

PRIVACY NOTICE FOR JUST FOR YOU (September 2022 version)

1. Data Controller

The Data Controller is Loro Piana Switzerland SA with registered offices in c/o Lardi & Partners SA, Via Cantonale 19, 6900 Lugano, Svizzera ("Loro Piana") which can be contacted at the following email address privacy@loropiana.com.

You may contact the Data Protection Officer (DPO) according to art 37 of the European Regulation No. 679/2016 on the processing of personal data ("European Privacy Regulation") who is reachable to the following address privacy@loropiana.com.

Loro Piana informs you, according to European Privacy Regulation, 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.

3. Purposes of Data Processing

Loro Piana processes Data (such as, for instance, name, surname, email etc.) collected from you for the following purposes (i) to access and to manage the Just For You company event ("**Event**"), also providing sale and after-sale services including, for instance, fraud prevention, returns, guarantee and customer support ("Contractual Purposes") (ii) to comply with legal and regulatory obligations ("Legal Purposes").

4. Data Subjects

This document applies to Loro Piana employees who access to the Event ("Data Subject")

5. Legal Basis

Processing of Data for Contractual Purposes is mandatory since it is necessary for the registration at the Event and it is necessary to purchase products 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.

6. Data Retention Period

The Data is processed for no longer that is necessary to fulfil the above mentioned purposes and, particularly (i) For the Contractual Purpose, Data is retained for the duration of the Event and for the next 10 years. For the Legal Purposes, 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 deleted or made anonymous in a permanent and non-reversible way.

7. 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, that will act as Data Controllers or Data Processors: (i) employees in charge of the processing (such as the IT employees 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 and all companies belonging the Loro Piana group or under Loro Piana control, company in joint venture and franchisee, that may also be located outside European Economic Area, in countries listed on www.loropiana.com (iv) persons and authorities whose right to access personal data is recognized by law, regulations or provisions issued by legally empowered authorities

For transfers to countries located outside the European Economic Area, Loro Piana has put in place appropriate safeguards and supplementary measures where necessary to protect the Personal Data. Accordingly, Personal Data are transferred in compliance with the requirements and the obligations provided by applicable data protection laws as per Articles 44 et seq. of the European Privacy Regulation

8. Which Cookie does the site use

technical cookies: these cookies are necessary to allow the user to browse the site and to benefit from its functionalities. If strictly necessary for the use of the site, these cookies do not require the user's prior consent and cannot be switched off. In this case, technical cookies are also named "strictly necessary cookies". Instead, where technical cookies enable certain functionalities and services, enhancing the site, they are called "functional cookies". In any case, without these cookies some services or functions could not be provided and the browsing of the Site would not be easy and functional;

9. Data Subject's Rights

Data Subject may always enforce your privacy rights, according to art. 15 s.s. of the European Privacy Regulation. For example Data Subject may access the Data, verify Data content, origin, accuracy, ask that Data be integrated, updated, amended, deleted, blocked for breach of law, object to the processing of your Data for legitimate purposes. In addition to the rights above, the Data Subject 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.

For these requests you may contact Local Loro Piana by sending an email to the following address privacy@loropiana.com.

10. Change and Update

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. Updates and modifications will be notified in advance and you will be able to view the update Privacy Notice at the www.loropiana.com.