

Privacy Policy

Maison Christian Dior Couture (below « Dior ») pays particular attention to the processing, confidentiality, and safety of your personal data.

This aim of this privacy policy is to provide you with clear, simple and complete information about how we process the personal data you give us or the data we may collect while you are browsing our website, how it may be transferred to third parties and your rights and options to control your personal information and protect your privacy.

Is the data controller of personal data collected on the website <https://capsule.dior.com/dioriviera-2022> in the sense of regulations applying to personal data, in particular Regulation (EU) 2016/679 on the protection of natural persons regarding the processing of personal data and the free movement of such data (hereinafter the "GDPR"):

Christian Dior Couture S.A. (head office), a public limited company under French law whose head office is located at 30 avenue Montaigne, Paris 8, France, registered with the Paris Trade and Companies Register under number 612 035 832 and represented by Pietro BECCARI in his capacity as Chief Executive Officer.

What is personal data?

Personal data is any information about an identified physical person or a physical person that may be directly or indirectly identified via an identification number or one or more elements particular to them, such as their last name, first name, date of birth, customer number, order number, photo, etc.

When can we collect your personal data?

We can collect your personal data when you browse on the Internet using cookies.

What personal data might we collect?

As part of the services we provide, we may need to collect certain data directly from you for a range of purposes (see IV for a list of processing purposes).

Information we might collect includes:

- unique identification of your web browser and Internet device;
- information regarding the use of our Website, especially with respect to your browsing (pages visited, links clicked, time spent on our Site and sources of the traffic).

Some of this information may be collected using cookies placed in your web browser when you browse our website. For more information about cookies, read our Cookie Policy hereunder.

For what purpose is your personal data collected and used?

Dior processes your data for the following purposes:

- to allow access to our Website;
- to analyze the navigation of visitors on our Website;
- to evaluate the performance of our advertising campaigns;
- to propose personalized content;
- to promote our Maison on social media.

I. What legal grounds legitimise the processing of your data?

Dior processes your personal information when you have given your consent for the processing of your data via cookies.

II. Who are the recipients of your personal data?

Your personal data is processed by the personnel of Dior. We ensure that only authorised persons within Dior have access to your personal data when this is necessary for the purpose of managing our commercial relations or meeting our legal obligations.

We may also share your personal data with;

- other LVMH Group entities, some acting as subcontractors;
- subcontractors, such as site hosting and maintenance providers;
- third parties in charge of measuring the audience and traffic on our Website, such as Google. For more information, you can consult Google's Privacy Policy [here](#);
- third parties to meet its legal, regulatory or treaty obligations or to respond to requests from authorised legal authorities.

You can also choose to disclose your personal data to our advisers by following a link to and from their websites. Please note that these websites apply their own privacy policy.

Finally, you can choose to use your social media connection data. Please note that in this case, you are sharing your profile information with us. The personal data share depends on the configuration of the social network platform. Please note that these social networks apply their own privacy policy.

III. How do we ensure the confidentiality of your data?

We require our partners and group companies to maintain a level of protection like ours regarding your personal data.

We apply the necessary precautions to guarantee the confidentiality and security of your data.

We prevent them from being distorted, damaged, destroyed or accessed by unauthorized third parties.

IV. Transferring data abroad

Some recipients of your personal data may be located abroad, including outside of the European Economic Area.

All data transfers outside of the European Economic Area are subject to appropriate guarantees, especially contractual, technical and organisational guarantees, that comply with applicable regulations relating to the protection of personal data.

V. How long do we keep your data?

The legal retention periods defined by Dior comply with the legal obligations to which Dior is subject.

We keep your personal data only for the time necessary to achieve the objective pursued, to meet your needs, or to meet our legal obligations.

In general, your personal data is kept in our database for up to thirteen (13) months after their collection.

When we no longer need to use your personal data, it is deleted from our systems and records or anonymized so that you can no longer be identified.

VI. What are your rights and how can you exercise them?

Under current regulations, particularly the GDPR, you have the right to access and correct your personal data, request erasure, object to processing on legitimate grounds and obtain limitation or portability, insofar as this is applicable.

You can exercise these rights directly with Dior by contacting our data protection officer at Christian Dior Couture, using the online form [here](#).

You also have the right to lodge a complaint to your Supervisory of your country, which you can find and contact on the website of the European Data Protection Committee: https://edpb.europa.eu/about-edpb/board/members_f

VII. Contact details of the Data Protection Officer (DPO)

For any questions related to the collection and processing of your data by Dior, you can contact our data protection officer using the online form [here](#).

Notice about cookie management

This Notice about cookies applies when visiting the website available at <https://capsule.dior.com/dioriviera-2022> (hereinafter the "Website(s)"), which belongs to Christian Dior Couture (hereinafter "Dior").

The purpose of this cookie policy is to inform you of the source and use of browsing information collected during your visit to the Website and the tools provided to allow you to express your choices about cookies.

WHAT IS A COOKIE?

Subject to your choices, when visiting the Website, a text file may be placed on your device (computer, smartphone, tablet), courtesy of your web browser.

This text file is a cookie. During its validity or registration period, it will allow the sender to identify your device on future visits.

Some cookies are essential for using the Website, others optimize and personalize the contents displayed.

WHO SENDS THE COOKIES ON OUR WEBSITE?

Cookies that may be saved to your device when you visit the Website pages are issued by Dior and/or third parties. Only the cookie issuer is likely to read or modify the information contained within it.

Cookies sent by Dior are mainly related to the operation of the Website

In the eventuality where third-party cookies are placed on <https://capsule.dior.com/dioriviera-2022>, Dior will make sure that such cookies are issued and used in compliance with the applicable regulations, including the relevant updates of the present Notice and of its banner.

WHAT IS THE PURPOSE OF THE COOKIES ISSUED VIA THE WEBSITE?

Subject to your choices, various cookies may be installed on your device for the purposes detailed below.

- Essential cookies for Website operations

"Essential" cookies are necessary for Website browsing and allow you to use the Website's main features.

For example, these cookies are intended particularly for:

- saving your choices or desire not to make a choice about tracker cookies;
- customizing the interface.

Removing them may make it hard to browse the Website. These cookies may be installed on your device by Dior or its service providers.

These cookies enable or facilitate digital communications and/or may be strictly necessary for the provision of an online communication service at your express request. As a result, they do not require your prior consent. Saving or reading such cookies is necessary for

provision of the service and will be based on Dior's legitimate interest in implementing such processing for the proper use of its Website.

- Performance cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Website. They help us to know which pages are the most and least popular and see how visitors move around the Website.

These Cookies are issued by Dior and/or by our service providers. The issue and use of cookies by third parties on our Website may also be subject to the privacy protection policies of these third parties.

The information communicated to technical service providers is transmitted in the form of aggregate statistics and traffic volumes, excluding any personal information.

Such cookies are saved or read, subject to your prior consent. Refusing the implementation of or deleting such cookies does not affect your Website browsing but is likely to prevent us from ensuring the best quality of service we wish to offer our visitors.

- Sharing cookies (social links)

Our Website may include third-party computer applications that allow you to share Website content with others, or to publish your visit or opinion of Website content to these other persons. This is notably the case for "Share" and "Like" buttons on social networks such as Facebook, Twitter, Instagram, Pinterest, etc.

The social network providing such application buttons is likely to identify you through this button, if you use the button, and even if you have not used this button but are signed in to the social network when you consult the Website (open session during your browsing). Share buttons will allow you to connect the contents consulted to your user account.

We have no control over the process social networks use to collect information about your Website browsing and associated with the personal data at their disposal. We invite you to consult the privacy protection policies of these social networks.

- Advertising cookies

Advertising cookies are not essential for browsing but allow you to see more relevant advertisements personalized to your interests on the Website as well as other websites you may browse. As such, advertising cookies allow, for example, the display of advertising, capping the display (not presenting the same advertising to a user in a repetitive manner), the measurement of targets more interested in the advertising to better understand the audience, etc.

Saving or reading such cookies is subject to your prior consent. Refusing these advertising cookies has no impact on your use of the Website, nor will it stop advertising on the Website. However, we will be unable to offer you advertising that takes your interests into account.

To learn more about the cookies issued through our Website, you can visit the Privacy Preference Center [here](#).

HOW LONG ARE THE COOKIES KEPT?

Cookies saved on your device have a maximum lifespan of thirteen (13) months. At the end of this period, personal data collected through the cookies will be deleted.

HOW TO MANAGE COOKIES SAVED ON YOUR DEVICE

Cookies saved on your device result from the settings you have chosen during your visit, which can be modified at any time under the conditions detailed in this cookie policy.

There are various ways to manage the implementation of cookies, as presented below.

If your device is used by more than one person and operates more than one browser, we cannot be certain that the services and advertisements sent to your device are appropriate for your personal use of your device, rather than of another user of your device. If you choose to share your device and browser cookie settings with others, you are responsible for doing so at your own discretion.

The cookie manager (or banner) informs you about the Performance cookies used by the Site. You can act on these cookies using:

- Your browser settings

You can configure your browser to accept and save cookies on your device or to reject them.

Each browser has different settings. These are usually described in your browser help menu. We therefore recommend reading it. This will show you how to change your cookie preferences.

- For Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- For Safari: <https://support.apple.com/en-euro/guide/safari/sfri11471/mac>
- For Chrome: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>
- For Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- For Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

Please note: any choices in your browser settings concerning the acceptance or refusal of cookies will be likely to modify your Internet browsing experience and your access to the Website and certain services requiring the use of these same cookies.

- On the Youronlinechoices website

You can connect to the Youronlinechoices website (<https://www.youronlinechoices.com/uk/your-ad-choices>) built by digital advertising professionals. This website allows you to refuse or accept cookies that may be used to personalize the advertisements shown to you while you browse. This European platform is shared by hundreds of Internet advertising professionals. However, this will not prevent advertisements from being displayed on the websites you visit. It will only block technologies that allow advertising to be tailored to your interests.

Legal terms

I. IDENTIFICATION

This website (the "**Site**") is published by Christian Dior Couture, a corporation ("*société anonyme*") with share capital of EUR 291,125,408, listed under the Paris Trade and Companies Register under number 612 035 832, with a head office located at 30 avenue Montaigne 75008 Paris - Telephone number: +33 (0)1 40 73 73 73; Email: contactdioreu@dior.com; VAT: FR 37 612035832. The chairman of the board of directors of Christian Dior Couture and publishing director is Pietro BECCARI.

The Site is hosted by the company OVH, with a head office located at 2 rue Kellermann, 59100 Roubaix, France – telephone number: 1007.

Access to the Site as well as the use of its content are subject to the terms of use provided hereinafter. By accessing and browsing this Site, the Internet user fully and unreservedly agrees to the following stipulations.

II. INTELLECTUAL PROPERTY

2.1 Ownership

Christian Dior Couture is the owner of the Site's domain name.

The entirety of the Site, as well as its components (in particular text, structure, software, animated items, photographs, videos, illustrations, drawings, graphic representations, logos, etc.) are creative works protected by articles L. 111-1 *et seq.* of the French Intellectual Property Code. They are the sole property of Christian Dior Couture, which is the sole person authorised to use said intellectual property and related personality rights, brands, trademarks, models, creative works, software, databases, interpretations and image rights, whether through ownership or through a formal authorisation or license.

2.2 Sanctions

Use of all or part of the Site, particularly by means of downloading, reproduction, transmission, representation or circulation, for purposes other than personal and private use with a non-commercial aim, by the Internet user is strictly prohibited. The party liable for infringement of Christian Dior Couture's rights may be sanctioned in accordance with the provisions of the French Intellectual Property Code relating to copyright infringement (article L. 335-1 *et seq.*) and trademark infringement (article L. 716-1 *et seq.*) as well as with the provisions of the French Civil Code relating to civil liability (article 9, Sections 1382 *et seq.*).

2.3 Hypertext links

The creation of any hypertext link redirecting towards any one of the web pages or components of the Site without prior written authorisation from Christian Dior Couture is prohibited. Said authorisation may be withdrawn at any moment. Any such website containing hypertext links redirecting towards the Site or any one of its components are not under the control of Christian Dior Couture. Christian Dior Couture may therefore not be held liable (particularly with regard to editorial content) in relation to the access to such websites or their contents.

III. LIABILITY

Christian Dior Couture undertake to ensure the accuracy and updating of information published on the Site to the best of its ability, and reserves the right to correct content at any time and without prior notice. However, Christian Dior Couture cannot guarantee the accuracy, precision and comprehensiveness of information made available on the Site. Said information shall not constitute any guarantee or commitment by Christian Dior Couture with regard to the Internet user.

In particular, Christian Dior Couture shall not be held liable for:

- Any imprecision, inaccuracy or omission regarding the information available on the Site;
- Any damages arising from a computerised intrusion by a third party, resulting in a modification of information made available on the Site;
- And, more generally, any direct or indirect damages, irrespective of the cause, origin, nature and consequences, caused as a result of the access by anyone to the Site or inability to access the Site, as well as of the use of the Site and/or relying on any information contained directly or indirectly on the Site.

Christian Dior Couture shall implement means intended to ensure the security of the files generated from data collected on the Site. It is, however, formally stated that Christian Dior Couture have no control over the risks related to the operation of the Internet. Internet users are reminded of the existence of possible risks in terms of confidentiality of data transmitted across this network.

IV. AMENDMENTS TO LEGAL TERMS

Christian Dior Couture inform Internet users accessing the Site that these legal terms may be amended at any time. Such amendments shall be published online and shall be deemed accepted without reserve by any and all Internet users accessing the Site after said amendments have been published online.

VI. DISPUTES

These legal terms have been drafted in accordance with French law and, in particular, with the provisions of Law no. 2004-575 dated 21 June 2004 for building confidence in the digital economy. French courts shall exercise jurisdiction over any and all disputes arising from the use of the Site, without prejudice to any contrary provisions arising from Regulation no. 44/2001 dated 20 December 2000 concerning court jurisdiction and the application of rulings in civil and commercial matters (Brussels I).

Should the Internet user have any questions about the use of the Site and/or these legal terms, or should the user have any request that he/she wishes to address to Christian Dior Couture, he/she can send an email to: contactdior@dior.com.