

## **Personal Data Protection Policy**

Last updated in January 2020

This Personal Data Protection Policy (hereinafter the “**Privacy Policy**”) is intended to provide visitors and users (“**You**”) of the « **Partnerships.lvmh.fr** » website (hereinafter collectively the “**Website**”) with information relating to how LVMH Moët Hennessy-Louis Vuitton SE, a European company established 22 avenue Montaigne, 75008 PARIS, France, registered with the Trade and Companies Register of Paris under number 775 670 417 (hereinafter “**LVMH**” or “**We/Us**”) processes your personal data (hereinafter the “**Personal Data**” or “**Data**”) and about your rights in this respect.

LVMH places the highest priority and takes the utmost care to protect your Personal Data.

Note: LVMH may amend the terms of this Privacy Policy, in particular if a new processing of Personal Data is carried out. Please check this page regularly to ensure that You agree with any changes. You will be notified of these modifications, either through a special note on our Website or through a notification by email.

### **1. What is a “personal data”?**

Personal Data refers to any information or pieces of information that could identify You either directly (e.g. your name, surname, email, home address, etc.) or indirectly (e.g. through pseudonymized data, such as a unique ID number, etc.). It may also include unique identifiers like your computer’s IP address.

### **2. Who are the data controllers responsible of the protection of your Personal Data?**

A data controller is an entity that determines the purposes and means of the processing of your Personal Data and is responsible to You for compliance with data protection regulations.

**As regards the Website management**, LVMH acts as data controller.

LVMH has appointed a Data Protection Officer (DPO) who will be your designated contact person and may be reached:

- by using the following contact form: [dpo.holding@lvmh.fr](mailto:dpo.holding@lvmh.fr);
- by mail at the following address: LVMH Data Protection Officer, 24-32 rue Jean Goujon, 75008 Paris, France.

### **3. Why and how do We use the Personal Data that We collect?**

#### **3.1 How do We collect your Personal Data?**

We collect your Personal Data **directly from You** when You use our Website (completion of the form on the Website);

#### **3.2 What Data do We collect?**

LVMH collects several types of Personal Data about You:

We collect following Personal Data that You provide directly when You use our Website: **Identification and contact information**, e.g., last name, first name, mailing address, professional phone number and country of establishment.

#### **3.3 On what legal grounds and for which purposes do We use the Data that We collect?**

We collect Personal Data based on your consent, taking into account the use of the Website is optional.

We collect Personal Data **based on your consent**, for the following purposes: **to manage contact information in the frame of our commercial relationship or for future business opportunities.**

### **3.4 Who has access to your Data?**

#### **3.4.1 Accessibility within LVMH**

Your Data is processed by LVMH for the purposes described above and are only accessible to LVMH personnel who need to know it to perform their duties.

In this respect, your Personal Data may be processed by all departments of LVMH or its Affiliates.

#### **3.4.2 Accessibility by third parties**

Certain third parties may have access to your Data, specifically:

- (i) **our subcontractors and service providers** acting for technical and logistical reasons (Website hosting, security and maintenance providers, anti-spam and anti-bot services, etc.);
- (ii) **other LVMH Group affiliates for our commercial relationship management.** In such case, your Data will be processed according to this affiliate's personal data protection policy, which You may obtain by contacting it directly. Likewise, the rights You enjoy pursuant to personal data protection laws must be directly enforced against it.

### **3.5 Is any Personal Data transferred outside of the European Economic Area?**

Your Data is processed in France by LVMH. However, We may rely on certain service providers, which are located abroad or which themselves rely on processors located abroad, including outside of the European Economic Area (EEA) in countries where personal data protection laws differ from those that apply in the EEA.

Any transfer of your Data outside of the EEA will take place with appropriate safeguards in place that comply with applicable personal data protection regulations. Upon request, We will provide You with a copy of applicable safeguards.

Your Data may be transferred outside the EEA to LVMH's Affiliates based on Your consent.

### **3.6 How long do We store your Data?**

Data of partners in a commercial relationship with LVMH group are stored for the duration of the commercial relationship with LVMH Group, except for the prospect partner for which we store the Data for one (1) year. Nevertheless, We shall contact You every year in order to give You the opportunity to update or request the deletion of Your Data.

## **4. What are your rights in relation to your Data?**

### **4.1 Your Rights**

According to the applicable regulation, You have the right to access Your Data. You also have right to request the rectification of Your Personal Data which would be incorrect, or the erasure if You do not want Your Personal Data to be processed anymore. You can request that incomplete Personal Data be completed. Finally, You can determine how You want Us to process Your Personal Data after your death.

### **4.2 Procedure to exercise your Data protection rights**

You may exercise your rights in relation to your Data:

by using the following contact form: 24 rue Jean Goujon 75008 Paris - Mr. Olivier Le Garlantezec – or at [partnerships-team@lvmh.fr](mailto:partnerships-team@lvmh.fr)

•  
**5. How can You contact Us if You have queries or complaints?**

For any questions concerning this Privacy Policy or for any queries or complaints regarding your Personal Data, You may contact Us:

- by using the following contact form: [dpo.holding@lvmh.fr](mailto:dpo.holding@lvmh.fr);
- by mail at the following address: LVMH Data Protection Officer, 24-32 rue Jean Goujon, 75008 Paris, France.

If You have a complaint about the way We process your Data, You also have the right to contact the *Commission Nationale de l'Informatique et des Libertés* (French data protection authority, CNIL), 3 Place de Fontenoy - TSA 80715 - 75334 PARIS CEDEX 07, Tel: 01 53 73 22 22, [www.cnil.fr](http://www.cnil.fr).