

Premise

CALZEDONIA UK Ltd, a company under the management and coordination of Oniverse Holding SpA, with registered office at Spirella House, 266-270 Regent Street, London, W1B 3AH , VAT no. 906 446 326, offers discounts, advantages and services at “Intimissimi” stores (both direct and affiliated, participating in the promotion) and at www.intimissimi.com to customers who would like to benefit from them. To benefit from these advantages, customers must hold “My Intimissimi” Card: issuance of “My Intimissimi” Card (hereinafter “My Intimissimi” Card) and its use are governed by the following conditions (hereinafter "Rules"), which the "Customer-Holder" must read carefully. Activation of “My Intimissimi” Card, via the methods set out under Point 6 below implies the Customer's acceptance of these Rules. Calzedonia UK Ltd reserves the right to amend these Rules, including partially, from time to time and the resulting changes shall become applicable 10 (ten) consecutive days after they are published on www.intimissimi.com/myintimissimi. If the "Customer-Holder" does not accept the changes made, then he/she shall be entitled to cancel his/her registration. This entitlement, in any case, may be exercised at any time in accordance with the following. However, use of the Card, after the amendments have become applicable, shall constitute acceptance, by implication, of the changes applied.

Calzedonia UK Ltd also reserves the right to suspend this loyalty scheme, temporarily or permanently, at any time, without the Customer having any right to complain (subject to any rights already held by the Customer-Holders at that time being upheld), by notifying the suspension on its website at www.intimissimi.com and/or at stores participating in the initiative. These Rules are always available for consultation at www.intimissimi.com/myintimissimi.

1. Promoter

CALZEDONIA UK Ltd, a company under the management and coordination of Oniverse Holding SpA, with registered office in at Spirella House, 266-270 Regent Street, London, W1B 3AH, VAT No. 906 446 326.

2. Participation channels

- All “Intimissimi” and “IUMAN - Intimissimi Uomo” stores, whether these are managed directly by Calzedonia Finanziaria - Dutch Branch (so-called "direct stores") or affiliated and, therefore, managed by other companies (so-called "affiliated stores"), which participate in the scheme by displaying the associated advertising material and information. A list of the stores participating in the scheme is available at www.intimissimi.com/myintimissimi.
- Ecommerce website www.intimissimi.com

3. Territory

National Territory of United Kingdom.

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. Holders

Customers who are at least eighteen years old and hold "My Intimissimi" Card according to the registration and operation conditions set out 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 02038376465, or via www.intimissimi.com/myintimissimi.

7. How it works

The "My Intimissimi" Card allows customers to gain 3 different STATUSES by earning loyalty points from their purchases. Customers will receive an increased level of benefits in accordance with their Status.

"Silver Status":

- This is immediately gained when the "blank" card is activated/registered;
- Once "Silver Status" customers have earned 200 points, they are promoted to the next level: "Gold Status", and will immediately be credited with any points in excess of those used to gain the new status;"
- "Silver Status" Customers who fail to earn 200 points within 365 days of the date they enrolled will remain at the "Silver Status" level and their points balance will be reset to zero.
- "Silver Status" customers who earn 1,000 points before achieving "Gold Status" will be promoted directly to "Platinum Status" and will immediately be credited with any points in excess of those used to gain the new status.

"Gold Status":

- Customers gain this status once they have earned 200 points. The new status will immediately be credited with any points in excess of those used to be promoted to the next level;
- Once they have earned 1,000 points, Customers are promoted to "Platinum Status" and are immediately credited with any points in excess of those used to gain the new status;
- A year after gaining "Gold Status", and every year after that, Customers:
- will maintain "Gold Status" for another year if they have earned between 200 and 999 points, any points in excess of those used, are carried over to keep this status being maintained;
- will return to "Silver Status" and have their points balance cancelled if they have earned less than 200 points.

"Platinum Status":

- Customers will gain "Platinum Status" if they have earned 800 points since gaining "Gold Status" or 1,000 points since gaining "Silver Status". Promoted customers will immediately be credited with any points in excess of those used to be promoted to the next level;
- A year after gaining "Platinum Status", and every year after that, Customers:
- will maintain "Platinum Status" for another year if they have earned at least 1,000 points, any points in excess of those used, are carried over to keep this status being maintained;
- will return to "Gold Status" and have their points balance cancelled if they have earned less than 1,000 points.

Each change of status, as well as all communications concerning participation in the loyalty scheme, which are strictly indispensable for providing the services connected to it (for example, confirmation of subscription/cancellation, changes in status, special discount offers or exclusive gifts) must be considered necessary for the operation of the scheme itself. Therefore, by accepting these Rules, the Customer agrees to receive said communications, which will be sent to the addresses given on the scheme registration form. Refusal to receive said communications shall prevent Calzedonia UK Ltd from implementing the scheme and providing the services associated with it. Any refusal expressed during the course of the scheme shall result in an automatic interruption of the scheme.

8. Earning points

Loyalty points will be automatically credited to "My Intimissimi" Card activated upon each purchase made at "Intimissimi" or "IUMAN - Intimissimi Uomo" stores participating in the scheme or via the e-commerce website at www.intimissimi.com/myintimissimi. In order to have the points arising from the e-commerce purchases credited to the Card, Customers must previously register their Card number under their e-commerce account. The insertion of the Card number shall be done only once and, for the following purchasing the system will automatically remember it. One point will be given for each pound sterling spent, rounded down (e.g. £1.99 = 1 point).

In order to be entitled to points, Customers must identify themselves before the receipt is printed by presenting their "My Intimissimi" Card or by giving their surname and name or the email address used for card activation. In cases of online purchases, Customers must access the website by entering their details. Should the card holder fail to provide identification in the manner specified above, then points will not be earned, and it will not be possible to have them credited subsequently. Customers may check their points balance at any time by requesting it at any "Intimissimi" or "IUMAN - Intimissimi Uomo" store participating in the scheme or via the website www.intimissimi.com/myintimissimi.

Points will be credited and recorded daily by the system; in the event of technical problems, they may be credited within a longer period of a maximum of 15 days. Returned items will result in points being debited according to the same criteria used for crediting points. Issuance of a "Intimissimi Gift Card" will result in a credit of the corresponding number of points. Subsequent purchases paid partially/entirely with a Gift Card will not, therefore, earn any points for the part of the purchase paid for using the Gift Card. Promotions involving double or triple points may be organised and these will be advertised accordingly.

The Card is not a method of payment; the points credited cannot be transferred or converted into cash or goods.

Earning point and cross-country benefits

"My Intimissimi" Cardholder will collect points even through the purchase at points of sales located in the Territories listed below. The above-mentioned points will be counted when reaching the Status and using the advantages provided under these terms and conditions in the UK. The loyalty points will be

credited to the Client's "My Intimissimi" Card subject to the table below.

Only for purchases in Russia, the loyalty points will be credited subject to prior presentation of the Loyalty Card.

- COUNTRY: AUSTRIA
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: BELGIUM
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 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 EURO = 1 POINT
- LEVEL 1 : Name Status: SILVER
- LEVEL 2 - Name Status: GOLD
- LEVEL 3 - Name Status: PLATINUM
- COUNTRY: CYPRUS
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- 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 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD

- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: FRANCE
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: GERMANY
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 1 POINT
- 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 EURO = 1 POINT
- 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 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: LUXEMBOURG
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: MALTA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: NETHERLANDS
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- 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 EURO = 1 POINT
- 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 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SLOVENIA
- POINTS VALUE UNDER THE LOCAL CURRENCY: 1 EURO = 1 POINT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: PLATINUM
- COUNTRY: SPAIN
- POINTS VALUE UNDER LOCAL CURRENCY: 1 EURO = 1 POINT
- 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: 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

“My Intimissimi” Cardholder who will purchase at points of sales located in the Territories above, may take advantage, exclusively at the moment of the purchase and as additional benefit, of the discounts provided by each Country for that Client’s Status.

9. Benefits

Customers holding the "My Intimissimi" card can benefit from numerous discounts, promotions, prizes, and special initiatives, which will be suitably advertised and communicated from time to time. Customers can only benefit from the special advantages by presenting their "My Intimissimi" Card. In particular, the following benefits will apply:

- Free deliveries and returns on e-commerce purchases for all Status holders.;
- For Gold Status customers: for every 200 points earned, a £20 voucher will be issued, valid for 30 days from the date of issue on a minimum spend of £79, this voucher can be used in conjunction with other promotions but not with sales.
- For Platinum Status customers: for every 200 points earned, a £30 voucher will be issued, valid for 30 days from the date of issue on a minimum spend of £89, this voucher can be used in conjunction with other promotions but not with sales.
- For Silver Status customers: On their birthday and only for 7 days before and 21 days after their birthday, Silver Status Customers will be entitled to double points on purchases made.
- For Gold Status customers: On their birthday and only for 7 days before and 21 days after their birthday, Gold Status Customers will be entitled to a 20% discount on a single purchase. This voucher can be used in conjunction with promotions, sales items excluded.
- For Platinum Status customers: On their birthday and only for 7 days before and 21 days after their birthday, Platinum Status Customers will be entitled to a 30% discount on a single purchase. This voucher can be used in conjunction with promotions, sales items excluded.

10. Interruption of the scheme – card deactivation – miscellaneous

Calzedonia UK Ltd reserves the right to change, suspend or interrupt the “My Intimissimi” Card loyalty scheme and associated services at any time and at its own discretion. Said changes, suspensions and interruptions will be communicated by means of a suitable notice on the www.intimissimi.com website and/or at the stores participating in the scheme. Without prejudice to any other right established under law, including the right to compensation for damages, Calzedonia UK Ltd shall be entitled to revoke Customer’s right to use the Card and deactivate it in the event that the Card is used in breach of the conditions set out under these Rules or in the event of unlawful use or use that is harmful to the image of "Intimissimi" and its brand. Calzedonia UK Ltd shall be entitled to deactivate the loyalty Card if deemed that the use of the Card is for fraudulent purposes. Furthermore, subject to giving notice, Calzedonia UK Ltd reserves the right to deactivate “My Intimissimi” Card and the associated registration if the Card is not used, or the Customer remains inactive for a period exceeding 5 years. Revocation and deactivation shall result in the Customer no longer being able to benefit from

the advantages and services offered by “My Intimissimi” Card. Calzedonia UK Ltd shall not be liable for any consequences, direct or indirect, associated with malfunctions in the loyalty scheme that are beyond its control. Calzedonia UK Ltd shall not be liable for any fraudulent, improper, or unlawful use of the Card.

11. Data protection

The Oniverse and its subsidiaries care about privacy and the protection of personal data. We hereby wish to inform you about how we process your personal data following the registration to the My Intimissimi loyalty program.

Which categories of personal data we will use?

Your participation in the My Intimissimi loyalty program involves our use of your personal data. In particular, we need to process the personal data provided to us at the time of registration (failure to provide the data marked with an asterisk on the registration form makes you ineligible to complete the registration process, in case of registration carried out at 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 makes you ineligible to complete the registration process) and the data relating to purchases made at Intimissimi points of sale. This data includes, for example, the price and type of products purchased. With your consent, we may also use other information that you freely provide to us at the time of registration or concerning the manner in which you 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 at each point of sale, name, surname, address, post code, county and country are optional information;
- the information that we may acquire by examining your 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 you may share through the social networks to which you subscribe.

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

We may use your Data, including by electronic means: a) for the management of your participation to the Intimissimi Loyalty Program. Your Data will be used to provide you with discounts and other benefits, which may be available to you and, more generally, for all related contractual and administrative obligations.

b) to provide you with a personalized service in stores where My Intimissimi loyalty program is active. Wherever you are you could receive help and advice from our sales assistants using information about items (eg. size, color or style) purchased by you in the previous 24 months in Intimissimi stores and online. Provided that Intimissimi is a global brand, such use of your Data, based on our legitimate interest, allows us to improve the quality of our in-store service and to ensure its continuity. However, if you were to wish not to receive this assistance, it is sufficient to request, at the time of registration or at a later time, for your Data not be used for this purpose

c) to send you, through the contact details provided to us, newsletters, information about products and services provided by us, offers and promotions, as well as to conduct market researches. For example, we may send you emails or text messages (eg. SMS e WhatsApp), send you promotional materials at your postal address or contact you by telephone via an operator. Our products are marketed under the following brands: CALZEDONIA, INTIMISSIMI, TEZENIS, FALCONERI and SIGNORVINO.

d) to review your preferences, how you interact with us, and your purchasing behavior. In particular, in order to better understand your 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 your registration to the My Intimissimi Loyalty Program, the purchases made at our Intimissimi points of sale in the last 24 months, your interest in communications and newsletters that we send you, the attendance of our websites, the use of our Apps and the interest in our social channels (e.g. Facebook). For further information on the Data that we may acquire through browsing our websites and/or through the use of our Apps, you may consult the relevant privacy policies. Finally, we may enrich your profile with statistical information that we may lawfully acquire from other sources: for example, in relation to your area of residence (such as demographic information, geo-referencing data, etc.) or to the electronic tools that you 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 you. Your subscription to the My Intimissimi Loyalty Program is in no way conditional upon the provision of the above consents.

How long do we store your Data?

Your Data will not be processed for longer than the time required to manage your participation to the My Intimissimi loyalty program. In any case, information about your purchases and your interactions with us will not be processed for longer than 24 months from the date of collection. In the event that you decide to leave the My Intimissimi loyalty program your Data will be deleted within the following 3 months.

To whom will we communicate your Data?

For the purposes of the management of the My Intimissimi loyalty program and for administrative purposes, we may communicate your Data to our service providers (e.g. IT services) and to the companies that manage the Intimissimi points of sale, present in the various countries where the My Intimissimi loyalty program is active, who will be acting as data processors, and to other third parties where there is a legal obligation to do so. A complete list of such companies will be made available by sending a written request to the following contacts.

How will the transfer of your Data to non-EU countries be regulated?

Your Data may be transferred outside the territory of the European Union, even to countries where the level of protection of personal data may be lower than that guaranteed by European legislation. Such transfer shall, in any case, be subject to adequate safeguards for the protection of your Data and, in particular, to the standard contractual clauses approved by the EU Commission by Decision 2010/87/EC.

What rights do you have over your Data?

You have the rights of access, rectification, removal, limitation of and opposition to the use of the Data by us, as well as the right to request the transfer to you of some of the Data.

Rights of the data subject

Right of access

The data subject has the right to obtain from the controller confirmation as to whether or not personal data concerning him or her are being processed, and, where that is the case, access to the personal data and the following information:

- (a) The purpose of processing;
- (b) The categories of personal data concerned;
- (c) The recipients or categories of recipients to whom the Personal Data have been or will be disclosed, in particular recipients of third-party countries or international organizations, with confirmation as to whether adequate safeguards are in place;
- (d) Where possible, the envisaged period for which the personal data will be stored or, if not possible, the criteria used to determine that period;
- (e) The existence of the right to request from the controller rectification or removal of personal data or restriction of processing concerning the data subject or to object to such processing; (f) The right to lodge a complaint with a Supervisory Authority;
- (g) Where the personal data has not been collected from the data subject, any available information on their source;
- (h) The existence of an automated decision-making process, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her and, at least in those cases, meaningful information about the rationale, the significance and the envisaged consequences of such processing for the data subject.

Right to rectification

You have the right to obtain, without undue delay, the rectification of any inaccurate personal data concerning you.

Right to removal

You have the right to have the removal, without undue delay, of your personal data for any of the following reasons:

- (a) personal data is no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- (b) you have withdrawn your consent to the processing and there are no other legal grounds for the processing;
- (c) you objected to the processing, and there are no overriding legitimate grounds for doing so;
- (d) the personal data have been unlawfully processed;
- (e) personal data have to be removed for compliance with a legal obligation.

Right to restriction of processing

You have the right to obtain the restriction of processing when one of the following applies:

- a) contest the accuracy of personal data, for the period necessary for the data controller to verify the accuracy of such personal data;
- (b) the processing is unlawful, and you oppose to the removal of the personal data and request the restriction of their use instead;
- c) although the data controller no longer needs the personal data for the purposes of processing, but they are necessary for ascertaining, exercising or defending a right in court;
- d) you objected to processing, pending verification of the possible prevalence of our legitimate grounds.

Right to object

The data subject has the right to object at any time to the processing of personal data concerning him or her which is based on the data controller's legitimate interest, including profiling. The data subject has the right to object at any time to the processing of personal data concerning him or her for direct marketing purposes, including profiling to the extent that it is related to such direct marketing.

Right to data portability<

You have the right to receive in a structured format, commonly used and readable by automatic device, the personal data concerning you in our possession and you have the right to transmit such data to another data controller without hindrance by the data controller to which you provided them if:

- (a) the processing is based on consent or on a contract; and
- (b) the processing is carried out by automated means.

At your request and if technically feasible, you can obtain the direct transmission of personal data to another data controller.

Right to file a complaint before the competent Data Protection Authority

When the data subject holds that the processing of his/her personal data is carried out breaching the provisions of the EU Regulation no. 2016/679, he/she is entitled to file a complaint before the competent Data Protection Authority in order to protect his/her rights.

How can you change your preferences or withdraw consent?

At any time, you may check, modify or revoke your consent in relation to the purposes set out under letters (c) and (d) (as well as by declaring that you do not wish to receive commercial information by email and/or text messages) and/or request that your Data not be used for the purposes under letter (b).

Regarding the registration carried out online you can change your preferences:

- by using your 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 at any 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

Who are the data controllers?

The data controller for the purposes under letter (a) is Calzedonia UK Limited. The data controller for the purposes under letters (c) and (d) is Calzedonia S.p.A.. For the purposes under letter (b), Calzedonia S.p.A. and Calzedonia UK Limited will be acting as joint data controllers.

What rights do you have over your Data?

You may exercise your rights by writing to the data controllers, and/or Data Protection Officer at the address below:

Calzedonia S.p.A.

Email: privacy@calzedonia.com

Registered office: Via Monte Baldo n. 20 - Dossobuono di Villafranca (VR) - Italy

The Data Protection Officer of Calzedonia S.p.A.:

Email: dpo@calzedonia.com

Calzedonia UK Limited

Email: privacy@calzedonia.com

Registered office: 266/270 Regent Street, W1B - 3AH London

How will you be informed of any changes to this Privacy Notice?

This Privacy Notice may be subject to changes and updates as a result of changes concerning the way we process your Data or other information provided to you hereunder. Any changes will ensure, in any case, the full protection of your rights. If any changes are made that may limit the guarantees for the protection of your Data or your rights with respect to the current version, before the processing of your Data begins in the new manner, you will be promptly informed through the contacts provided and you will be guaranteed the right to cancel from the My Intimissimi fidelity program or, in any case, to modify your consents and preferences.

In any event, we invite you to review the updated Privacy Policy published on the Site from time to time.

12. contacts

Any further information concerning “My Intimissimi” Card, can be obtained by consulting www.intimissimi.com, by phoning customer care on 08002797076, or at any “Intimissimi” or “IUMAN - Intimissimi Uomo” store participating in the scheme.

I confirm that I have read the above Rules and Conditions of use, I understand the contents and I accept them in their entirety.

Last update: 20/06/2025