

PRIVACY NOTICE (September 2021)

1. Data Controller

Loro Piana & C. Inc., with registered office in 1013 Centre Road, City of Wilmington, County of New Castle, State of Delaware, in its quality as data controller ("**Loro Piana**") which can be contacted at the following email address privacy@loropiana.com, informs you, according to the applicable data protection laws ("**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, address, the details of your purchases, etc.) collected from you (i) to issue the Loro Piana Gift Card and manage the sale of our products and provide sale and after-sale services (including, for instance, fraud prevention, returns, guarantee, card replacement in case of loss and customer support), including the management of your information requests ("**Contractual Purposes**"); and (ii) to comply with legal and regulatory obligations ("**Legal Purposes**").

4. Legal Basis

Processing of Data for Contractual Purposes is mandatory since it is necessary to issue the Loro Piana Gift Card 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.

5. Data Retention Period

Your Data is processed for no longer that is necessary to fulfil the above mentioned purposes and, particularly, for the Contractual Purposes Data are retained for the duration of the Loro Piana Gift Card and for 6 years after the requested service. For the Legal Purposes, your 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 automatically deleted or made anonymous in a permanent and non-reversible way.

6. 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: (i) employees in charge of the processing (such as the personnel of the IT 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. (Italy), companies under common control of Loro Piana S.p.A. (Italy), Loro Piana's companies in joint venture arrangements and Loro Piana's franchisees which may also be located in countries outside the US and, in particular,

in the Economic European Area (EEA) as indicated on www.loropiana.com. Data may be transferred outside the US according to the Privacy Regulation. Your Data are not disseminated.

You have the right to receive information on the place where Data is kept, by asking directly to Loro Piana, through the contact details provided in paragraph 8 of this Privacy Notice.

7. Data Subject's Rights

You may always enforce your privacy rights, for example you 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, you may ask for a restriction of the processing, ask for Data portability and bring a claim before the relevant Data Protection Authority, if the premises subsist.

8. Change, Update and Contacts

This document will be effective from the date indicated in the heading. Loro Piana might change and/or integrate the Privacy Notice with prior notice, also as a consequence of further modifications and/or integration of the Privacy Regulation. You can check the most current version of this privacy information notice and additional information on how we process personal data at the following web address <https://us.loropiana.com/en/privacy-cookies?section=privacy-gift-card-usd>. Updates and modifications will be available also at the Loro Piana Stores, upon request.

If you have doubts, questions or complaints with regard to the collection and processing of your Data, you may contact Loro Piana by sending an email to the following address privacy@loropiana.com.