

EXTENDED PRIVACY POLICY

Valentino recognizes the importance of the personal data of customers and, therefore, we disclose all details of processed data and require your permission before using the data.

1. ABOUT DATA MANAGER AND DATA PROTECTION OFFICER

Data Manager:

- **Valentino** Japan Ltd. (hereinafter "Subsidiary"), with its registered office at 7th Floor MAR'S Minami-Aoyama 5-9-19 Minami-Aoyama, Minato-ku, Tokyo, for the processing of personal data for sales and related services specified in Article 2 **(i)**; and

- **Valentino** S.p.A. (hereinafter "**Valentino**"), with its registered office at Via Turati 16/18, 20121 Milan, Italy, for marketing and the analysis of consumption habits specified in Article **(ii)** and Article **(iii)**.

Valentino and its Subsidiary have appointed a Personal Data Protection Officer who can be contacted at privacy@valentino.com for any information relating to the processing of personal data and the exercise of the rights set out below.

2. PURPOSE AND HANDLING METHODS

Your personal data (hereinafter "data") will be handled as follows:

- (i)** The personal data used will be strictly limited to that related to the act of sale (payment, order, delivery) including services provided by the Subsidiary before and after the sale (tailoring, delivery, repair), whether indirectly or for other legal purposes arising from the sales contract (i.e., legal obligations, including accounting, tax and legal guarantees).

In addition, after the customer has given permission,

- (ii)** **Valentino** may use automated methods of communication or employ traditional methods to send promotional campaigns for sales and marketing purposes, such as sales and marketing efforts for marketing items and advertising materials for products and services offered by **Valentino** or companies belonging to the Group.

(iii) **Valentino** may study and analyze your consumer habits, preferences and consumption choices to propose products, services and events that meet your preferences, needs and desires.

Data is mainly processed by automated and traditional methods; in fact, certain types of data may be processed using paper. Special security measures are taken to prevent data loss, illegal or improper use and unauthorized access.

3. CONSUMER HABITS AND CHOICES

As indicated in clause **(iii)** above, with your express permission, **Valentino** may process your data to study your habits and consumer choices in order to ensure that products and initiatives meet your preferences and needs.

With the aid of automated tools, **Valentino** may handle personal data regarding the price and frequency of purchases during a certain period (including if the purchase was made during a sale period) and the type of items purchased (e.g., accessories, clothing, haute couture, prêt-à-porter).

Valentino may also request additional data directly from customers about their consumer preferences (brands and products), hobbies, habits, lifestyle and preferred sports. This data may also be obtained from the use of cookies on social platforms or websites. Such data is intended to help **Valentino** get to know customers better as well as to complement and enhance user profiles and customer data. In all cases, this will only be done when users have given their prior consent to the disclosure of some of their personal data on the social platform, where the registration function has been used through social login, and/or only when users allow cookies to be used for analysis and marketing purposes in the manner described on the website.

4. LEGAL BASIS FOR PROCESSING DATA AND DATA RETENTION PERIOD

Regarding the processing carried out for the purpose described in clause 2 above:

- Legal basis for the performance of the agreements and contractual obligations set forth in clause 2 **(i)** above, and legal basis for fulfilling special legal obligations arising from agreements or court defense (e.g., financial and accounting obligations, legal guarantees);
- Legal basis for processing data upon individual consent provided by customers (for marketing purposes and profiling) specified in clause 2 **(ii)**, **(iii)** and **(iv)** above;

Data collected for sales purposes – set forth in clause 2 **(i)** above – will not be stored beyond the extent required by civil law and tax purposes. The said data will not be stored beyond the contractual period guaranteed to the customer.

Data provided for marketing purposes and to study consumption habits and choices (as provided for in clauses 2 **(ii)** and 2 **(iii)** above) —in consideration of the customer's interest in receiving the latest information on products and events and fashion shows organized by **Valentino**, and based on the period required for the specific processing and the fact that it is a special type of business (luxury goods)— will be stored only for the period necessary for the special processing authorized by you and in accordance with privacy legislation for a period not exceeding seven (7) years, unless you do not confirm that you wish to receive further notice from **Valentino**.

5. OBLIGATORY OR SELECTIVE NATURE OF DATA

The provision of data is not obligatory; however, if certain data are not provided for the purposes referred to in clause 2 **(i)** above, enforcement of the sales agreement and/or related services may not be possible. If you do not provide the data for the purposes defined in clauses **(ii)** and **(iii)** above, we may not be able to deliver invitations, information and sales offers, even if they meet your needs. However, this does not constitute an infringement of the sales agreement and its related services.

6. CATEGORIES OF PERSONAL DATA RECEIPT

The data will be recognized and processed by the following organizations:

- Other companies within the Group;
- Suppliers who provide professional, technical, postal service work and central services in connection with the sale;
- Employees and advisors; and
- Banks, public authorities, fee collection agencies (with respect to the processing referred to in clause 2 **(i)** above)

as well as other parties designated as the data processor or authorized to process the data by its associated data manager, parties instructed for these purposes, or an independent manager.

7. TRANSFER OF DATA TO THIRD COUNTRIES OUTSIDE THE EUROPEAN UNION

The data will not be disseminated and will only be transferred outside the region in accordance with applicable laws and regulations, and only if the appropriate level of protection and storage of the above-mentioned data is guaranteed. Data will be transferred to the relevant countries (including outside Europe) under the contracts of Group companies and to allow the processing of data for marketing purposes. In addition, **Valentino** has developed standard contractual clauses in accordance with national and international laws with regard to the protection of personal data.

8. CUSTOMER RIGHTS

Pursuant to Regulation 2016/679 of the European Parliament and of the Council Articles 15, 16, 17, 18, 20, and 21 we remind you that you are guaranteed to various rights, including the following: (a) access to your personal data; (b) requesting corrections or updates to your personal data and restrictions on the performance of the processing of your personal data (including, where possible, the right to be forgotten and the right to erasure); (c) opposition to processing your data for legitimate purposes and exercise of your right to data portability of your data; (d) objection to the inspectorate of the jurisdiction; and (e) requesting to know the logic used in the study of your consumer habits and choices and to modify the results of the study of your behavior. If you have provided us with permission for any of the actions specified in clauses 2 **(ii)**, **(iii)**, or **(iv)** above (marketing, profiling and communication to other Group companies), you may withdraw your permission at any time, even if it is limited to special communication methods. You may exercise the right to object to the processing of personal data for direct marketing purposes, whether by automated or traditional methods, in full or in part, without prejudice to your rights. The rights listed above may be exercised by sending a request to the following email address: privacy@valentino.com.