

PRIVACY POLICY

Prada S.p.A. (hereinafter also "PRADA"), with registered office in Milan (Italy), the operating holding company of the Prada Group, recognizes the importance for its users and customers of maintaining the confidentiality, integrity and security of their non-public personally identifiable information (hereinafter "Personal Data"), and hereby informs you that Personal Data which you provided to PRADA through the Site, as well as data which you may provide at a Prada Group store including through its subsidiaries and/or affiliates (hereinafter collectively the "Prada Group") will be processed in compliance with current Italian laws on privacy and with any specific local regulations applicable from time to time for data processing performed outside the Italian territory, together with the principles and general conduct rules contained in the Code of Ethics adopted by the Prada Group.

1. Type and source of Data

Browsing data

Computer systems and software procedures used for the Website's operation acquire, during their normal operation, some personal data (so-called log files) the transmission of which is implicit in the use of internet communication protocols.

This information is not collected in order to be associated to identified persons, but due to its nature can, by means of processing and integration with data held by third parties, allow users to be identified. Such information includes the IP addresses or domain names of the computers used by the users to connect to the Website, URI (Uniform Resource Identifier) form addresses of the resources requested, the time of the request, the method used to submit the request to the server, the size of the file obtained in reply, the numerical code indicating the status of the reply given by the server (done, error, etc.) and other parameters concerning the user's operating system and computer environment.

This is used with the sole purpose of obtaining anonymous statistical information concerning the use of the Website and to check its correct operation.

Cookies

Cookies are used in the Website to ensure its efficient functioning and to improve our service. Cookies are small text files sent to the user's computer (usually to the user's browser) by visited websites; they are stored in the user's computer to be then re-transmitted to the websites on the user's subsequent visits to those websites.

To know which cookies are used in the Website, how to disable them and/or withhold consent, or for any further information, see the cookie policy.

Personal Data voluntarily provided by the data subject

PRADA collects and will process the Personal Data you directly and voluntarily provided through the Website in order to place your online purchase, and/or to register to the Website for receiving information on Prada Group's products and services, and/or to contact our client service, as well as those which you may provide by completing the customer card at a Prada Group's store.

These data include, for example, your first and last name, postal and e-mail address, phone number. Furthermore, sending e-mail messages through the Website and to the addresses mentioned on the Website, which is done on the basis of a freely chosen, explicit, and voluntary option, entails

acquisition of the sender's address, which is necessary in order to reply to any request, as well as of such additional Personal Data as is contained in the message(s).

2. Purpose of processing

Your Personal Data may be processed for the following purposes:

- (a) to respond to and meet all your requests and thus manage your relationship with PRADA;
- (b) to execute your online purchase order and, therefore, to perform all that is necessary for the management of your order (including administrative management of the contract, the delivery of goods, payment processing, management of claims and litigation, if any, and fraud prevention), as well as fulfillment of all the obligations imposed by laws and regulations currently in force.

Furthermore, and subject to your prior consent, your Personal Data may be included in Prada Group customer data base and processed for the following purposes:

- (c) for profiling purposes, i.e. for the performance of studies, analyses and statistical and/or market researches, with relation to your preferences on our products, so that a service personalized to your needs may be offered, and to promote cultural and recreational activities that may be of interest to you;
- (d) for marketing purposes, including sending you and/or contacting you (by post, telephone, email and other form of electronic communication) regarding information and promotions, including of a commercial nature, advertising material, catalogues and invitations to events, related to the Prada Group's products and services.

3. Method of processing

Your Personal Data will be processed by suitable means using electronic or automated computer and telematic tools, or manually and on hard copy, exclusively for the purposes for which they have been collected, guaranteeing the security and confidentiality of data processed.

Your Personal Data will be processed by the Prada Group's internal staff (employees and collaborators) duly authorized as person in charge of their processing within the scope of the performance of their duties, and possibly by external parties whenever necessary and/or instrumental for the execution of the above-mentioned purposes (e.g. service provider, couriers, technicians in charge of IT maintenance, companies used by PRADA for the organization and/or management of promotional campaigns for its products or services, etc.).

Your credit card data shall not be used for purposes other than the verification of the existence of payment means, the charging and management of payments, as well as the management of any and all claims or litigations. For this purpose, these data will be processed also by the bank providing services connected with the management of online payments and by the issuer of the credit card you will insert to validate your order.

Please note also that in the event that you consent to the processing of your Personal Data for the purposes referred to at letters (c) and (d) of paragraph 2 above, your data will be automatically visible to and shared with all Prada Group stores (inside and outside of the European Union), which will take all appropriate security and confidentiality measures required by applicable legislation.

4. Nature of the provision of personal data

The provision of Personal Data is optional.

However, if you wish to make a purchase order for products offered on the Website, and/or receive information on Prada Group's products and services, and/or contact our Client Service, it is necessary to fill in all mandatory fields of the relevant forms.

The processing of your Personal Data for the purposes referred to at letters (c) and (d) is subject to your prior and explicit consent. Refusal to give your consent may result in our not being able to inform you of any initiatives that may interest you and/or send you any other information of a commercial nature on products, initiatives and events of the Prada Group.

You may at any time revoke your consent to your Personal Data processing, writing to PRADA, Via A, Fogazzaro 28, 20135 Milan (Italy), or sending an email at privacy@prada.com, or using the unsubscribe link which is included on all of our commercial electronic communication or other appropriate procedures which may be made available to you.

5. Communication and dissemination of data

Whenever necessary and/or instrumental to the above-mentioned purposes, your Personal Data may be processed by other entities acting as data processor, belonging to the following categories:

- Prada Group companies and franchisees that operate Prada Group Stores;
- Companies, consultants and firms providing assistance and/or consulting or performing related services that are instrumental to data processing on behalf of PRADA.

Your Data may be transferred abroad in accordance with applicable legislation, including to countries outside the European Union where the company pursues its interests. "

Your Personal Data will not be disclosed to third parties outside the Prada Group, to be used for their own promotional purposes or referred to products, services or initiatives not arising from the Prada Group and shall not under any circumstances be disseminated to unknown persons.

6. Data controller

The data controller is Prada S.p.A., with registered office in Milan, Via Antonio Fogazzaro 28 - Italy. PRADA will process your Personal Data in accordance with Legislative Decree 196/2003 – Italian Personal Data Protection Code.

7. Data subject's rights

We remind you that you may at any time exercise your rights under section 7 of Italian Legislative Decree 196/2003, which is integrally quoted below for your convenience, contacting the Data Controller directly:

Section 7 of Italian Legislative Decree no. 196 of June 30, 20003

(Right to access personal data and other rights)

- 1. A data subject shall have the right to obtain confirmation as to whether or not personal data concerning him/her exist, regardless of their being already recorded, and communication of such data in intelligible form.*
- 2. A data subject shall have the right to be informed: a) of the source of the personal data; b) of the purposes and methods of the processing; c) of the logic applied to the processing, if the latter is carried out with the help of electronic means; d) of the identification data concerning data controller, data processors and the representative designated pursuant to*

section 5(2); e) of the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as designated representative(s) in the State's territory, data processor(s) or person(s) in charge of the processing.

- 3. A data subject shall have the right to obtain: a) updating, rectification or, where interested therein, integration of the data; b) erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed; c) certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected.*
- 4. A data subject shall have the right to object, in whole or in part: a) on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection; b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market and commercial communication surveys.*

8. Contacts

Any request relating to your Personal Data regarding this privacy policy may be addressed to:

Prada S.p.A.

Via Antonio Fogazzaro 28, 20135 Milan (Italy)

fax: +39 02.55028872

email: privacy@prada.com

PRADA reserves the right to amend this privacy policy at any time. The version published on the website is the one currently in force.

Last updated: October 10th, 2016