

Privacy Notice

Fendi Ru LLC and Fendi S.r.l. (collectively referred to as “**Fendi**”) provide you with the following information on the processing of your personal data.

1. Data collection and purpose of processing. Your personal data provided by you by filling in our customer card (personal details, contact details) or collected when you visit our stores (contractual and fiscal data, data regarding your purchases, data regarding your profile and your preferences) are processed for the following purposes:

- a) managing the sale of our products, sale and post-sale services, e.g. administrative activities, accounting, returns, warranties, fraud prevention, customer relationship management;
- b) compliance with obligations imposed by Russian laws and regulations (including anti-money laundering legislation) and to establish or defend a legal claim;
- c) research, market analysis, periodic sending of promotional materials and newsletter on products, services and promotion of the Fendi world, including events organized by Fendi or to which Fendi participates as well as invitations to said events, also customized performed through traditional (mail and calls from operators) or automated (email, fax, text/SMS and MMS messaging) contact means, as well as customized treatment in every Fendi store in Russia, Italy and abroad) (Fendi’s affiliates are listed in Annex 1 thereto);
- d) creation of group and individual profiles - analysis of your interests, preferences and purchasing habits, also based on the detailed purchases made in Fendi stores in Russia, Italy and abroad.

2. Provision of personal data. Providing your personal data for the purposes under letter 1.b) above is necessary; denial thereof would make it impossible for us to provide you with the requested products and services. For the purposes under letters 1.a), c) and d) above, providing of your data is optional; denial thereof would have no consequences on the possibility to receive our products and services, but we would not be able to inform you on the marketing initiatives and events above described and we could not understand your interests. If you provide us with personal information of third parties (e.g., your family members, other customer or prospects), you should make sure that said third parties are informed and authorized the use of their data as described in this Privacy Notice by giving a consent to Fendi for data processing.

3. Processing methods. Your personal data are processed with and without the assistance of electronic means, including the data security profile on the strength of logics and procedures based coherently upon the aforementioned purposes. Your data, in particular, will be processed through the client relationship management (“**CRM**”) system managed by Fendi.

4. Data entry into the CRM system. Your data entry into the CRM system is optional and occurred only if you provide your personal data for the purposes under letters 1. c) and d). Once inserted into the CRM system, your data may be collected, recorded, filed, stored in electronic and paper format, updated (renewed, amended), extracted, used, transferred, including cross-border, by the employees of the Fendi stores in Russia; and used, transferred, including cross-border, by the employees of the Fendi stores in Italy and abroad expressly appointed as persons in charge of processing.

5. Data storage period. Your personal data processed for the purposes under letters 1. a) and b) will be stored for the time due to the execution of the contract otherwise within the time limits specified by applicable laws. Your personal data processed for the purposes under letters 1.c) and d) will be stored until the customer asks to be removed from the CRM system. When the data storage time is expired that said data will be erased or made anonymous.

6. Data processing, communication and dissemination. Your personal data may be accessed by employees and collaborators of Fendi appointed as persons in charge of the processing. Your personal data may be also processed by the following third parties:

a) third parties that Fendi uses to provide technical and organizational services functional to the purposes above described, e.g. delivery companies, for marketing, market analysis and research services, customer care, information system management, etc.;

b) companies affiliated to Fendi or under common control for all the purposes under letters 1. c) and d) above;

Your personal data may be communicated to the following third parties:

a) public entities and authorities for their institutional activities and as applicable laws require us to do, including third parties in case of extraordinary operations (mergers, acquisitions, transfer of assets) during our business activities;

b) companies providing payments management;

c) professionals and associations offering legal, taxation and auditing counsel.

It is understood that, Fendi does not share with other third parties your personal data for their own marketing activities and/or analysis of your interests. Some of the above listed subjects, e.g. companies affiliated to Fendi or under common control, may be established abroad, outside of European Union, in countries not providing for an adequate level of data protection as your country. Fendi transfers data abroad after adoption of the precautions set forth by applicable laws.

Your personal data will not be disseminated.

The full list of the above mentioned third parties is attached as Annex 2 thereto.

Your personal data will be retained in strict confidentiality and security in accordance with Russian laws and will not be disclosed to any third party other than Fendi's affiliates listed in Annex 1 thereto, third parties listed in Annex 2 thereto and unless it is required by Russian law or regulations.

7. Data Operator and Controller.

- Fendi Ru LLC, located at the address: 16, Petrovka street, Moscow, 127051, Russian Federation is the data operator that organizes processing of customers' personal data and defines its purposes.

- Fendi S.r.l., with registered offices at Palazzo della Civiltà, Quadrato della Concordia 3; 00144 - Rome (Italy), is the data controller of data collected at Fendi stores in Italy and abroad.

9. Data subjects' rights. You can contact Fendi Ru LLC at the following address: 16, Petrovka street, Moscow, 127051, Russian Federation, via e-mail: Privacy@it.fendi.com to obtain confirmation as to whether or not personal data concerning you exist, verify the content, the source and accuracy of your personal data, to ask that your data be updated, rectified, integrated, erased, anonymized and blocked. With the same modalities you may object, in whole or in part to the processing of your personal data for legitimate reasons, and you may object in whole or in part to the processing of your personal data for the purpose of sending advertising materials or direct selling or commercial communication surveys or else for the performance of market performed through automated (email, fax, text/SMS and MMS messaging) or traditional (mail and calls from operators) contact means. In case you prefer the processing being performed only through traditional contact means you can object to the processing of your personal data performed through automated contact means.