

## Premise

CALZEDONIA Hong Kong Limited, a company under the management and coordination of Oniverse Holding SpA, with registered office and administrative office in 6F, Shun Ho Tower, 24-30 Ice House Street, Central, Hong Kong, offers discounts, advantages and services at “Intimissimi” stores (both direct and affiliated, participating in the promotion) and at [www.intimissimi.com](http://www.intimissimi.com) to customers who would like to benefit from them.

To benefit from these advantages, customers must hold a “My Intimissimi” Card: issuance of the “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 the “My Intimissimi” Card, via the methods set out under Point 6 below implies the Customer's acceptance of these Rules.

Calzedonia Hong Kong Limited 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/hk/en](http://www.intimissimi.com/hk/en).

In the event that 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 Hong Kong Limited 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](http://www.intimissimi.com) and/or at stores participating in the initiative.

These Rules are always available for consultation at [www.intimissimi.com/hk/en](http://www.intimissimi.com/hk/en).

### 1. Promoter

CALZEDONIA Hong Kong Limited, a company under the management and coordination of Oniverse Holding SpA, with registered office in in 6F, Shun Ho Tower, 24-30 Ice House Street, Central, Hong Kong.

### 2. Participation channels

- All “Intimissimi” and “IUMAN - Intimissimi Uomo” stores, whether these are managed directly by Calzedonia Hong Kong Limited (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/hk/en/myintimissimi](http://www.intimissimi.com/hk/en/myintimissimi).
- Ecommerce website [www.intimissimi.com/hk/en](http://www.intimissimi.com/hk/en)

### 3. Territory

Hong Kong.

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

This promotion is a loyalty scheme that involves collecting points on a card called “My Intimissimi” and offering exclusive advantages to holders of said card.

The aim of the scheme is to encourage Customer loyalty through a loyalty scheme that offers advantages to Customers holding a “My Intimissimi” Card.

Subject to the provisions set out under the Premise above, under Point 7 (“How it Works”) and Point 10 (“Interruption of the scheme – Card Deactivation – Miscellaneous”), the “My Intimissimi” Card has no expiry date.

### 5. Holders

End customers who are at least eighteen years old and hold a "My Intimissimi" Card according to the registration and operation conditions set out below.

### 6. How to register

The “blank” card to get the “Status Silver” may be released to the Customer in paper format directly in one of the points of sale located in the Territories listed at point 8.1 or in digital format through the website [www.intimissimi.com](http://www.intimissimi.com). The Customer must then "activate" the above mentioned card a [www.intimissimi.com/hk/en/myintimissimi](http://www.intimissimi.com/hk/en/myintimissimi) or directly in each point of sale with the support of the sale assistants.

Registration for the “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 "blank" card given to the Customer may be used immediately by linking it with a purchase, but said purchase shall be considered valid for the purpose of collecting points only when the card is "activated": the scheme subscription date shall be either the date of the first purchase or the date of registration/activation, whichever is the earlier. The registration process will prevent under-age customers for 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. Each 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. Should a “My Intimissimi” Card be lost or stolen, the Customer must request a replacement at any “Intimissimi” or “IUMAN - Intimissimi Uomo” store participating in the scheme: having verified the Customer's identification details, the lost/stolen Card will be cancelled and the Customer will immediately be given a new one, which will allow him/her to recover any points that had already been collected and not used. Customers may freely ask at any time to have their membership of the loyalty scheme cancelled by contacting customer care on 080008250933 , or via [www.intimissimi.com/myintimissimi](http://www.intimissimi.com/myintimissimi).

## 7. How it works

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

### “Status Silver”:

- 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, with any points in excess of those used 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, with any points in excess of those used 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 (such as, for example, confirmation of subscription/cancellation, changes in status, special discount offers or exclusive gifts) must be considered necessary to 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 registration forms for the scheme. Refusal to receive said communications shall prevent Calzedonia Sverige AB 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 to the same.

#### 8. earning points

Loyalty points will be automatically credited to the "My Intimissimi" Card activated upon each purchase made at an "Intimissimi" or "IUMAN - Intimissimi Uomo" store participating in the scheme or via the e-commerce website at [www.intimissimi.com/hk/en](http://www.intimissimi.com/hk/en).

In order to have the points arising from the e-commerce purchases credited in the Card, Customers shall 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 HKD spent, rounded down (e.g. HKD 19 = 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 activating the card. In the case 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/hk/en](http://www.intimissimi.com/hk/en). 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 "Gift Card Intimissimi" will result in a credit of the correlating number of points. Subsequent purchases paid partially/entirely with a Gift Card by the holder of the same 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 in no way a payment card; the points credited to it cannot be transferred or converted into cash or goods.

#### 8.1. Earning point and cross-country benefits

The Client holding the "My Intimissimi" Card will collect points even through the purchase in points of sales located in the Territories listed below. The above-mentioned collecting points will allow the points crediting to reach the status and using the prizes provided under these terms and conditions in Hong Kong. The loyalty points will be credited on the Client's "My Intimissimi" Card subject to the table below.

- 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 POINT = 1 EURO SPENT
- LEVEL 1 - Status Name: SILVER
- LEVEL 2 - Status Name: GOLD
- LEVEL 3 - Status Name: 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: 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: 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: LITUANIA
- 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: LATVIA
- 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: TURKEY
- POINTS VALUE UNDER LOCAL CURRENCY: 100 TL = 1 POINT
- 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

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

#### 9. Advantages

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, except delivery to outlying islands;
- For Gold Status customers: for every 200 points earned, a 15% discount voucher will be issued, valid for 30 days from the date of issue, without minimum spending. The voucher will be cumulable with other offers and discounts (sales excluded);
- For Platinum Status customers: for every 200 points earned, a 20% discount voucher will be issued, valid for 30 days from the date of issue, without minimum spending. The voucher will be cumulable with other offers and discounts (sales excluded);
- 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 15% discount on a single purchase. It is cumulable with other discounts and promotions (sales 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 H\$400 voucher on a single purchase. The voucher will be cumulable with other offers and discounts (sales excluded); and valid for 30 days from the date of issue.

#### 10. interruption of the scheme – card deactivation – miscellaneous

Calzedonia Hong Kong Limited 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/hk/en](http://www.intimissimi.com/hk/en) 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 Hong Kong Limited shall be entitled to revoke the 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.

Furthermore, subject to giving notice, Calzedonia Hong Kong Limited reserves the right to deactivate the “My Intimissimi” Card and the associated activation/registration in the event that 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 Hong Kong Limited shall not be liable for any consequences, direct or indirect, associated with malfunctions in the loyalty scheme that are beyond its control.

Calzedonia Hong Kong Limited shall not be liable for any fraudulent, improper or unlawful use of the Card.

#### 11. Privacy Notice

For information on personal data processed for the participation in the loyalty program, please refer to the [Privacy Policy](#), paragraph “Why do we process your data?”, “My Intimissimi Loyalty Program”.

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 do we 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 24 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 to 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 the 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 12 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. and Calzedonia Hong Kong Limited. Calzedonia S.p.A. and Calzedonia Hong Kong Limited 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 Calzedonia Hong Kong Limited 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](mailto: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:

- 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., Calzedonia Hong Kong Limited 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](mailto: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](mailto:dpo@calzedonia.com)

Calzedonia Hong Kong Limited

Email: [privacy@calzedonia.com](mailto:privacy@calzedonia.com)

Registered office: 6th Floor, Shun Ho Tower, Nos 24-30 Ice House Street, Central, Hong Kong

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

Any further information concerning "My Intimissimi" Card, can be obtained by consulting [ww.intimissimi.it](http://ww.intimissimi.it), by phoning customer care on 080008250933, 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, that I understand the contents and I accept them in their entirety.

Last update: 18/03/2026