in accordance with local legislation.*

*Specifically, subject to your applicable privacy legislation, your right to restriction of processing may include:*

- *the right to request the anonymization, blocking or deletion of any unnecessary or excessive personal information or personal information processed unlawfully, in particular if you are a Brazilian resident.*
- *the right to request us to stop transferring your personal information to a third party, in particular if you are a Vietnamese resident.*

#### **E. Right to object to processing**

*Where we rely on legitimate interest to process personal information, you may have the right to object to that processing. In this case, we must stop using your personal information for that purpose unless we can either demonstrate compelling legitimate grounds for processing that override your interests, rights and freedoms or where we need to process the personal information in order to establish, exercise or defend legal claims. Where we rely on legitimate interest as a justification for processing, we believe that we can demonstrate such compelling legitimate grounds, but we will consider each case on an individual basis.*

#### **F. Deceased person rights to privacy**

*To exercise rights on behalf of a deceased individual, you may be required to provide us with proof that you are an immediate family member or executor of the deceased person. Subject to applicable privacy laws, we may not be able to support your request. Please be informed that under certain laws (for example in France), you can define directives relating to the storage, erasure and communication of your personal information after your death.*

#### **G. Specific information for Californian residents**

##### **Your rights**

*If you are a Californian resident, subject to certain conditions and limitations, you may have the following rights with respect to personal information about you:*

- A. Right of access** - *You may be entitled to request that we disclose to you personal information we have collected about you, in the preceding 12 months, the categories of sources from which the information was collected, the purposes of collecting the information, the categories of third parties we have shared the information with, and the categories of personal information that have been shared with third parties for a business purpose.*
- B. Right of data portability** – *In some instances, you may have the right to receive the information about you in a portable and readily usable format.*
- C. Right to have personal data erased** – *Subject to certain conditions, you may be entitled to request that we delete personal information about you. We will not delete personal information*



about you when the information is required to fulfill a legal obligation, is necessary to exercise or defend legal claims, or where we are required or permitted to retain the information by law.

If you chose to exercise any of these rights, we will not discriminate against you on the basis of choosing to exercise your privacy rights. We may, however, charge a different rate or provide a different level of service to the extent permitted by law.

### **Sale of your personal information**

As set out in the section [Do we sell your personal information?](#), we do not sell your personal information nor have we done so in the past twelve months. We may allow selected third parties (such as approved advertising partners) to collect your personal information via automated technologies on our websites in an effort to provide you with content and advertisements that may be of interest to you and on the legal bases set out in this privacy policy.

However, to the extent our transfers of your personal information to certain third-parties may be interpreted as a “sale” under California privacy law, you have the right to opt out of that sale of your personal information. Please note that we will still share your information in ways that are not a “sale,” such as with our service providers, for our own online advertising purposes.

For information about how to manage cookies and opt out of online interest-based advertising, please review your browser or see our section [“Do we use cookies or other online advertising technologies?”](#). Your opt-out of interest-based advertising on your browser will be specific to the web browser or device you use at the time you exercise your opt-out rights; if you use multiple web browsers or devices, you will need to opt-out from each browser and device. Opting-out of the use of your information for interest-based advertising purposes does not mean you will stop seeing ads, including interest-based ads.

If you are a Californian resident you also have the right to submit a Shine the Light Request: you may have the right to request that we provide you with a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, as well as the identity of those third parties.

### **Verification of your request**

Before providing you with the above rights, we must be able to verify your identity. In order to verify your identity, you will need submit information about yourself, including, to the extent applicable, providing your account login credentials or other account information, answers to security questions, your name, government identification number we already have on file, date of birth, contact information, or other personal identifying information. We will match this information against information we have previously collected about you to verify your identity and your request. To the extent you maintain an account with us, we will require you to login to that account as part of submitting your request. If we are unable to verify your identity as part of your request, we will not be able to satisfy your request. We are not obligated to collect additional information in order to enable you to verify your identity. For deletion requests, you will be required to submit a verifiable request for deletion and then to confirm separately that you want personal information about you deleted.

### **How to make your request**

You may make one request per calendar year. In your request, please attest to the fact that you are a Californian resident and provide a current California address for your response. You may request this information in writing by contacting us at [privacy@kering.com](mailto:privacy@kering.com).

### **When can you expect to hear from us**

We will confirm receipt of your request within 10 business days and provide information about how we will process the request, including the verification process and expected response time. Please allow up to forty-five (45) days for a response, from the day the request is received. We may require an additional forty-five (45) calendar day extension.

*“Additional Information: to the extent permitted by applicable law, we may charge a reasonable fee to comply with your request. This statement is available in alternative formats upon request. Please contact [privacy@kering.com](mailto:privacy@kering.com).*

#### **H. Right to lodge a complaint**

*You also have the right to lodge a complaint with your local supervisory authority if you consider that the processing of your personal information infringes applicable law.*

*If you are a resident of a Member State of the European Economic Area, you may refer to the list of data protection authorities in the European Economic Area available [here](#).*

*Under applicable legislation, you may have the right to bring complaints relating to the processing of your personal information before civil courts, in particular if you are a Chilean resident.*

#### **I. Modalities of response to your requests, additional information or assistance**

If you need any further information regarding your rights or how to exercise any of your rights, or if you have any complaints or questions regarding our privacy practices, please contact our privacy team and Data Protection Officer at [privacy@kering.com](mailto:privacy@kering.com).

To help protect your privacy and maintain security, we will take steps and may require you to provide certain information to verify your identity before granting you access to your personal information or complying with your request.

Where permissible under applicable law, we reserve the right to charge a fee for instance if your request is manifestly unfounded or excessive, to cover the administrative costs incurred by your request. We will endeavour to respond to your request as soon as possible and in any case within the applicable timeframe.

## 12. CAN THE PRIVACY POLICY CHANGE?

We may occasionally make changes to this privacy policy, for example to comply with new requirements imposed by applicable laws or technical requirements. We will post the updated privacy policy on our website. We therefore encourage you to review this page every so often.

We may also notify you in case of material changes and, where required by applicable law, we will seek your consent to those changes.

If we wish to process your personal information for a new purpose not described in this privacy policy, where necessary we will inform you and where required we will seek your consent.

## 13. DO WE USE COOKIES OR OTHER ONLINE ADVERTISING TECHNOLOGIES?

We use cookies to analyse our traffic data. We also share information on your use of our site with our analytics partners. You can read more about any of our purposes or the vendors that we use by clicking on 'Cookie Settings.' This preference centre is accessible at any time through the 'Cookie Settings' button located on every page.

When you visit any website, it may store or retrieve information using your browser, mostly in the form of cookies. This information might be personal information about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalised web experience. Because we respect your right to privacy, you can choose not to allow some types of cookies.

At any time you have the option to accept or decline the use of cookies using the on/off settings of the preference centre, by clicking on the button below:



Cookie Settings

## 14. HOW CAN YOU CONTACT US?

If you have any questions regarding our privacy practices or how we handle your information, please contact our privacy team and Data Protection Officer by sending an email to [privacy@kering.com](mailto:privacy@kering.com).

K E R I N G



Empowering Imagination