



Privacy Information Notice

Dear Madame/Sir,

Fendi S.r.l. and Fendi Hong Kong Limited (herein after "**Data Controllers**", as further defined in paragraph 7) provide you with the following information on the collection, processing and use of your personal data collected by Fendi S.r.l. and/or Fendi Hong Kong Limited (on behalf of itself and acting as agent on behalf of Fendi S.r.l.).

1. Data collection and purpose of processing.

Your personal data provided by you or collected when you visit our stores (personal details (name, surname, gender, nationality), contact details (residence, domicile, country, phone number, mobile phone number, e-mail), data regarding your purchases (boutique where the sale takes place, type, quantity and price of the products purchased by the client), fiscal data (fiscal code, vat number only if necessary for tax free), data strictly necessary for the delivery of products (name, surname, address, phone number, mobile phone number)) are processed for the following purposes:

- a) managing the sale of our products, sale and post-sale services, e.g. administrative activities, accounting, returns, warranties, fraud prevention, customer relationship management,
- b) compliance with obligations imposed by laws, regulations (including anti-money laundering laws) and to establish or defend a legal claim.

Your personal data provided by you or collected when you visit our stores (personal details (name, surname, gender, nationality), contact details (residence, domicile, country, phone number, mobile phone number, e-mail), data regarding your profile and your preferences (age, preferred categories of products, colour, style, other brands purchased, hobby, most visited countries, how the customer knows Fendi, size, shoe size, marital status, number of children, anniversary, notes regarding purchase habits or special needs stated by the customer – i.e. preferred materials, data regarding your purchases (boutique where the sale takes place, type, quantity and price of the products purchased by the client)) are collected, processed and used for the following purposes:

- c) provision of accessory services based on the global amount of purchases made by you in Fendi stores in Italy and abroad, i.e.: personal shopping services, free assistance services (tailoring), courtesy services (domicile purchases delivery services) (customer loyalty purposes)
- d) subject to your consent research, market analysis, periodic sending of promotional materials and newsletter on products, services and promotions offered by Fendi S.r.l. relating to its bags, accessories, shoes and clothes, including events organized by Fendi S.r.l. or to which Fendi s.r.l. participates as well as invitations to said events, also customized performed through traditional (mail and calls from operators) or automated (email, fax, text/SMS and MMS messaging) contact means as well as customized treatment in every Fendi store in Italy and abroad);
- e) subject to your consent creation of group and individual profiles - analysis of your interests, preferences and purchasing habits, also based on the detailed purchases made in Fendi stores in Italy and abroad. This processing is carried out in compliance with the guarantees and measures set by the Italian Data Protection Authority by the decision of acceptance of the request for prior checking submitted by Fendi S.r.l. of December 2, 2015.

2. Provision of personal data. Providing your personal data for the purposes under letters 1. a) and b) above is necessary; denial thereof would make it impossible for us to provide you with the requested products and services. Providing your personal data and consent for the purposes under letters 1. c), d) and e) above is optional; denial thereof would have no consequences on the

possibility to receive products and services, but we would not be able to provide you accessory services, inform you on the marketing initiatives and events above described and we could not understand your interests. If you provide us with personal information of third parties (e.g., your family members, other customer or prospects), you should make sure that said third parties are informed and authorized the use of their data as described in this information notice.

3. Processing methods. Your personal data are processed with and without the assistance of electronic means in line with the Italian Privacy Code, including the data security profile on the strength of logics and procedures based coherently upon the aforementioned purposes. Your data, in particular, will be processed through the CRM system managed by Fendi S.r.l. whose servers are located in Italy.

4. Data entry into the CRM system. Your data entry into the CRM system is optional and occurred only if you provide your personal data for the purposes under letters 1. d) and e). Once inserted into the CRM system, your data may be read, amended and updated by the employees of the Fendi offices and stores in Italy and abroad expressly appointed as persons in charge of processing.

5. Data storage period. Your personal data processed for the purposes under letters 1. a) and b) will be retained for no longer than is necessary to carry out the original purpose of collection (or a directly related purpose) as stated above. When the data storage time is expired that said data will be erased permanently. Your personal data processed for the purposes under letters 1.d) and e) will be stored until you ask to revoke your registration to the CRM system or the consent to the processing of your data with the exception of data relating to the details of your purchases processed for profiling and marketing purposes, which will be retained for 7 years in accordance with the measure of acceptance of the request for prior checking presented by Fendi S.r.l. adopted by the Italian Data Protection Authority of 2 December 2015.

When the data storage time is expired that said data will be erased permanently.

6. Data processing, communication and dissemination. Your personal data may be accessed by staff of the Data Controllers appointed as persons in charge of the processing.

Your personal data may be also processed by the following third parties acting as data processors:

a) third parties that the Data Controllers use to provide technical and organizational services functional to the purposes above described, e.g. delivery companies, for marketing, market analysis and research services, customer care, information system management, digital archiving etc.;

b) companies affiliated to Fendi S.r.l. or under common control for all the purposes under letters 1. c) d) and e) above;

Your personal data may be communicated to the following third parties which act as data controllers:

a) public entities and authorities for their institutional activities and as laws require us to do, including third parties in case of extraordinary operations (mergers, acquisitions, transfer of assets) during our business activities;

b) companies providing payments management;

c) professionals and associations offering legal, taxation and auditing counsel.

It is understood that, Fendi S.r.l. does not share with other third parties your personal data for their own marketing activities and/or analysis of your interests. Some of the above listed subjects, e.g.

companies affiliated to Fendi S.r.l. or under common control, may be established abroad, outside of European Union, in countries not providing for an adequate level of data protection as your country. Fendi S.r.l. and Fendi Hong Kong Limited transfers data abroad after adoption of the precautions set forth by applicable privacy laws.

Your personal data will not be disseminated.

The full list of data processors appointed and of the third parties to which data are communicated can be obtained by writing to the Data Controllers at the following address:

retail.customers@it.fendi.com

7. Data Controllers. The data controllers are:

- Fendi S.r.l., with registered offices at Palazzo della Civiltà, Quadrato della Concordia 3; 00144 - Rome (Italy), who shall be the Data Controller for data collected at Fendi stores in Italy and abroad for the purposes under paragraphs 1. c), d) and e).

- Fendi Hong Kong Limited, with registered offices at Flat 1601, Dorset House, 979 King's Road, Quarry Bay, Hong Kong, who shall be the Data Controller for data collected at the local Fendi store for the purposes under paragraphs 1. a) and b), and who shall constitute the data processor and agent of Fendi S.r.l. for the purposes of paragraphs 1. c), d) and e).

8. Data Processor. The data processor is:

- CRM Manager, domiciled at Fendi S.r.l., Palazzo della Civiltà, Quadrato della Concordia 3; 00144 - Rome (Italy)

9. Data subjects' rights. Regarding the processing of your personal data, including the processing carried out for the purposes of profiling in compliance with the warranties and the measures specified by the Italian Data Protection Authority in a specific provision on 2 December 2015, you can enforce at any time your rights. In particular, you have the right to access and correct your data, including obtaining confirmation as to whether or not personal data concerning you exist, verify the content, the source and accuracy of your personal data, ask that your data be updated, rectified, integrated, erased, anonymized and blocked. Moreover, you may object, in whole or in part to the processing of your personal data for legitimate reasons, and you may object, withdraw your consent and ask to cease in whole or in part to the processing of your personal data for the purpose of sending advertising materials or direct selling or commercial communication surveys or else for the performance of market surveys performed through automated (email, fax, text/SMS and MMS messaging) or traditional (mail and calls from operators) contact means. In case you prefer the processing being performed only through traditional contact means you can object to the processing of your personal data performed through automated contact means.

You can exercise the rights by writing to the Data Controller at the following address:

retail.customers@it.fendi.com