

EXTENDED BOUTIQUE PRIVACY POLICY

Valentino is aware of the importance of your personal data and, therefore, will provide you with full disclosure concerning its collection within the boutique and processing and requires your permission before any use thereof.

1. Data Controllers and Data Protection Officer

The Data Controllers are:

- Valentino US (the "Subsidiary") with registered offices in at 122 Hudson Street, 5th Floor, New York, New York 10013, United States of America, for the processing of personal Data for the sale and related services as indicated in Section 2(i), and

- Valentino S.p.A. (hereinafter "VALENTINO"), with registered office at Via Turati No. 16/18, 20121 MILAN, ITALY for marketing and habit analysis, as indicated by Section 2(ii) and (iii). With reference to such activities, VALENTINO has appointed the Subsidiary as data processor for the collection, management and update of Data.

VALENTINO also appointed a Data Protection Officer, who may be contacted at the following email address privacy@valentino.com for any information regarding the processing of personal data

2. Purposes and processing methods

Your personal data (hereinafter also "Data") shall be processed:

- (i) by the Subsidiary for purposes strictly connected to the sales activities (payments, orders, deliveries, assistance through our Customer Care service), including pre and post sales services provided (tailoring, shipments, repairs), even indirectly, and for any other legal purpose arising from the sales agreement (i.e. accounting, tax and legal obligations including statutory guarantees);
an, after you provide your permission,
- (ii) by VALENTINO for commercial and marketing purposes (i.e. information and updates on products, sales, promotional campaigns, events and other initiatives promoted by VALENTINO by the companies of the same Group) using traditional tools, as post and telephone calls, and by means of telematics, such as newsletters, e-mails, text messages, MMS and smart messages, including WhatsApp); Said purpose also includes activities and messages aimed at verifying customer satisfaction and the quality of service provided by VALENTINO;
- (iii) by VALENTINO to study and analyse your habits, preferences and consumption choices, to propose products, services and events that respond more to the tastes and personal needs of customers as well as their necessities. The Data will be processed using mainly automated and traditional means; some processing may use hard copies.

3. Study of customer habits and consumption choices

As indicated in paragraph 2 (iii) above, with your express permission, VALENTINO may process your Data for the purposes of studying your habits and consumption choices, to make products and initiatives more responsive to your tastes and needs. With the help of automated tools, VALENTINO may process Data relating to the value and frequency of purchases (even if these were made during the sales period) as well as the type of products purchased (such as accessories, garments from the haute couture and pret-à-porter

collections) over a fixed period of time. VALENTINO will collect additional Data directly from you regarding your consumption preferences (brands and products), hobbies, habits, lifestyle and favourite sports. Usage of cookies on the website can be used to enrich your profile allowing VALENTINO to know you better. In any event, this will only occur if you had previously agreed that the social network could share Data with us and/or authorised the use of analytical and marketing cookies, through website procedures. This study has the sole objective of offering customers products, services and initiatives in line with their tastes and needs and will be carried out using non-invasive methods. Furthermore, at any time, you may update your profile.

4. Legal basis of processing and Data storage period

With reference to the processing carried out for the purposes referred to under the previous Clause 2:

- paragraph 2 (i), the legal basis lies in the fulfilment of the agreement and the pre and post contractual obligations, as well as to fulfil specific legal obligations arising from the agreement (such as, for example, fiscal and accounting obligations, and statutory guarantee) or for defence in Court; for the Customer Care activity the legal basis is also the legitimate interest of the company to provide the service to clients;
- paragraph 2 (ii) and (iii) (marketing purposes and profiling), the legal basis of the processing lies in the relevant consents you have provided.

Data collected for sales purposes - paragraph 2 (i) - are stored for a period not exceeding what is required by law for civil and tax purposes. These Data may also be kept for a further period of time, to comply with the terms of the contractual guarantee granted to the customer. The Data provided for marketing purposes and to study consumption habits and choices (paragraphs 2 (ii) and 2 (iii)) are stored for the period necessary for the specific processing, also in consideration of the particular sector of business (luxury goods) and in consideration of the interest shown by the customer to receive updates on products, events and fashion shows organised by VALENTINO, always in compliance with the privacy legislation and the permission you provided and for a period not exceeding 7 years.

5. Mandatory or optional nature of the Data

The provision of Data is not mandatory, however with regard to the purpose referred to in paragraph 2 (i), failure to provide certain Data may make it impossible to execute the sales agreement and/or related services; with regard to the purposes set out in paragraphs (ii) and (iii), failure to provide your Data may make it impossible to receive invitations, information and commercial proposals, even more responsive to your needs, but will not affect the sales agreement and its related services.

6. Categories of recipients of personal Data

The Data may be known and processed by:

- other companies of the Group,
- companies acting in their capacity of data processors/suppliers of specific technical and organizational services (i.e. logistics services, IT services, customer care services, mailing and marketing services).
- employees and consultants, and - third parties such as banks, public authorities, payment service management companies, antifraud services (with reference to the processing referred to in paragraph 2(i))
- police officers and judicial authorities, in compliance with the law and upon their request, or in case there are good reasons to believe that such disclosure is reasonably necessary to (1) investigate, prevent or take initiatives in relation to suspected unlawful activities, or assist national supervisory authorities; (2) prepare a

defence against third party claims or charges, protect the security of its own website and of the company; (3) exercise or protect the rights, property or security of VALENTINO, the VALENTINO Group companies, its affiliates, customers, employees and third parties.

7. Transfer to third countries outside of the EU

Personal data will not be disseminated, and will be transferred abroad only and if adequate levels of protection and sufficient safeguards, as provided for by the law, are guaranteed.

VALENTINO mainly process personal data using data centers located in EU (Varese - Italy, Ireland and the Netherlands).

However, Valentino operates in the world through its subsidiaries as listed here and, in order to allow the same to collaborate to provide specific services on the territory (such as in-store appointment and product exchange or in-store return) and to execute marketing activities on behalf of VALENTINO, the data will be transferred to the relevant country (also non-EU countries). For this reason, in case of transfers to countries that are not covered by adequacy decisions of the Privacy Authority, VALENTINO entered into with the relevant subsidiaries the Standard Contractual Clauses and provided with a data transfer impact assessment, in order to protect the transferred personal data.

Personal data may be transferred also to IT services providers in order to grant the subsidiaries to have access to the transferred personal data (such as AWS) and VALENTINO also entered with them a data processing agreement and Standard Contractual Clauses in order to protect the transferred personal data (carrying out the necessary impact and security assessment for the transfer of data).

You can always contact VALENTINO and the DPO to learn more about the location of your data and the measures applied to protect it.

8. Your rights

Please note that you have the right to obtain confirmation of whether or not your personal exists, even if it is not yet recorded, and to have it provided in copy to you in an intelligible form. You have also has the right to obtain information about the source of personal data; the purposes and methods of processing it, the logic applied in the event of processing that is performed with the aid of electronic instruments; the identification details of the controller and data processors; and indication of the persons or categories of persons whose personal data may be communicated, or who could end up being known by, for example, data processors or agents as data supervisors or data processors. You also have the right to request an update, correction or deletion, conversion to an anonymous form or the blocking of processing (if they are processed in violation of the law, including data which it is not necessary to keep in relation to the purposes for which it was collected or subsequently processed); a statement that the above operations were disclosed, including in terms of their content, to those parties to whom the data was communicated, except in the case in which such performance proves impossible or entails the use of methods that are clearly disproportionate to the right protected. The user can also ask for the portability of his/her data. Moreover, the user has the right to ask restriction of processing of his/her personal data.

You can exercise the above rights and ask information and further questions about the processing of your Personal Data by contacting privacy@valentino.com (please note that the delivery of an email request entails the subsequent acquisition of the sender's address, necessary to respond to requests and keep track of them, as well as any other personal data included in the electronic communication, for legal purposes). You can also write by mail at VALENTINO, via Turati 16/18, 20121, Milano (Italy), at the attention of the Legal Department.

Please finally note that you have the right to lodge a complaint with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali), based in Piazza Venezia, 11, 00187 Rome (www.garanteprivacy.it), or with another data protection supervisory authority in the Country in which you reside.