

Information notice on the processing of your personal data

Giorgio Armani S.p.A, with offices in Via Borgonuovo 11, 20121 Milan (MI), the Local Giorgio Armani Companies and the other Armani Group Companies, operating in the fashion, beauty, lifestyle, catering, food & beverage, furniture, hospitality, club sectors (all collectively "Armani Group Companies"), in their capacity as data controllers—a list of which is available by writing to privacy@giorgioarmani.en—inform you of the following regarding the processing of your personal data ("data") under the applicable privacy laws ("Privacy Laws").

Purpose of processing	Data processed	Legal basis
a) Interactions with our websites and our Internet and mobile applications (sites/Apps subscription and participation in online initiatives such as contests and promotions, visits to stores, participation in events).	Identification data, data relating to products purchased, bank data, address	<ul style="list-style-type: none">• Compliance with contractual obligations or the performance of pre-contractual measures at the request of the data subject;• Compliance with legal or regulatory obligations.
b)for marketing purposes, i.e. to send you informational communications about products, services, events and promotions of the Armani Group Companies. Marketing activities are carried out using the contact methods chosen by you from those below, which you can modify at any time. The Data Controller for this purpose is Giorgio Armani S.p.A.	Identification data, contact details, address, age, gender.	<ul style="list-style-type: none">• Free and express consent.

To send you marketing communications we use channels such as e-mails, newsletters, phone calls with operators, SMS, MMS, chat, social networks and traditional mail, including sending invitations to events. You can unsubscribe from communications at any time by clicking on the relevant link at the bottom of each communication.

The provision of your data is mandatory for the purpose referred to in letter a), in failure it will not be possible to conclude the contract with you or to provide you with the requested service. For the remaining purposes, instead, the processing of your data is optional; failure to provide your data will have no consequences on your ability to participation in online initiatives.

Data retention

We keep your personal data only for the time strictly necessary for the purposes indicated above.

For the purposes referred to in letter a), your data will be kept for the time necessary for the interactions; for marketing purposes, letter b), your data will be stored for 7 years or until you withdraw your consent, request erasure or object to processing. We retain data for longer periods if required by law and in case of defence of legal claims.

Access, communication and transfer of your data

Your data may be accessed by personnel and/or collaborators of the data controller, authorized to process the data, as well as by our data processors. We communicate data to third parties when required by law or regulation and in case of extraordinary transactions. If recipients of your data are established in countries that do not guarantee an adequate level of protection of personal data, we adopt the measures provided for by the General Data Protection Regulation (GDPR).

Your rights

You can contact Giorgio Armani S.p.A. at any time to receive an updated list of our data processors, the subjects to whom we communicate data and to exercise the rights referred to in art. 15 ss. of the GDPR, e.g. access to personal data, rectification of your data, erasure or transformation into anonymous form, data portability, objection to processing your data. You also have the right to file a complaint with the Supervisory Authority (you can find a list on our website) if you believe that the processing is unlawful. You can always object to direct marketing and, in the cases provided for by the Regulation, to the processing of your data.

Data Controllers and Data Protection Officer

Data Controllers, for their respective purposes, as indicated above, are Giorgio Armani S.p.A., Via Borgonuovo 11, 20121 Milan (MI), Local Giorgio Armani Companies and the other Armani Group Companies.

The Armani Group has appointed a Data Protection Officer, email: dpo@giorgioarmani.it.

This brief information is not intended to be exhaustive. For any information not included here, please refer to the full text, available in store and online.