

**SYNTHETIC PRIVACY NOTICE *Clients In Store***  
**Art. 13 of the Regulation (EU) 2016/679 *General Data Protection Regulation***

The data you will provide us by filling in the present form (e.g. title, name, surname, e-mail address, phone number, date of birth, age range, address, country of residence, nationality) will be processed, in their capacity as independent Data Controllers, by the FENDI RETAIL company where you made the purchase (the relevant data can be found in the full Notice) to manage your purchases and connected services (also for post-sale assistance) as well as by FENDI S.r.l. in order **to allow you to join our loyalty program and access the services and facilities reserved to the registered members.**

Furthermore, **if you wish to provide your consent**, FENDI S.r.l. may use your data, including those related to your purchases (e.g., boutique where the sale took place, number, type and price of purchased products), those eventually communicated to FENDI by third parties authorized resellers and/or provided by you when visiting Fendi stores (e.g. age, favourite products, colours and materials, style, hobbies, most visited countries, size), in order to:

- **learn more about your purchase habits and your preferences, so as to customize our offer of products and services** in the Fendi world and offer you a tailored treatment at each Fendi store;
- **contact you**, also by sending customized communications (e.g. Newsletter, mail, e-mail, calls via operator, text messages, instant messaging, such as WhatsApp, WeChat and Social networks in general, posts, messages or communication on initiative on social networks, etc.) and keep you updated on Fendi brand products, services (e.g. new purchasing methods, home delivery, etc.), initiatives and events, or to have you participate in market surveys. **Should you not wish to provide your consent you can still purchase Fendi brand products** and take advantage of the related services offered by us. **Your consent can be freely withdrawn.**

In general, personal data will be retained for no longer than is necessary for the purposes for which the data were collected. Your data necessary for managing your purchases and the related services will be processed for the time necessary to reach such purposes and, subsequently, to comply with the related legal requirements (e.g. taxation and accounting requirements), after which the data will be cancelled or anonymized.

For customer loyalty, your data will be processed for the entire duration of your registration to our loyalty program.

Processing of data collected for the purposes of contacting you, also by sending customized communications on our products, services and events and to participate in market surveys and to know your preferences will be based on the consents you will provide us with, which can be in any case withdrawn at any given time. With limited reference to data collected for purposes of learning your habits and preferences, data will be retained for a maximum period of 7 years.

At the time when consent will be revoked or, as the case may be, when the term above mentioned expires, data will be deleted or anonymized.

Please note that by sending an e-mail to [customerprivacy@fendi.com](mailto:customerprivacy@fendi.com) you will always be able to withdraw from your registration to our loyalty program, access your personal data, update and delete them, withdraw or modify the consent you provided us with, and receive or ask for the transmission of your data to another data controller. Furthermore you will always be able to object at any time to the processing of your personal data for marketing purposes and/or for analysis of your preference purposes; you will have the right to lodge a complaint with the Italian Data Protection Authority ([www.garanteprivacy.it](http://www.garanteprivacy.it)) or, if different, with the supervisory authority of the Member State of your habitual residence, place of work or place of the alleged infringement.

Should you need any further information, please read the complete text of the Full Privacy Notice *Clients in Store* hereinbelow and in store or on [www.fendi.com](http://www.fendi.com).