

Extended Privacy Policy – Store

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

1. Data Controller and Data Protection Officer

The Data Controllers are:

- In case of products' sales directly performed by Valentino Luxury Goods México S. de R.L. de C.V. with registered offices in Av. Paseo de la Reforma 404, Piso 13 - Interior 102, Colonia Juárez, Delegación Cuauhtémoc, CP 06600 Ciudad de México, México (hereinafter the "**Subsidiary**");
- For the other processing for marketing and analysis purposes: Valentino S.p.A., with registered office in Via Turati 16/18, 20121 Milan, Italy (hereinafter, "**Valentino**" or the "**Controller**" or "**Data Controller**").

Valentino ha nominato un Responsabile per la Protezione dei Dati che può essere contattato scrivendo a privacy@valentino.com per qualsiasi informazione relativa al trattamento dei dati personali e per esercitare i diritti privacy riconosciuti dalla normativa applicabile.

2. Purposes of the processing of personal data and processing methods.

Your personal data (hereinafter also referred to as the "Data") will be processed in accordance with the following:

(i) by the Subsidiary for purposes strictly connected to the sales activities (payments, orders, deliveries), including pre and post sales services provided by the Subsidiary (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);

and, after you provide your consent, by Valentino

(ii) for commercial and marketing purposes, such as to send promotional offers, marketing initiatives and advertising material for products and services offered by Valentino through communications using automated methods (including SMS, instant messaging, e-mail, etc.) as well as traditional methods (including paper mail, phone calls);

(iii) to study and analyze 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; in fact, some processing may use hard copies. Specific security measures will be followed to prevent the loss of Data, illicit or incorrect use and unauthorized access.

The processing of your personal data provided for in this privacy policy is regulated by the European General Data Protection Regulation 2016/679 ("GDPR") and, as applicable, by the Mexican Data Protection Law ("*Ley*

Federal de Protección de Datos Personales en Posesión de los Particulares”, hereinafter referred to as the “Mexican Data Protection Law”).

3. Study of customer habits and consumption choices – method, purpose, type of data processed and relevant source.

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 over a fixed period of time. Valentino will also be able to acquire additional Data directly from you regarding your consumption preferences (brands and products), hobbies, habits, lifestyle and favourite sports. This information could also be acquired through:

- Some social platforms. In any event, this will only occur if you had previously accepted communicating some of your Data through the social platform when logging on to register;
- The use of cookies on the Valentino website only if you consented the use of analytical and profiling cookies;

Such Data will be used to complete and enrich your client profile, to allow Valentino to know you more. This study has only the purpose of offering customers products, services and initiatives in line with their tastes and needs and will be carried out using non-invasive methods always following your explicit consent. Furthermore, at any time, you may request to analyze your profile and update or modify it as you wish.

4. Legal basis of processing and Data storage period

With reference to the processing related to the sales (Clause 2, paragraph 2 (i)), the legal basis of the processing is the purchase and relevant contractual, civil and fiscal obligations. The relevant data will be retained by the Subsidiary for the timings provided by the applicable civil and fiscal laws.

With reference to the processing carried out for the purposes referred to under the previous Clause 2, paragraph 2 (ii) and (iii) (marketing purposes and profiling), the legal basis of the processing lies in the respective consents you have provided. This treatment is based on your consent.

For more information on the ownership of each of the data processing operations and the respective applicable laws, please contact Valentino at privacy@valentino.com.

The Data related to marketing and analysis will be retained by Valentino for 7 years saved the possibility to ask you to confirm your consent to retain the Data for more time.

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 for the Subsidiary to execute the sales agreement and/or related services; with regard to the purposes set out in paragraphs (ii), (iii) (marketing and analysis) 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 Valentino Group;
- service providers related to IT services, list management and optimization services, database management, support and hosting services, analysis and communication sending services, sales instruments providers
- employees and consultants of Valentino
- third parties such as banks, Public Authorities, payment services management companies (with reference to the processing referred to in point 2(i),

Acting as data processors appointed or as authorized parties to the processing of Data by the relevant Data Controller and for these purposes instructed, or as independent data controllers.

7. Cross border transfer

The Data will not be disclosed and will be transferred abroad only by guaranteeing adequate levels of protection and safekeeping of the aforesaid Data, in compliance with applicable regulations. In order to allow the processing of Data for contractual and marketing purposes by the companies of the Valentino group, the Data will be processed in the relevant countries (even outside the Mexico and EU). In addition, Valentino has drawn up Standard Contractual Clauses with the companies of the group established in countries outside the European Union, in compliance with national and international legislation regarding the protection of personal data. You may always contact the Data Protection Officer of Valentino to know the location of the Data and to obtain a copy.

8. Your rights under GDPR and the Mexican Data Protection Law

We remind you that Articles 15, 16, 17, 18, 20 and 21 of the GDPR grant you several rights, including the right to: (a) access your personal data; (b) obtain the correction and updating of your data, request the limitation of the processing performed on your personal data (including, where possible, the right to be forgotten and cancellation); (c) object to the processing of your data for legitimate purposes and to exercise your right to data portability; (d) ask to know the logic applied to the studies and to request the modification of the results of the study activities on your consumption habits and choices. We remind you that, if you have freely provided your permission to the activities referred to in paragraphs 2 (ii) and (iii) (marketing and profiling), you may withdraw your permission at any time, even limited to specific methods of contact. It should be noted that the right to object to the processing of personal Data for direct marketing purposes, exercised by means of automated methods, also extends to traditional means, without prejudice to your power to exercise this right only partially. You are also entitled to ask for the complete list of the appointed Data Processors. The rights listed above may be exercised writing to Valentino, at the following address: privacy@valentino.com. We finally remind you that you are always entitled to submit a complaint to the competent Privacy Supervisory Authority (Italian Data Protection Authority).

As per the Mexican Data Protection Law, Data subjects have the following rights: access their Data and the details of their treatment, as well as to rectify, cancel or oppose to their treatment (“ARCO Rights”).

The mechanisms implemented for the exercise of these rights are through a request ("Request for the Exercise of ARCO Rights") to the Data Controllers, attaching the following information:

- a. Name and complete address;
- b. Identification that proves your legal personality; or, in the event that the exercise is carried out through a Legal Representative, the documents with which your legal representation is accredited must be attached;
- c. The ARCO Right(s) you wish to exercise, as well as the clear and precise description of the data with respect to which you seek to exercise any of the ARCO Rights, and;
- d. Optionally, any other element or document that facilitates the location of the Data subject's personal Data.

In the case of requests for rectification of personal Data, the Data owner must also indicate the changes to be made and provide documentation to support their request.

For the request of the format, reception and response of the requests to exercise their ARCO Rights, the revocation of their consent and other rights under the Mexican Data Protection Law, we make available the following means:

Address: via Turati 16/18, 20121 Milano, Italy

E-mail: privacy@valentino.com

9. Modifications to the Privacy Policy

Anytime and at its entire discretion, the Data Controllers reserve themselves the right to amend or update this Privacy Policy, in order to comply with new legal provisions, internal policies or new requirements for the provision or offer of our services or products. These modifications will be available to the public through our website.