

# **HERMÈS PRIVACY POLICY**

Effective date: April 2022

## **1. General statement**

We take your privacy very seriously and we are committed to protecting it. We feel that you must be able to easily know what personal data we collect and use, and to understand your rights in connection with such data.

This privacy policy (the "Privacy Policy") explains our policies and practices regarding how we collect, use and disclose personal data that we collect on our Digital Platforms, in our boutiques or during our events.

We recommend that you carefully read this Privacy Policy because it contains important information about your personal data.

This Privacy Policy is designed so that you can easily access the section that concerns you.

You can also request a copy of our Privacy Policy in any of our shops.

Do not hesitate to contact us if you have any questions or comments about this Privacy Policy (see the section "How to contact us" below).

## **2. Who are we?**

The terms "Hermès", "we", "us" and "our" mean HERMÈS INTERNATIONAL as data controller for the processing of your personal data, unless otherwise indicated in this Privacy Policy.

HERMÈS INTERNATIONAL, is a French limited partnership with shares with a capital of € 53.840.400,12, registered with the Paris Trade and Companies Register under number 572 076 396 whose registered office is located at 24 rue du Faubourg Saint-Honoré, 75008 Paris.

You will find our contact information in the "*Legal notice*" section below.

## **3. What personal data do we collect and how is it collected?**

Personal data is information relating to an identified or identifiable individual. This includes, for example, an individual's name, address, and gender.

We may collect personal data directly from you (for example, when you buy a product in a boutique) or indirectly (for example, from your electronic devices when you visit our websites, complete electronic forms, or use mobile applications (the "Digital Platforms")).

### **Data that you provide to us directly**

You may provide us with data:

- when you create an online account;
- when you subscribe to our newsletter;
- when you use our Digital Platforms;
- when you participate in one of our events.

Depending on what you provide to us, such information may include:

- your identity (including your first name and surname);
- your contact information (including your country of residence, email address, your phone number);
- your personal status (including your title);
- your professional information (including the place and name of the brand with which you work).

We will inform you when your information is necessary to process your request, to respond to your requests or to provide you with our products and services. If you do not give this information, it may delay or make it impossible to process your request, answer your questions or provide products and services.

We strive to ensure that the personal data we hold is accurate at all times. We therefore encourage you to update your data in the event of any change. We may also ask you to update your data from time to time.

We recommend that you provide only the data requested or necessary for your request, with the exception of sensitive data relating to race, ethnic origin, political opinions, religious or philosophical beliefs, and data concerning health, sex life or sexual orientation.

### **Data collected indirectly**

We may collect data when you use our Digital Platforms, including your IP address or other browsing data (including browser, operating system, device model), through cookies or similar technologies placed on your device. Some cookies are necessary for the proper functioning of our Digital Platforms and others are used for analysis purposes that help us provide you with more personalised services and a better digital experience. For more information about cookies and to find out how to change your preferences, please read our cookie policy available at [www.hermes.com](http://www.hermes.com).

## **4. Why do we collect your personal data and how do we use it?**

We collect and use your personal data based on one or more of the following legal bases:

- we have obtained your prior consent (for example, when you subscribe to our newsletter). Please note that with this particular legal basis, you have the right

to revoke your consent at any time (see below *"What are your rights with respect to your personal data?"*);

- the processing is necessary in the context of a contract between Hermès and you (for example when you make a purchase);
- we have a legitimate interest in the processing and this legitimate interest is not eclipsed by your interests, fundamental rights or freedoms (e.g. preventing payment fraud);
- we must process your personal data in order to comply with the applicable laws and regulations.

Depending on the context, we may use your personal data to:

- manage the events for which you have registered and/or participated;
- carry out checks to identify you and verify your identity;
- send you marketing communications, with your prior consent (see the *"Marketing Communications"* section);
- respond to your questions, suggestions, and requests, in particular your requests to exercise rights;
- detect, prevent and fight against any fraudulent or illegal activity, including to act against the infringement and resale of our products in violation of our general terms and conditions and/or our distribution network;
- protect yourself, employees, and others in our stores as well as our property;
- monitor and improve our Digital Platforms;
- perform statistical analyses (including the use of your professional information anonymously);
- improve our products and services;
- comply with our legal obligations, which include providing information to regulatory bodies when required by law, in particular to comply with our legal obligations in terms of prevention and the fight against fraud, money laundering and the financing of terrorism.

## **5. Marketing communications (newsletter, invitations, etc.)**

With your prior express consent (generally obtained by ticking a specific box in a form), you may receive information about offers, services, products or events sent by Hermès and/or by other companies in the Hermès Group. In this case, you also agree that your contact information may be shared with other companies in the Hermès Group for this purpose. You will find detailed information on Hermès Group companies at <http://finance.hermes.com>. You can also consult the list of Hermès Group entities and their location in Appendix 3 of our BCRs available on [www.hermes.com](http://www.hermes.com) and in our shops on request.

We rely on your consent to process the personal data that you provide us for this purpose. Therefore, if you no longer wish to receive such information, you can withdraw your consent at any time (see below *"What are your rights with respect to your personal data?"*).

We may ask you to confirm or update your marketing preferences if you ask us to provide other products and/or services in the future, or if there are changes in the law, regulations, or the structure of our business.

## **6. How long do we keep your personal data?**

Your personal data is processed for the period necessary for the purposes for which it was collected, to comply with legal and regulatory obligations and for the duration of any period necessary to establish, exercise or defend legal rights.

In order to determine the most appropriate retention periods for your personal data, we have specifically taken into account the quantity, nature and sensitivity of your personal data, the reasons why we collected your personal data, the service that you deserve and expect from us, as well as the applicable legal requirements.

For example:

- With regard to the personal and professional data of our sales advisors: your data will be erased immediately after the event you participated in;
- With regard to cookies used on the Digital Platforms: these are stored for the duration of the event in which you participated from the time they were installed on your device.

## **7. How do we disclose and transfer your personal data?**

We may disclose your personal data only to the parties designated below and for the following reasons:

- We disclose your personal data to Hermès employees who need to have access to your personal data and who are authorised to process it for the above-mentioned purposes and who undertake to respect its confidentiality.
- We may be required to disclose your personal data to the departments of the Hermès Group companies responsible for customer relations, retail sales, e-commerce, communications, legal affairs, finance, internal audit, IT management and security for the purposes set out in this Privacy Policy and to provide you with a uniform level of service across all companies in the Hermès Group. This may be to improve the services provided and, with your consent, to send you marketing communications concerning offers, services, products, or events (for this purpose, you may revoke your consent at any time. Refer to the section *"What are your rights with respect to your personal data?"* below).
- We may also communicate personal data to third parties acting on behalf of Hermès and approved by Hermès. All such processing is based on our prior instructions set out in a binding contract that complies with the requirements of applicable law. Such disclosure is made for various reasons, including:

- IT development and support;
- Carrying out marketing studies, economic studies and marketing campaigns relating to the presentation of our products in stores;
- Verification of your information,
- Delivery services, etc.

These service providers undertake to respect confidentiality and are not authorised to use your personal data for any other purpose. We also require them to apply appropriate security measures to protect your personal data.

- We may be bound by the mandatory provisions of an applicable law or in the context of legal proceedings or other legal requests, to disclose your personal data to authorities or third parties.
- We may also disclose or process your personal data in accordance with applicable law to defend our legitimate interests (e.g. in civil or criminal proceedings). We may, for example, disclose such personal data if necessary, to identify, contact or bring legal action against an individual or legal entity who does not comply with our General Terms and Conditions of Sale and Use, or who disrupts other users of our Digital Platforms or causes them harm.
- In the event of acquisition by a third party of Hermès or companies in the Hermès Group, or all or part of their assets, your personal data may be included in the transferred assets.

## **8. How do we protect your personal data?**

All of your personal data is strictly confidential and will be accessible as needed only by Hermès personnel and other duly authorised Hermès Group entities as well as independent contractors acting on our behalf within the framework of appropriate technical and organisational security measures.

The Hermès Group has implemented security measures to protect your personal data against unauthorised access and use. We follow the appropriate security procedures for the retention and disclosure of your personal data to prevent unauthorised access by third parties and to prevent accidental loss of your data. We limit access to your personal data to those who actually need access for professional reasons. Persons accessing your data will be subject to a confidentiality duty with respect to Hermès.

We have also implemented procedures to address any suspected data security breach. We will notify you and any competent supervisory authority in the event of any suspected data security breach, if the law requires us to do so.

We also require individuals to whom we transmit your personal data to comply with the above. Unfortunately, the transmission of information via the Internet is not completely secure. We therefore cannot guarantee the security of your personal data that you have

sent to us via the Internet. Such transmission is at your own risk and you acknowledge and accept that we decline any liability in the event of the unauthorised use, distribution, damage, or destruction of your data, except to the extent that the law requires us to assume such liability. Once we have received your personal data, we will apply the aforementioned security measures.

## **9. What are your rights with respect to your personal data?**

In accordance with applicable data protection law, you may at any time request access, correction, deletion, and portability of your personal data, or restrict or object to the processing thereof.

A summary of these rights is provided below:

Your right of access: the right to receive a copy of your personal data.

Your right to rectification: the right to ask us to correct any errors in your data or to supplement it.

Your right to deletion: the right to ask us to delete your personal data in certain situations.

Your right to restriction of processing: the right to ask us to limit the processing of your personal data, in certain circumstances, for example if you dispute the accuracy of the data.

Your right to data portability: the right to receive the personal data that you have provided to us, in a structured, commonly used, and machine-readable format and/or to transmit this data to a third party, in certain situations.

Your right to object to processing: the right to object:

- at any time during the processing of your personal data for direct marketing purposes;
- in certain other situations, to the continuation of our processing of your personal data, for example the processing carried out on the basis of our legitimate interests.

When the processing of your personal data is based on your consent, you may decide to withdraw your consent at any time. If your consent is withdrawn, this will not affect the processing of your personal data based on other legal bases, such as the fulfilment of your orders and the storage of your order data in accordance with applicable law.

If you no longer wish to receive our advertising or promotional information, we remind you that you can revoke your consent to direct marketing at any time directly using the unsubscribe link included in each advertising email we send you. If you do so, we will quickly update our databases and take all reasonable steps to respond to your request

as quickly as possible, but we can continue to contact you to the extent necessary in connection with any product or service that you have requested.

You also have the right to file a complaint with your local data protection authority in the event of a suspected breach of the data protection rules applicable to you.

To exercise one of these rights, please contact us using the contact information below (see "*How to contact us*").

Please note that if you exercise any of the rights mentioned above, you will be asked to let us know which right you wish to exercise and to provide us with certain information (copy of an identity card, passport, or other legally recognised identity document) for identification purposes to process your request and protect you against fraudulent requests from third parties.

## **10. How to contact us**

For any questions about your account, to revoke your consent, to ask general questions or to lodge a complaint, please contact our customer service department:

- By email: [privacy@hermes.com](mailto:privacy@hermes.com)
- By post: Hermès International, 24 rue du Faubourg Saint-Honoré, 75008 Paris, France

For questions relating specifically to advertising e-mails, we remind you that you can unsubscribe directly at any time via the "unsubscribe" link contained in all advertising e-mails that we have sent you.

If you have any questions or concerns regarding our Privacy Policy or the processing of your data, you may contact the Hermès Group Data Protection Officer at [privacy@hermes.com](mailto:privacy@hermes.com).

## **11. Changes to this Privacy Policy**

This Privacy Policy reflects our current practices and may be modified and updated from time to time. When we publish changes to this Privacy Policy, we change the "Effective Date" at the top of this Privacy Policy to indicate when such changes came into effect.

If we substantially modify this Privacy Policy, we will notify you by means of a notice of change at the beginning of this Privacy Policy and on the homepage of the "[Hermes.com](https://www.hermes.com)" website.