

**INFORMATION ON THE PROCESSING OF PERSONAL DATA OF PARTICIPANTS IN THE INITIATIVE
PURSUANT TO ARTICLE 13 OF REGULATION (EU) 2016/679 ('GDPR')**

Dear Participant,

with reference to your participation in the initiative (hereinafter, "**Initiative**"), we hereby inform you of the following with regard to the processing of your personal data by Salvatore Ferragamo S.p.A., with registered office in Via Tornabuoni, 2 - 50123 - Florence (FI), Tax Code and VAT no. 02175200480 (hereinafter, "**Ferragamo**" or "**Data Controller** ").

Any personal data you have provided or will provide to Ferragamo will be processed in accordance with the internationally recognized principles of lawfulness, fairness, transparency, purpose limitation and conservation, data minimization, accuracy, integrity and confidentiality.

1. Data Controller and Data Protection Officer

Ferragamo is the Data Controller for all personal data processed within the Initiative.

Ferragamo has appointed a Data Protection Officer ("**DPO**") who can be contacted at the following e-mail address: privacy@ferragamo.com.

2. Personal data processed

Personal Data" means, jointly, personal information eventually requested by Ferragamo, such as identification data (e.g. name, surname, date of birth, address) and contact data (e.g. e-mail and telephone number). By taking part to the Initiative you acknowledge that you are aware of the possibility that Ferragamo may use your Personal Data for the purposes set out in paragraph 3 below.

3. Purpose of processing

Ferragamo will use your Personal Data for the following purposes:

- allow you to participate in the Initiative by fulfilling your request to participate in it ('**Participation**');
- to comply with legal obligations requiring Ferragamo to collect and/or further process certain types of Personal Data ("**Compliance**");
- prevent or detect any abuse or fraudulent activity against Ferragamo, and therefore allow Ferragamo to protect itself in court ("**Abuse/Fraud**");
- marketing activities, such as sending commercial communications, offers and exclusive information on new services and products, invitations to events, conducting market research ('**Marketing**');
- profiling activities, such as the creation of advertising material, advice and services tailored to your preferences and purchases ('**Profiling**').

The provision of your Personal Data for **Marketing** and **Profiling** purposes is optional. For other processing purposes, the provision of Personal Data is mandatory and a refusal to provide it may prevent the Data Controller from providing the Services offered.

4. Legal basis for processing

The legal bases used by Ferragamo to process your Personal Data, according to the purposes indicated in Section 3 above, are the following:

- **Participation:** the processing for this purpose is necessary for Ferragamo in order to process your request to participate in the Initiative;

- **Compliance:** processing for this purpose is necessary for Ferragamo in order to comply with possible legal obligations. When providing Personal Data to Ferragamo, they shall be processed according to the applicable law, which may entail their storage and communication to the Authorities;
- **Abuses/Frauds:** the information collected for this purpose will be used on the basis of Ferragamo's legitimate interest exclusively to prevent and/or detect possible fraudulent activities or abuses against Ferragamo and therefore allow Ferragamo to protect itself in court;
- **Marketing:** information collected for this activity will only be used with your consent;
- **Profiling:** information collected for this activity will only be used with your consent.

5. Retention of Personal Data

Your Personal Data will be stored as indicated below:

- The Personal Data processed for the purpose of **Participation** shall be kept by Ferragamo for the time necessary to pursue the aforesaid purpose;
- Personal Data processed for **Compliance** purposes will be retained by Ferragamo for the period required by specific legal obligations or applicable legislation;
- Personal Data processed for the purpose of preventing **Abuse/Fraud** will be kept by Ferragamo for the time strictly necessary for the aforesaid purpose and therefore until the moment in which Ferragamo will be required to keep them in order to protect itself in court or to communicate them to the competent Authorities;
- Personal Data processed for **Marketing** purposes will be retained until your consent is revoked. Information about the details of purchases made will be retained for marketing purposes for seven years after their collection;
- Personal Data processed for **Profiling** purposes will be retained until your consent is revoked. Information about the details of purchases made will be kept for profiling purposes for seven years after their collection.

At the end of the aforementioned data retention periods, the data will be automatically deleted or permanently anonymized.

6. Recipients of personal data and persons authorized to process the data

Your Personal Data may be shared with the entities indicated below:

- parties that typically act as Data Processors, i.e. persons, companies or professional firms that provide assistance and consultancy to Ferragamo in accounting, administrative, legal, tax, financial, debt collection or other matters;
- parties delegated to perform technical maintenance activities (including maintenance of network equipment and electronic communication networks);
- persons authorized by Ferragamo to process Personal Data, who have committed to confidentiality or have an adequate legal obligation of confidentiality (e.g. Ferragamo employees);
- company of the Ferragamo Group;
- parties, entities or authorities to whom it is mandatory to disclose your Personal Data for the purposes of compliance, abuse/fraud, or by order of the authorities.

7. Transfers of personal data

Your Personal Data will not be transferred outside the European Economic Area ("**EEA**").

8. Rights of the data subject

Within the limits of the applicable legislation, you have the right to ask Ferragamo, at any time:

- access to your Personal Data, as well as further information on the processing of your Personal Data;
- the rectification or updating of your Personal Data processed by Ferragamo, where they are incomplete or not updated;
- the deletion of your Personal Data from Ferragamo's databases;
- the limitation of the processing of your Personal Data by Ferragamo;
- to obtain in a structured, commonly used and machine-readable format the Personal Data concerning you;

as well as:

- object to the processing of your Personal Data by Ferragamo;
- revoke your consent for processing that requires it.

You may exercise your rights by writing to Ferragamo at the following address: privacy@ferragamo.com.

In any event, you shall always have the right to lodge a complaint with the competent Supervisory Authority (Data Protection Authority) if you consider that the processing of your Personal Data is contrary to the legislation in force.