

PRIVACY POLICY

Welcome!

This privacy notice describes the personal data we collect when you browse this website or when you visit a “Intimissimi” and “IUMAN Intimissimi” store. It also lists the purposes of processing and the rights you are entitled to as data subject. Click on each paragraph of this privacy notice: you will obtain important information about your personal data.

The processing activities described in this Privacy Notice refer solely to the services available on the website www.intimissimi.com or in the "Intimissimi" and “IUMAN Intimissimi” stores. We inform you that within the site www.intimissimi.com there may be links to websites owned by third parties that are directly responsible for the processing activities carried out there, and for which we invite you to consult their respective privacy and cookie policies.

WHO IS THE DATA CONTROLLER?

With reference to the personal data collected for the use of the services available on this website and at the “Intimissimi” and “IUMAN Intimissimi” shops, the Data Controller is Calzedonia S.p.A. with legal seat in Via Portici Umberto Primo 5/3, Malcesine (Verona, Italy).

For the purposes marked with (*) Calzedonia Hong Kong Limited, with registered office in 6/F, Shun Ho Tower, Nos. 24-30 Ice House Street, Central is a Joint Controller together with Calzedonia S.p.A. as they jointly determine the means of processing.

For the purposes marked with (**) Calzedonia S.p.A. and Calzedonia Hong Kong Limited; furthermore - if you have made a purchase at a Intimissimi or IUMAN Intimissimi store managed by a franchising company (i.e. a company with which there is a commercial franchising relationship) - this company, together with Calzedonia S.p.A. and Calzedonia Hong Kong Limited, are the Joint Data Controllers.

The companies act as Joint Data Controllers as they jointly define the purposes and means for processing the personal data collected. You can contact both the Joint Controllers by writing to privacy@oniverse.it.

WHY DO WE PROCESS YOUR DATA?

You may find below a list of all the purposes for which we collect your personal data: click on each paragraph for more information.

Browsing

Purpose: to allow web browsing; to carry out aggregate statistical analysis aimed at measuring the correct functioning of this website and, in the event of computer crimes, to ascertain any responsibility.

Processed data: IP addresses, domain names, URIs. These data are acquired by the IT systems responsible for the proper functioning of this website.

Legal basis: Provision of services aimed at allowing users to browse this website;

Retention period: 30 days after the collection, unless legal provisions or provisions of Public Authorities impose a different retention time in relation to investigations related to any computer crimes.

Online products purchasing (*)

Purpose: fulfilment of online purchase orders and performance of related activities (sending of goods, invoicing, payment management, shipment tracking, delivery of goods, possible activation of the return and refund process of the order, management of the return, etc).

Processed data: contact details (name, surname, e-mail address, telephone number), shipping address and billing address. In the event of a return, we will ask you to also communicate your IBAN code, which is necessary to refund

the price of the goods you have returned. If you have used a third-party payment method, the details of the account holder for that payment method will be processed. We do not process the data relating to the payment method indicated by you (e.g. payment card number and security code), which are instead collected exclusively by the chosen payment service provider.

Legal basis: execution of the sales contract.

Retention period: time necessary to fulfil the contractual and regulatory obligations regarding the purchase and sale of products (e.g. tax legislation).

Antifraud (*)

Purpose: to check the correspondence between the buyer and the holder of the selected payment methods.

Processed data: your name, surname, e-mail address, IP address, information on the type of payment method used to make the purchase and related holder (name and surname), the details of the e-commerce orders.

Legal basis: legitimate interest in preventing and combating fraud.

Retention period: 5 years after the collection of the data.

E-Gift Card (*)

Purpose: sending and use of the E-Gift Card.

Processed data: name and e – mail address of the recipient of the E-Gift Card. This data are communicated to us from the purchaser of the E-Gift Card.

Legal basis: legitimate interest in assuring the sending and the use of the E-Gift Card.

Retention period: Period strictly necessary to send the E-Gift Card and to guarantee its use.

“My Intimissimi ” Loyalty Program (*)

Purpose: management of participation in 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. Among the benefits attributed to members of the loyalty program, there is the possibility of creating a reserved area ("account") on our website that will allow you to save certain content (e.g. the "wishlist" i.e. the list of your favorite products, purchase history, etc.). The reserved area is activated automatically only in the case of online registration for the loyalty program.

Processed data: personal and contact details (name, surname, postal address, e-mail address, telephone number) indicated on the online registration form, or, in case of registration made at the "Calzedonia" store, requested by the sales assistants; data connected to the purchases and coupons and discounts.

Legal basis: execution of the contract of enrollment in the Loyalty Program ([My Intimissimi Loyalty Program regulation](#)).

Retention period: time needed to manage your participation in the Loyalty Program. In any case, the information relating to your purchases and interactions with us will be kept no later than 36 months from the date of collection. Moreover, if you don't use your loyalty program for more than 3 years, your subscription will be deleted after that period.

Personalized assisted sale (reserved to Loyalty Program members)(*)

Purpose: provide 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.

Processed data: information (e.g. size, colour, model) relating to purchases made by you in the previous 36 months.

Legal basis: legitimate interest in providing the best assistance service to customers enrolled in the Loyalty Program at the stores, in line with their needs.

Retention period: 36 months from the collection.

Reserved area registration (dedicated to Loyalty Program members)*

Purpose: creation of a reserved area ("account") that will allow you to save some content (e.g. the "wishlist" i.e. the list of your favourite products, your purchase history, etc.).

Processed data: personal details and contact details indicated in the online form relating to registration in the reserved area. The data essential for the use of our services are marked with an asterisk: should you not provide this

information, we won't be able to provide you with the requested service. Furthermore, from your reserved area, you can consult your purchase history and the list of products you have marked as 'favourites'. If you save your credit card details in the reserved area, we will not store the full details, but only the following information: the payment circuit used, the cardholder's name and surname, the last 4 digits of the credit card, and the expiry date. Any further details will be stored directly by the payment provider, which acts as an Autonomous Data Controller.

Legal basis: execution of the website registration agreement

Retention period: Your reserved area will remain active for as long as you are a member of the loyalty program.

Saving of access credentials to the reserved area after the end of the session ("Stay logged in")

Purpose: to make it easier to use your private area ("account") by allowing you to save your login credentials and stay connected to your account beyond the end of the browsing session.

Processed data: your access credentials.

Legal basis: your consent expressed by accepting the checkbox that activates the cookie (see also [Cookie Policy](#)).

Retention period: the cookie that allows you to save the login credentials will stay active for 6 months. At any time, you can "log out" and your credentials will no longer be stored automatically.

Sending of commercial communications ("Direct Marketing") (*)

Purpose: sending of commercial communications through the traditional paper mail service, e-mail, SMS, landline and mobile phone, social platforms (e.g. Instagram, Tik Tok, Facebook, etc) carrying out market research and surveying your degree of satisfaction regarding products relating to all Oniverse brands (Calzedonia, Intimissimi, IUMAN Intimissimi, Atelier Emé, Tezenis, Falconeri and Signorvino).

Processed data: contact details (e.g. name, surname, e-mail address, telephone number, home/residence address).

Legal basis: your consent that you may revoke at any time by writing to privacy@oniverse.it or logging in in your reserved area.

Retention period: until you revoke your consent.

Profiling (*)

Purpose: We will use the information about your profile and purchasing habits: (i) to send you exclusive communications and offers designed for you, if you have consented to receive promotional communications; (ii) also - if you are a member of our loyalty program - to give you preferential access to our customer service based on your purchasing history; and (iii) to develop products and services consistent with our customers' preferences.

Processed data: data relating to your purchases – also relating to the other brands of Oniverse (Calzedonia, Intimissimi, IUMAN Intimissimi, Atelier Emé, Tezenis, Falconeri e Signorvino) - your country of origin, your gender and your age, your interaction with us through our websites and through the Apps that may be developed by us or by third parties – and through our social channels (e.g. Facebook). We may also examine the data relating to your (possible) participation in the Loyalty Program and the use of the services we provide. 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.

Legal basis: your consent that you may revoke at any time by writing to privacy@oniverse.it or logging in in your reserved area.

Retention period: Data will be retained for 3 years, except for gender, age and country of origin which will be retained until your consent is withdrawn.

Participation in satisfaction survey

Purpose: collect information about your interests and preferences, and your opinion about the quality of our products, our online and point-of-sale services and our customer service. Some questionnaires are intended for all our customers, others are available to loyalty customers or following your request to our customer service.

Processed data: Depending on the survey, the following may be processed: your name, your contact details, your order number, your loyalty card number, the number of the ticket that has been assigned to your request for assistance, data provided during the completion of the survey

Legal basis: the user's specific consent given by filling in each survey.

Retention period: up to 1 year after their collection. If you have filled in your interests and preferences in the relevant section of your personal area but abandoned the questionnaire before its completion, the data entered up to that point will be stored for 4 months to enable you to resume filling in from the point where you stopped.

Push Notification via Web(*)

Purpose sending of during the navigation on Intimissimi and IUMAN Intimissimi website and on other different websites, sending instant messages (pop-up) displayed on your browser and regarding our products, services and commercial news.

Processed Data: IP addresses

Legal basis: your consent. Notifications can be interrupted at any time by changing the settings of the browser.

Retention period: until you revoke your consent.

Push Notification In-App (only if the service is active in your Country)

Through the Intimissimi App we can send you In-App notifications: you can activate or deactivate these notifications directly by changing the settings of your device. Below, you can find specific information about notifications that use your location data (geolocation):

Purpose: to receive updates and promotions in-App related to stores near you

Processed data: your position, detected through the geolocation system of your device (if active)

Legal basis: your consent, expressed through the activation of in-App notifications and the geolocation function.

Retention period: your location data will be processed only to enable the sending of the notification and will not be stored.

Purchase of products in shop with shipping at home or in shop (only if the service is active in your Country)

Purpose: if the product you want is not available, you can order it in our stores and receive it at home or at your favourite Intimissimi or IUMAN Intimissimi shop. We will then collect your personal data for the fulfilment of your purchase order and for carrying out the related activities (sending the goods, invoicing, payment management, shipment tracking, delivery of the goods, possible activation of the return and refund process of the order, return management, etc.).

Processed data: personal and contact data (name, surname, shipping and shipping address, email address, telephone number), information relating to the product purchased (e.g. size), name, surname of the payment method holder . If you wish to return the purchased products, to proceed with the refund of the price paid, we will ask you to communicate your IBAN code.

Legal basis: execution of the sale contract.

Retention period: time necessary to fulfil the contractual and regulatory obligations regarding the purchase and sale of products (e.g. tax legislation).

E – receipt sending (only if the service is active in your Country)

Purpose: sending by e-mail of the receipt relating to a purchase made at a Intimissimi or IUMAN Intimissimi store.

Processed data: e-mail address.

Legal basis:

- fulfilment of regulatory obligations in tax matters;
- fulfilment of contractual obligations;

Retention period: 10 days after the issue of the receipt.

Product availability information

Purpose: sending of a back in stock notice to the e – mail address indicated by you regarding the new availability of a product (so called back in stock).

Processed data: e – mail address

Legal basis: execution of pre-contractual measures adopted following your request

Retention period: your e-mail address will be deleted immediately after informing you of the new availability of the product you requested and, in any case, no later than one month from the request.

Product Reviews

Purpose: to collect the rating and review of customers from the products they have purchased.

Data processed: your e-mail address, your name and surname, the products you have purchased, the rating and the product review you have shared; on our website, your review will only contain your name and the initial of your surname.

Legal bases: your consent, which you can revoke at any time by writing to privacy@oniverse.it.

Retention period: the review will be visible on the page of the product you purchased until it is available, after which you can continue to view your reviews exclusively in your reserved area. You can request the deletion of your review at any time by writing to privacy@oniverse.it.

Participation in events and initiatives (**)

Purpose: participation in events and initiatives proposed by us.

Data processed: we will process your personal data included in the registration form for each initiative. We will process the personal data you provide in the registration form for each initiative. For some events, you will also have the option of bringing a companion: in this case, we will need to collect the companion's details as well. Only common personal data will be collected (e.g. name, surname, contact information). In case of win, additional information may be requested in order to dispense the prize, (e.g. delivery address, identity document, etc.)

Legal basis:

- your specific consent expressed by filling in the registration form for the participation of the event. Where you provide the personal data of your companion, you are responsible for obtaining the companion's consent prior to sharing such data.
- execution of pre-contractual and fulfilment of contractual obligations, when you participate to prize initiatives.

Retention period: duration of the event. Following the event the data will be deleted.

Statistical Analysis

Purpose: creation of statistical reports and behavioural 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) and to address future commercial and promotional initiatives.

Processed data: information relating to your purchases (including in relation to Oniverse's other brands), country of origin, age, gender, information obtained by reviewing your interaction with us, through e-mail, our websites, the section relating to your interests and preferences in your personal area, if completed, and through Apps that may be developed by us or by third parties (for more information, please see the relevant privacy policies).

Legal basis: legitimate interest of Calzedonia S.p.A. to analyse - in pseudonymised form (therefore without information directly attributable to individual customers) - customer data to obtain strategic information relating to customer purchasing behaviour, the ways in which customers interact with the company through the various communication channels and the effectiveness of commercial and promotional initiatives, in order to be able to compete with the main operators in the sector.

Retention period: the data relating to your purchases will be kept - in pseudonymised form - for a period of five years. The other personal data will be kept - in pseudonymised form - for a period of 3 years.

Customer Care (*)

Purpose: we provide you with an assistance service (via chat, telephone, e-mail, online form) for any request relating to the purchase of our products or the use of our services. The phone calls to customer care are recorded - this way we can evaluate to improve the quality and efficiency of the service provided to our customers. We also retain your requests for assistance if they are related or connected to a claim made by you against us or are necessary for the protection of our rights.

Processed data: data necessary to reply to the requests that you will address to our Customer Care (in particular, for the chat assistance service, we will ask you to provide your name and your e-mail address, phone calls recorded will be limited to less than 30% of the total calls received on a daily basis. To assist you with your request, in some cases we may ask you for additional data (e.g. order number, payment method used, holder, etc.).

Legal basis:

- execution of the contract for the purchase and sale of products or pre-contractual measures adopted following your request;
- legitimate interest in defending our rights in or out of court, in the event of legal claims or litigation;
- regarding chat support service, legitimate interest in preventing the so-called "Chat spam";
- regarding the recording of phone calls, legitimate interest in improving the quality and effectiveness of the service provided.

Retention period: Data will be retained for the time necessary to manage user's request and for the next 10 years for defence purposes in the event of any claims or disputes. Recordings of phone calls will be kept for a period not exceeding 93 days

Defense of corporate rights (*)

Purpose: to safeguard the rights of the Company, including in potential disputes. For this purpose the Company will store the data and it will be able to use them for the exercise or defense of legal claims, even before any actual litigation arises.

Data processed: all data collected for the other purposes indicated in this policy, insofar as relevant to potential disputes.

Legal basis: legitimate interest in defending our rights in or out of court, in the event of legal claims or litigation

Retention period: For the time necessary for the purpose for which the data are collected and for 10 years thereafter. in the event of litigation, the data will be retained for the duration of the procedure until the final decision is made.

TO WHOM DO WE COMMUNICATE YOUR DATA?

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

- Calzedonia S.p.A. and Calzedonia Hong Kong Ltd staff, in charge with the management of our website and the services that are available online and at our stores;
- Calzedonia S.p.A. and Calzedonia Hong Kong Ltd suppliers (e.g. service providers and IT platforms, consultants): these subjects use your data as data processors, appointed by Calzedonia S.p.A., through the signing of a specific contract;
- Commercial franchising companies staff for the following processing activities: "Loyalty Program", "Personalized assisted sale", "Purchase of products in shop with shipping at home or in shop", "E – receipt sending" and "Participation in events and initiatives".
- Credit institutions, companies that carry out shipping and transport services, insurance companies: these subjects act as independent Data Controllers and their involvement is necessary to carry out necessary operations related to the use of our services (e.g. making payments; deliver the purchased goods).

COOKIE

We use cookies in some areas of the site. We ask you to read our [Cookie Policy](#), to be consulted together with this information.

SOCIAL NETWORK

On our website you can also find social buttons/widgets, depicting the icons of social networks (e.g., Facebook, Google and X) and interactive social walls (that show pictures coming from social networks). These "buttons" allow users who are browsing the website to interact directly with the social network which collects data relating to your visit.

In some areas of the website, you may also find the so-called social login, that allows you to login your reserved area through the social network account. When you use the social login, you accept the terms and conditions and the privacy policy of the social network itself.

DO WE TRANSFER YOUR PERSONAL DATA?

The personal data collected may be transferred outside Hong Kong, in particular within the European Union, and in some cases also to other countries around the world, as the United Kingdom and the United States (e.g. in connection with cookies, social media plug-ins and other software applications from third-party providers). In any case, the transfer will take place in compliance with local legislation (if any) and EU Regulation 2016/679 ('GDPR') (in particular, the data will only be transferred after signing the Standard Contractual Clauses approved by the EU Commission by 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).

HAS A DATA PROTECTION OFFICER ("DPO") BEEN APPOINTED?

Calzedonia S.p.A. has appointed a Personal Data Protection Officer, in charge of supervising compliance with the legislation for the protection of personal data and acting as a contact point for the requests of the subjects to whom the personal data refer, who can be contacted by writing to e-mail address dpo@oniverse.it

WHAT ARE THE RIGHTS THAT YOU MAY EXERCISE AS DATA SUBJECT?

You can exercise the rights that you have over your personal data by writing to privacy@oniverse.it.

We undertake to respond to your request as soon as possible and in any case no later than thirty days from receipt of your report. In some cases, we will ask you further information if, in connection with your request, it becomes necessary to verify your identity.

In particular, you can exercise the following rights:

- **Access**, i.e., the right to know if a processing of personal data concerning you is in progress and, if confirmed, to obtain a copy of such data and be informed about: its origin, the categories of personal data processed, the recipients, 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;
- **Rectification**: Right to request the correction or integration of your data;
- **Erasure**: You can request the erasure of your personal data when it is no longer necessary for the purposes for which it was collected or when we are no longer authorized to process it.
- **Limitation**: You may request the limitation of the processing of personal data in the following cases: *i*) you have contested the accuracy of the personal data. and request a limitation of processing 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, you can 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 you to ascertain, exercise or defend a right in court; *iv*) you have objected to processing based on our legitimate interest and are waiting for your request to be handled
- **Portability**: when the processing of your data is based on your consent, on a contract, or is carried out by automated means you have the right to receive your personal data in a structured format, commonly used and readable by an automatic device,
- **Withdraw the consent**, for the processing based on it;
- **Object**: You may object at any time to the processing of your personal data based on our legitimate interest.

You also have **the right to lodge a complaint** with the competent data protection supervisory authority if you believe that the processing of your data conflicts with the provisions of the applicable laws.

We reserve the right to periodically update the content of this page.

We therefore invite you to consult this privacy notice regularly to stay up to date with any changes that may have occurred since your last consultation.

Last update: September 2026