

Premises

Sunshine Baltics Estonia OÜ a company, with registered office in F.R. Faehlmanni tn 5, 10125 Tallinn, Estonia VAT number EE102060252 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.it. 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. Sunshine Baltics Estonia OÜ 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/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. Sunshine Baltics Estonia OÜ 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 and/or at the points of sale participating in the initiative.

These Regulations are always available for consultation at www.intimissimi.com/myintimissimi.

1. promoter

Sunshine Baltics Estonia OÜ, a company, with registered office in F.R. Faehlmanni tn 5, 10125 Tallinn, Estonia VAT number EE102060252 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/myintimissimi.

E-commerce site www.intimissimi.com

3. territory

Estonian 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 the customer service 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 'Silver 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 Sunshine Baltics Estonia OÜ 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

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 Estonian national territory. Loyalty points will be loaded onto the Customer's ‘My Intimissimi’ Card following the conversion shown in the table below.

Exclusively for purchases made in Russia, loyalty points will be credited upon presentation of the ‘Intimissimi Club’ Card.

- COUNTRY: AUSTRIA
- 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: 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 EUR = 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 POINT = 1 EURO SPENT
- 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: FRANCE
- 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: 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;
- For members with the 'Gold Status', every 200 points accumulated, a 10 € discount voucher, valid for 30 days from its issue, on a minimum purchase of 69 €. The voucher will be cumutable with other offers and discounts (sales excluded).
- For members with the 'Platinum Status', every 200 points accumulated, a 20 € discount voucher, valid for 30 days from its issue, on a minimum purchase of 69 €. The voucher will be cumutable with other offers and discounts (sales excluded).
- For 'Silver 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, the members of the Silver Status will be entitled to the recognition of double points on purchases made;
- 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 (excluding items already subject to discounts or promotions).
- 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 30 € discount on a single purchase. The voucher will be cumutable with other offers and discounts (sales excluded)

10. programme interruption - card deactivation - miscellaneous.

Sunshine Baltics Estonia OÜ 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 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, Sunshine Baltics Estonia OÜ 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' brand. Furthermore, after providing information, Sunshine Baltics Estonia OÜ 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. Sunshine Baltics Estonia OÜ 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. Sunshine Baltics Estonia OÜ and Calzedonia Spa are not responsible for any fraudulent, improper or unlawful use of the Card.

11. Processing of personal data.

Which categories of personal data we will use?

Your participation to the My Intimissimi fidelity 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 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 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 in each point of sale, name, surname, address, ZIP code, country and province 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 we do 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 My Intimissimi fidelity 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 a personalized service in all our points of sale where the My Intimissimi fidelity program is active. Wherever you are, you 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 24

months at any point of sale Intimissimi or even 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 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 you do not wish to receive this assistance, it is sufficient that you, at the time of registration or even at a later time, ask that your Data not be used for this purpose

With your consent, we may also use your Data for the following purposes:

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 (e.g. 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, Signorvino, Falconeri, Atelier Emè.

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 fidelity 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 fidelity Program is in no way conditional upon the provision of the above consents.

How long do we store your Data?

For the purposes listed under letter a) and b), 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 fidelity Program, your Data will be deleted within the following 12 months.

For the purpose under letter c), your Data will be retained until you revoke your consent to receiving commercial communication; for the purpose under letter d), your Data will be retained for 24 months except for purchasing history which will be retained for 3 years.

To whom will we communicate your Data?

For the purposes of the management of the My Intimissimi fidelity 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 fidelity 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 2021/914/EC.

What rights do you have over your Data?

You have the rights of access, rectification, erasure, 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:

- The purpose of processing;
- The categories of personal data concerned;
- 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;
- Where possible, the envisaged period for which the personal data will be stored or, if not possible, the criteria used to determine that period;
- The existence of the right to request from the controller rectification or erasure of personal data or restriction of processing concerning the data subject or to object to such processing;
- The right to lodge a complaint with a Supervisory Authority;
- Where the personal data have not been collected from the data subject, any available information on their source;
- 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 erasure

You have the right to obtain the erasure, without undue delay, of your personal data if there are any of the following reasons:

- personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- you have withdrawn your consent to the processing and there is no other legal grounds for the processing;
- you objected to the processing, and there is no overriding legitimate grounds for doing so;

- the personal data have been unlawfully processed;
- personal data have to be erased 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:

- contest the accuracy of personal data, for the period necessary for the data controller to verify the accuracy of such personal data;
- the processing is unlawful and you oppose to the erasure of the personal data and request the restriction of their use instead;
- 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;
- 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:

- the processing is based on consent or on a contract; and
- 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 (b) e (c) (including by declaring that you do not wish to receive commercial information by email and/or text messages).

Regarding the registration carried out by website you can change your preferences:

- by using your registration account, under privacy preferences section;
- 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 the Data Controller or the Data Protection Officer

Who are the data controllers?

For the purposes under letters (a) and (b) Calzedonia S.p.A. and Sunshine Baltics Estonia OÜ will be acting as joint data controllers.

The data controller for the purposes under letters (c) and (d) is Calzedonia S.p.A.

How to contact Calzedonia S.p.A., Sunshine Baltics Estonia OÜ and the Data Protection Officer in order to exercise your rights?

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 Portici Umberto Primo 5/3, Malcesine (Verona) - Italy

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

Sunshine Baltics Estonia OÜ

Email: privacy@calzedonia.com

Registered office: F.R. Faehlmanni tn 5, 10125 Tallinn, Estonia

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 Loyalty 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.

For any other information relating to ‘My Intimissimi’ Card, the Customer can check the website www.intimissimi.it, contact customer care or an ‘Intimissimi’ and ‘IUMAN - Intimissimi Uomo’ sales outlet 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