

Premise

Mallouppas Intimates Ltd, a company, with registered office in Nicosia, Cyprus, VAT number CY 99000239Y, and Calzedonia S.p.A with registered office in Malcesine (Verona), 5/3 Portici Umberto Primo street, VAT number 02253210237 make discounts, benefits and services at the "Intimissimi" stores (both direct and affiliates participating in the initiative) and on the website www.intimissimi.com/cy/women available to customers who wish to use them. Also, Mallouppas Men's Wear Ltd, a company, with registered office in Nicosia, Cyprus, VAT number CY 99000239Y, and Calzedonia S.p.A with registered office in Malcesine (Verona), 5/3 Portici Umberto Primo street, VAT number 02253210237 make discounts, benefits and services at the "IUMAN - Intimissimi Uomo" stores (both direct and affiliates participating in the initiative) and on the website www.intimissimi.com/cy/men available to customers who wish to use them. To benefit from these advantages, it is necessary to become a holder of the "My Intimissimi" Card: the issue of the "My Intimissimi" Card (hereinafter the "My Intimissimi" Card) and its use are governed by the following conditions (hereinafter also "Regulations"), which the "recipient customer" must read carefully. The activation of the 'My Intimissimi' card, in the manner referred to in point 6 below, implies the Customer's acceptance of these regulations. Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa reserve the right to periodically modify, even partially, these conditions, and the relative modifications will come into force 10 (ten) consecutive days following their publication on www.intimissimi.com/cy/myintimissimi. In the event that the "receiving customer" does not accept the changes made, they will have the right to cancel their registration, which remains however, their right at any time as specified below. The use of the Card, after changes have come into force however, implies the acceptance, of the changes made. Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa reserve the right to temporarily or permanently, suspend this loyalty programme at any time, without the Customer being able to oppose anything (subject only to compliance with the rights already acquired by the participants at that time), by notifying them on the website www.intimissimi.com/cy/ and/or at the points of sale participating in the initiative. These Regulations are always available for consultation at www.intimissimi.com/cy/myintimissimi.

1. Promoter

Mallouppas Intimates Ltd (Intimissimi), a company, with registered office in Nicosia, Cyprus VAT number CY 99000239Y, Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia S.p.A with registered office in Malcesine (Verona), 5/3 Portici Umberto Primo street, VAT number 02253210237.

2. Participation channels

- All "Intimissimi" and "IUMAN - Intimissimi Uomo" stores, participating in the initiative display the related advertising and information material. The list of stores participating in the initiative can be viewed on the website www.intimissimi.com/cy/myintimissimi

- E-commerce site www.intimissimi.com/cy/

3. Territory

Cyprus national territory.

4. Type / name / purpose of the scheme / duration

This is a promotional initiative consisting of a loyalty programme involving the collection of points on a digital card, the so-called 'My Intimissimi' and releasing exclusive benefits to the holders of this card.

The purpose of the initiative is to build customer loyalty through a loyalty programme that recognises advantages for customers holding the 'My Intimissimi' Card. Without prejudice to what is specified in the premises, in point 7 ('functionality') and point 10 ('Programme interruption - card deactivation - miscellaneous'), the 'My Intimissimi' Card is not subject to expiration

5. Recipients.

End customers aged 18 or over, who are members of the 'My Intimissimi' according to the registration and operating procedures indicated below.

6. How to register

The card to get the "Silver Status" may be released to the Customer in digital format directly in one of the points of sale located in the Territories listed at point 8.1 or through the website www.intimissimi.com/myintimissimi. Registration for "My Intimissimi" Card requires the creation of a specific "My Intimissimi" account, which will allow the Customer to access his/her own personal page on the brand's e-commerce website. The registration process will prevent under-age customers from subscribing to the loyalty scheme. The activation and registration procedures are consistent with privacy legislation. The "My Intimissimi" Card is personal and may not be transferred. Customer may not activate other Cards while one Card is still valid. The "My Intimissimi" Card is for private use only and commercial use shall not be permitted. Customers may freely ask at any time to have their membership of the loyalty scheme cancelled by contacting customer care on 024020139, or via www.intimissimi.com/myintimissimi.

7. Functionality.

The "My Intimissimi" Card will give the customer the opportunity to reach 3 different STATUS by accumulating points on purchases. Depending on the status to which the Customer belongs, they will receive increasing rewards.

"Silver Status":

- This is immediately acquired with the activation/registration of the "initial" card;
- When the 'Essential Status' customer reaches 200 points, they move to the next level - 'Gold Status';, on which they will be immediately credited with any points in excess of those used to reach the new status;
- If the 'Silver Status' Customer does not reach 200 points within 365 days from the date they obtained the status, they remain at the 'Silver' level and their points balance is reset.
- If an 'Silver Status' customer reaches 1,000 points before having acquired the 'Gold Status', they are automatically moved to the 'Platinum Status', upon which they will immediately be credited with any points in excess of those used to reach the new status;

"Gold Status":

- The customer acquires this status once they have earned 200 points. Any points in excess of those used to reach the next status will be credited to the new status immediately;
- As soon as the customer reaches 1,000 points, they move to the 'Platinum Status' upon which they will immediately be credited with any points in excess of those used to reach the new status;
- A year after reaching the 'Gold Status' and from each year on, the Customer:

- maintains the 'Gold Status' for another year if they have earned from 200 to 999 points, and any points in excess of those used to maintain the aforementioned status will be maintained;
- if they have earned less than 200 points, the points balance is reset and returns to the 'Silver Status'.

"Platinum Status":

- The Customer reaches the 'Platinum Status' once they have earned 800 points since obtaining the 'Gold status' or if they have earned 1,000 points from the 'Silver status'; any points in excess of those used for changing status, will be immediately credited;
- One year after reaching the 'Platinum Status', and from each year on, if the Customer:
 - if they have earned at least 1,000 points, they maintain the 'Platinum Status' level and any points in excess of those used to maintain the aforementioned status will be maintained;
 - If they have earned less than 1.000 points, the points balance is reset and returns to the 'Gold Status'.

Each change of status, as well as any communication relating to participation in the loyalty programme is strictly Silver for the provision of the services relating to it (such as, for example, confirmation of registration/cancellation, status changes, allocation of dedicated discounts or of reserved gifts) is considered as necessary to carry out the program itself. Therefore, by accepting this regulation, the Customer agrees to receive such communications which will be sent to the addresses indicated in the programme registration form. Refusal to receive such communications makes it impossible for Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa to carry out the programme and provide the related services. Any refusal expressed during the course of the programme will result in the automatic interruption of the same.

8. Point acquisition.

The loyalty points will automatically be loaded on the "My Intimissimi" Card activated with each purchase in one of the "Intimissimi" and "IUMAN - Intimissimi Uomo" points of sale participating in the initiative or via the e-commerce site www.intimissimi.com/myintimissimi, to the value of one point for each euro spent rounded down (Ex. 1.99 EUR = 1 POINT).

The crediting of points resulting from purchases made on the e-commerce site, will be possible only after entering the card data in your e-commerce account. The combination of the Card with the e-commerce account must only be performed once and will be stored by the system for subsequent purchases. To be entitled to points, the Customer must identify themselves before issuing the receipt by presenting their 'My Intimissimi' card or indicating their surname and first name or the e-mail address issued for the activation of the card. In the case of purchase through e-commerce, the Customer must access the site by entering their credentials.

Failure to identify the Card holder in the manner indicated above, will not allow points to be loaded, nor will loading be possible later. The Customer can see their accumulated points balance at any time by requesting it at any of the 'Intimissimi' or 'IUMAN - Intimissimi Uomo' points of sale participating in the initiative, or by consulting the website www.intimissimi.com/myintimissimi.

Points will be loaded and accounted for by the system on a daily basis; in case of technical unforeseen events, they can be loaded within a longer period of maximum 15 days. Returns will generate the points charge according to the same criterion as the credit. The issue of the 'Intimissimi Gift/eGift

Card' will generate the credit of the related points. Subsequent purchases paid partially/in total with Gift/eGift Card by the card owner will therefore not generate any credit of points for the value of the receipt paid with Gift/eGift Card. Campaigns of doubling or tripling points may be envisaged, of which adequate publicity will be given. The Card does not in any way constitute a payment card; the points accumulated in it cannot be transferred or converted into money or products.

8.a. Collecting points and Cross Country benefits

'My Intimissimi' Cardholders will also be able to collect points through purchases made within the points of sale in the Countries indicated in the table below. The collection of the aforementioned points, will enable them to be credited and achieve the status and use of prizes provided for in this regulation, in the Cyprus national territory. Loyalty points will be loaded onto the Customer's 'My Intimissimi' Card following the conversion shown in the table below.

- COUNTRY: AUSTRIA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: VANTAGE
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: BELGIUM
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EUR = 1 POINT
- LEVEL 1 : Name Status: SILVER
- LEVEL 2 - Name Status: GOLD
- LEVEL 3 - Name Status: PLATINUM
- COUNTRY: CROATIA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: VANTAGE
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: CZECH REPUBLIC
- POINTS VALUE UNDER THE LOCAL CURRENCY: 25 CZK = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: ESTONIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD

- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: FRANCE
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: ESSENTIEL
- LEVEL 2 - Status Name: SUPÉRIEUR
- LEVEL 3 - Status Name: PRIVILÈGE
- COUNTRY: GERMANY
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 : Status name - SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: HONG KONG
- POINTS VALUE UNDER THE LOCAL CURRENCY: 10 HKD = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: HUNGARY
- POINTS VALUE UNDER THE LOCAL CURRENCY: 400 HUF = 1 PUNKT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: ITALY
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: JAPAN
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 100 YEN SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: LITHUANIA

- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: LUXEMBOURG
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: MALTA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: NETHERLANDS
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: POLAND
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 4 PLN SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: PORTUGAL
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: ROMANIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 5 LEI SPENT
- LEVEL 1 - Status Name: SILVER

- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SLOVAKIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SLOVENIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SPAIN
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SWEDEN
- POINTS VALUE UNDER THE LOCAL CURRENCY: 10 SEK = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SWITZERLAND
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 EURO = 1 CHF SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: UKRAINA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 50 UAH SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM

- COUNTRY: UNITED KINGDOM
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 GBP SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: USA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 POINT = 1 USD SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM

As a further advantage, Customers in possession of the 'My Intimissimi' Card making purchases within the points of sale in the Countries indicated above, are granted discounts reserved by the individual country for the Customer's membership status exclusively at the time of purchase.

9. Advantages.

Customers who are part of the "My Intimissimi" loyalty programme can benefit from numerous discounts, promotional operations, prize operations and special initiatives, which will be adequately advertised and communicated from time to time. The Customer will be able to take advantage of the dedicated benefits only upon showing their 'My Intimissimi' Card. In particular, the following discounts are defined as:

- Free shipping and returns on e-commerce purchases for all those with the status;
- Upon subscription, the customer earns 50 points;
- When a 'Silver Status' Customer order online with pick in store receives 5 points, a 'Gold Status' Customer receives 10 points and a 'Platinum Status' Customer receives 15 points.
- For members with the 'Gold Status', every 200 points accumulated, a 10% discount coupon will be issued. It is valid for 30 days on a minimum purchase of €69. It is cumulable with other offers and discounts (sales excluded);
- For members with the 'Platinum Status', every 200 points accumulated, a 15% discount coupon will be issued. It is valid for 30 days on a minimum purchase of €69. It is cumulable with other offers and discounts (sales excluded);
- For members with the 'Platinum Status', every 200 points accumulated, a 15% discount coupon will be issued. It is valid for 30 days on a minimum purchase of €69. It is cumulable with other offers and discounts (sales excluded);
- For 'Gold Status' members: On the occasion of the Customer's birthday and exclusively in the period between 7 days prior to and 21 days following the birthday date, Gold Status members will be entitled to a 20% discount on a single purchase. It is cumulable with other offers and discounts, sales excluded.
- For 'Platinum Status' members: On the occasion of the Customer's birthday and exclusively in the period between 7 days prior to and 21 days following the birthday date, those belonging to

the Platinum Status will be entitled to a 25€ discount on a single purchase. It is cumulable with other offers and discounts, sales excluded.

10. Programme interruption - card deactivation - miscellaneous.

Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa reserve the right to modify, suspend or interrupt the 'My Intimissimi' loyalty programme and related services at any time and at its own discretion. Specific communication of such changes, suspensions or interruptions will be given by posting a suitable notice on the website www.intimissimi.com/cy and/or in the stores participating in the initiative. Without prejudice to any other right provided for by law, including the right to compensation for damage, Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa may revoke the Customer's right to use the Card and deactivate it if the Card is used in violation of the conditions set out in these Regulations or of use for fraudulent or damaging purposes of the image and of the 'Intimissimi' and 'IUMAN - Intimissimi Uomo' brands. Furthermore, after providing information, Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa reserve the right to deactivate the 'My Intimissimi' card and its activation/registration, in the event of non-use of the Card or inactivity of the Customer for a period exceeding 5 years. In the event of cancellation and deactivation, the Customer will no longer be able to use the "My Intimissimi" Card advantages and services. Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa are not responsible for any consequences, direct or indirect, relating to malfunctions of the loyalty programme that are not dependent on their will. Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) and Calzedonia Spa are not responsible for any fraudulent, improper or unlawful use of the Card.

11. Privacy Notice

Oniverse companies care about privacy and the protection of personal data. We hereby wish to inform customers about how we process their personal data following the registration to the "My Intimissimi" Loyalty Program.

Which categories of personal data will we use?

We need to process the personal data provided to us at the time of registration (failure to provide the data marked with an asterisk involves the inability to complete the registration process, in case of registration carried out in each point of sale with the support of the sales assistants, the phone number or email address are mandatory data. Failure to provide these data involves the inability to complete the registration process) and the data relating to purchases made at points of sale Intimissimi. These data include, for example, the price and type of products purchased. With customers' consent, we may also use other information that they freely provide to us at the time of registration or concerning the way they interact with us (hereinafter, collectively, the "Data").

More precisely, we could collect:

- optional information requested through the registration form or, in case of registration carried out in each point of sale, name, surname, address ZIP code, country and province are optional information;

- the information that we may acquire by examining customers' interaction with us, through email and newsletters, through our Internet sites and through the Apps that may be developed by us or by third parties (for more information, please consult the relevant privacy policies);
- information that customers may share through the social networks to which they subscribe.

For which purposes we do process Personal Data and on what legal grounds?

We may process Data, including by electronic means for these purposes:

1. Loyalty Program Management

Management of participation to the "My Intimissimi" Loyalty Program. The Data will be used to provide the discounts and benefits provided for those enrolled in the program and, more generally, for all related contractual and administrative obligations. The legal basis of the processing is the execution of the contract of subscription in the Loyalty Program.

2. Personalized assisted sale

Provision of a personalized assisted sales service dedicated to members of the Loyalty Program who will be able to take advantage of the help and advice of our sales assistants in all our points of sale where the "My Intimissimi" Loyalty Program is active. Wherever customers are, they could receive the help and advice of our sales assistants, with information (e.g. for Intimissimi size, color or pattern) on items purchased in the previous months at any point of sale Intimissimi or even online. Provided that Intimissimi is a global brand, such use of Data, based on our legitimate interest, allows us to improve the quality of our services at the point of sale and to ensure a consistent service to our customers who have joined the "My Intimissimi" Loyalty Program in all our stores. In any case, if customers do not wish to receive this assistance, it is sufficient that they, at the time of registration or even at a later time, ask their Data not be used for this purpose

3. Sending of commercial communications ("Direct Marketing")

With our customer's consent, sending of commercial communications through the traditional paper mail service, e-mail, SMS, landline and mobile phone, carrying out market research and surveying the degree of satisfaction regarding products relating to all the brands of Oniverse (Calzedonia, Intimissimi, Atelier Emé, Tezenis, Falconeri and Signorvino). Subscription to the "My Intimissimi" Loyalty Program is in no way conditional on the release of consent to receive our commercial communications.

4. Profiling

With our customer's consent, sending of personalized commercial communications based on subscribers' profile and purchasing and browsing habits as well as to develop products and services consistent with the preferences of our customers. Subscription to the "My Intimissimi" Loyalty Program is in no way conditional on the release of consent to profiling.

In particular, in order to better understand our customers' tastes and interest in our products and communications, we may examine - also through the use of automated systems - the information provided at the time of the registration to the "My Intimissimi" Loyalty Program, the purchases made at our Intimissimi points of sale in the last 24 months, the interest in our communications and newsletters, the attendance of our websites, the use of our Apps that may be developed by us or third parties, and the interest in our social channels, e.g. Facebook, (for more information, please consult the respective privacy notices).

Finally, we may enrich the subscribers' profile with statistical information that we may lawfully acquire from other sources: for example, in relation to their area of residence (such as demographic information, geo-referencing data, etc.) or to the electronic tools that they use to interact with us. In any case, this profiling activity is aimed at better personalizing our services and does not have any legal or other significant effect on our customers.

5. Statistical Analysis

Creation of statistical reports and behavioral models in order to examine - in aggregate form - the effectiveness from an economic point of view of the commercial initiatives (e.g. launch of a new product) of Intimissimi and to address future commercial and promotional initiatives. In particular, we may examine information relating to our costumers' purchases (also in relation with the other brands of Oniverse), country of origin, age, gender, information obtained by examining their interaction with us, through e-mails, our websites and through the Apps that may be developed by us or by third parties (for more information, please consult the respective privacy notices). This use of Data, based on our legitimate interest, allows us to analyze - in pseudonymized form (therefore without information directly attributable to individual customers) - customer data to obtain strategic information relating to customer purchasing behavior, the ways in which customers interact with the company through the various communication channels and the effectiveness of commercial and promotional initiatives, to be able to compete with the main operators in the sector.

How long do we store our customers' Data for?

☐ •For the purposes named "Loyalty Program Management" and "Personalized assisted sale" Data will not be processed for longer than the time required to manage the participation to the "My Intimissimi" Loyalty Program. In any case, information about purchases and the interactions with us will not be processed for longer than 24 months from the date of collection.

☐ For the purpose named "Sending of commercial communications ("Direct Marketing")" Data will be Kept until customers revoke their consent;

☐ For the purpose named "Profiling" data relating to the interactions with us will be kept for 12 months from the date of collection; the information relating to the purchases will, on the other hand, be kept for 3 years starting from the date of each purchase.

☐ For the purpose named "Statistical Analysis" data relating to purchases will be kept - in pseudonymized form - for a period of five years. The other personal data will be kept - in pseudonymized form - for a period of two years.

Which are the Data Controllers?

The Data Controllers for the purposes named "Loyalty Program Management" and "Personalized assisted sale" are Calzedonia S.p.A., Mallouppas Intimates Ltd (Intimissimi) and Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo). Calzedonia S.p.A., Mallouppas Intimates Ltd (Intimissimi) and Mallouppas Men's Wear Ltd (IUMAN - Intimissimi Uomo) act as Joint Controllers since they together define the means and purposes of processing.

The Data Controller for the purposes named "Sending of commercial communications ("Direct Marketing")", "Profiling" and "Statistical Analysis" is Calzedonia S.p.A.

To whom will we communicate our customers' Data?

To achieve the purposes for which we use Data, we need to communicate them to these categories of subjects:

☐ Calzedonia S.p.A. and Mallouppas & Papacostas Intimates Ltd staff, in charge with the management of the Loyalty Program;

☐ Employees of companies which, based on a commercial franchising relationship, manage "Intimissimi" points of sale;

❑ Companies that manage the “Intimissimi” points of sale in the various countries where the “My Intimissimi” Loyalty Program is active.

❑ Calzedonia S.p.A. suppliers (e.g. service providers and IT platforms, consultants): these subjects are appointed as Data Processors by Calzedonia S.p.A., through the signing of a specific contract.

How will the transfer of our customer’s Data to non-EU countries be regulated?

Personal data collected may be transferred outside the European Union. In this case, the transfer will take place in compliance with the provisions of EU Regulation 2016/679 ("GDPR") (in particular, the data will be transferred only after signing the Standard Contractual Clauses approved by the EU Commission with decision 2021/914 / EU or to countries able to guarantee an adequate level of protection of personal data and therefore recipients of an Adequacy Decision adopted by the EU Commission).

What are the rights the subscribers in the Loyalty Program can exercise as Data Subjects?

The “My Intimissimi” Loyalty Program subscribers, as Data Subjects, can exercise the rights that the GDPR grants to them over their personal data by writing to privacy@calzedonia.com

We undertake to respond to the request as soon as possible and in any case no later than thirty days from receipt of the report. In some cases, we will ask for a copy of an identification document if, in connection with the request, it becomes necessary to verify the identity of the applicant.

In particular, the Data Subject can exercise the following rights: In particular, the Data Subject can exercise the following rights:

❑ Right of access, i.e., the right to know if a processing of personal data concerning her/him is in progress and, if confirmed, to obtain a copy of such data and be informed about the origin of the data, the categories of personal data processed, the recipients of the data, the purposes of the processing, the existence of an automated decision-making process (including profiling), the data retention period, the rights provided for by the applicable law;

❑ Right to request the correction or integration of the data;

❑ Right to request the deletion of personal data if such data are no longer necessary for the purposes for which they were collected, or if we are no longer authorized to process them;

❑ Right to obtain the limitation of the processing of personal data in the following cases:

- i) the Data Subject has contested the accuracy of the personal data. She/He can request a processing limitation for the period necessary to verify the accuracy of the data;
- ii) we are no longer authorized to process the data, and instead of deleting them, it is possible to ask us to limit their use;
- iii) if the personal data in our possession, despite being no longer necessary for the purposes for which they were collected, are necessary for the Data Subject to ascertain, exercise or defend a right in court;

❑ Right to data portability, i.e., the right to receive personal data concerning him/her in a structured format, commonly used and readable by an automatic device, as well as the right to request for such data to be transmitted to another Data Controller;

❑ Right to revoke the consent, for the processing based on it;

❑ Right to oppose at any moment to the processing of personal data based on our legitimate interest. The Data Subject also has the right to lodge a complaint with the competent data protection

supervisory authority if she/he believes that the processing conflicts with the provisions of the applicable laws.

How can subscribers in the Loyalty Program change their preferences or withdraw consent?

At any time, subscribers in the Loyalty Program may check, modify or revoke their consent in relation to the purposes named “Sending of commercial communications (“Direct Marketing”)” and “Profiling” (including by declaring that they do not wish to receive commercial information by email and/or text messages) and/or request that their Data not be used for the purpose named “Personalized assisted sale”.

Regarding the registration carried out by website, subscribers in the Loyalty Program can change their preferences:

- by using their registration account, under privacy preferences section;
- by contacting our Customer Service;
- by contacting the Data Controller or the Data Protection Officer.
Regarding the registration carried out in each point of sale:
- by creating an account and using the same data provided for the registration;
- by contacting our Customer Service
- by contacting the Data Controller or the Data Protection Officer.

How to contact Calzedonia S.p.A., Mallouppas Intimates Ltd (Intimissimi), Mallouppas Men’s Wear Ltd (IUMAN - Intimissimi Uomo) and the Data Protection Officer of Calzedonia S.p.A. to exercise Data Subject’s rights?

Customers may exercise their rights by writing to the Data Controllers, and/or Data Protection Officer of Calzedonia S.p.A. at the address below:

Calzedonia S.p.A.

Email: privacy@calzedonia.com

Registered office: Via Monte Baldo 20, Dossobuono di Villafranca, Verona, Italy.

The Data Protection Officer of Calzedonia S.p.A.: dpo@calzedonia.com

Mallouppas Intimates Ltd (Intimissimi) and Mallouppas Men’s Wear Ltd (IUMAN - Intimissimi Uomo)

Email: privacy@calzedonia.com

Registered office: 21 Glafcos Clerides Avenue, KEMA Bldg. 2nd floor, 2107 Nicosia, Cyprus

This Privacy Notice may be subject to changes and updates because of changes concerning the way we process customers’ Data or other information provided to them hereunder. Any changes will ensure, in any case, the full protection of their rights. If any changes are made that may limit the guarantees for the protection of their Data or their rights with respect to the current version, before the processing of their Data begins in the new manner, they will be promptly informed through the contacts provided and they will be guaranteed the right to cancel from the “My Intimissimi” Loyalty Program or, in any case, to modify their consents and preferences. In any event, we invite our

customers to review the updated Privacy Policy published on the Site from time to time.

12. Contacts.

For any other information relating to 'My Intimissimi' Card, the Customer can check the website www.intimissimi.it, or contact customer care at any Intimissimi store participating in the initiative. I confirm that I have read the above Regulations and Terms of Use, that I have understood their content and that I accept everything provided therein.

Last update: 20/06/2025