

PRIVACY POLICY

Prada Korea LLC, with registered office in Seoul, Republic of Korea, the company directly operating the selling of products offered on <https://store.miumiu.com/en/miumiukr> (hereinafter the "Website") with shipping in Korea ("Prada Korea"), together with its parent company Prada S.p.A., with registered office in Milan (Italy), the operating holding company of the Prada Group, (hereinafter, both referred to as "PRADA") recognise the importance of maintaining the confidentiality, integrity and security of your personal data ("Personal Data"), and hereby inform you that any Personal Data which you provide to PRADA through our Website, as well as any Personal Data which you may provide to a Prada Group store, including through its subsidiaries and/or affiliates (collectively the "Prada Group"), will be processed in compliance with current applicable laws on privacy and with any specific local regulations applicable from time to time, together with this privacy policy and the principles and general rules of conduct contained in the Code of Ethics adopted by the Prada Group.

1. Type and source of data

Browsing data

During their normal operation, the computer systems and software procedures used to operate our Website collect certain personal data (log files). The transmission of such data is inherent to the use of internet communication protocols. This information is not collected in order to be associated to specific data subjects. However, due to its nature, this information can allow users to be identified by means of their processing and integration with data held by third parties. Such information includes the IP addresses or domain names of the computers you use to visit our Website, URIs (Uniform Resource Identifiers) 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 status code of the server reply (successful, error, etc.) and other parameters concerning the user's operating system and computer environment. This data is used with the sole purpose of obtaining anonymous statistical information on the use of our Website and to guarantee its correct operation.

Cookies

Our Website uses cookies to ensure its efficient functioning and to improve our services. Cookies are small text files that are sent to your computer (usually to your browser) by the websites you visit. Cookies are stored in your computer to be recognised by those websites on your subsequent visits. For more information on cookies, on the types of cookies used on our Website, on how to disable them and on how you can revoke your consent, see our [cookie policy](#).

Personal Data voluntarily provided by the data subject

The Personal Data you directly and voluntarily provided through the Website, as well as those which you may provide by completing the customer card at a Prada Group's store, are processed in accordance with this Privacy Policy, in order (i) to place your online purchase, (ii) and/or to register to the Website, (iii) and/or to receive Prada Group's newsletter, (iv) and/or to contact our client service.

The items of data collected include, your first and last name*, title*, date and place of birth, postal address (country*, province/state, city, postal code, address), email address*, landline and mobile phone numbers, tax numbers (e.g. VAT), purchase history, interaction history, shipping and billing information (*being mandatory fields) (“Personal Data”).

Furthermore, when you voluntarily send an e-mail through our Website and/or to the addresses indicated in our Website, we collect your e-mail address so that we can reply to any request, as well as any additional Personal Data contained in your message.

If you call our Client Service team or our Client Service team contacts you with the details you have provided to us, please note that calls may be recorded for quality assurance and record-keeping purposes and stored in the data centre located in the European Union.

In addition, we may also obtain information about you as a result of authentication or identity checks (for example, you will be asked to present your identity document when you pick up your purchase in-store). We use this information to identify you as a customer, to process your order, to deliver products and services, to process payments.

Your credit card data (including credit card numbers and other payment information) are provided to our payment services providers who process payment details further. PRADA does not store or maintain your credit card data or use it directly.

Other Data that can be collected

Visit history, usage pattern, IP address, access information

2. Purpose of the processing

Your Personal Data may be processed based on the necessity for the provision of the services for the following purposes:

- (a) to respond to all your requests and to manage your relationship with Prada Korea;
- (b) to fulfil your online purchase orders and perform all management activities connected with it (including administrative management of the contract, delivery of goods, payment processing, management of any claims and litigation, and fraud prevention), and to comply with any applicable legal or regulatory obligations.

Furthermore, subject to your separate prior consent, your Personal Data will be provided to all [Prada Group's stores](#) globally to provide a global customer service and to our parent company and operating holding company of the Prada Group in Italy, PRADA S.p.A., to be included in its Prada Group customer data base, through a Customer Relationship Management System, and processed together with the details of your purchases for the following purposes:

- (c) profiling: to perform individual or group studies, surveys, statistical and/or market researches on your preferences with regards to our products, so that we can offer you a personalised service and promote cultural and recreational activities that may interest you;
- (d) marketing: to contact you and/or send you (by post, telephone, e-mail and any other form of electronic communication) information and promotions, including commercial information, newsletters, advertising material, catalogues and invitations to events related to the Prada Group's products and services.

Subject to your separate consent, you may also wish to receive information about PRADA's events, promotions, products and services by telephone, SMS, MMS or other instant messaging applications.

3. Processing Methods

In order to prevent the loss, theft, leak, falsification, and destruction of your Personal Data, we have implemented reasonable technical and managerial security measures required under the current applicable laws included the Personal Information Act and Act on the Promotion of Information and Communications Network Utilization and Information Protection and the European Regulation (EU) 2016/679 on personal data protection. In particular, your Personal Data will be processed by suitable electronic or automated means and computerised tools, or manually and on hard copy, exclusively for the purposes for which they have been collected and guaranteeing the security and confidentiality of any processed information. Your Personal Data will be processed only by the Prada Group's internal staff duly authorised to do so under their respective job duties. Your Personal Data may also be processed by third parties to the extent necessary and/or instrumental for the above purposes. These third parties will act on behalf of PRADA as data processors (e.g. service providers, carriers, IT technicians or any other suppliers appointed by PRADA to carry out and/or manage any promotional campaigns for PRADA's products and services, etc.).

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

4. Nature of the provision of personal data

The provision of your Personal Data is optional.

However, if you wish to make a purchase order for products offered on our Website, and/or receive information on Prada Group's products and services, and/or contact our Customer Service and/or use any other services offered by the Prada Group, you need to fill in all mandatory fields of the relevant forms. Consent to Prada Korea's collection and use of your personal data, and consent to the provision of your personal data to Prada S.p.A. and Prada Group's stores to provide you with a global customer service, is required.

The processing of your Personal Data for the purposes indicated at letters (c) and (d) of paragraph 2 above is subject to your prior express consent. If you withhold your consent, we may not be able to offer you a personalised service and inform you of any initiatives that may interest you and/or send you any other commercial information on products, initiatives and events of the Prada Group. As set out under paragraph 2 above, your Personal Data will be provided to our parent company and operating holding company of the Prada Group, PRADA S.p.A. and processed for the purposes referred to at letters (c) and (d). Your Personal Data will also be shared with all Prada Group's stores globally to provide a global customer service.

You may withdraw your consent to the processing of your Personal Data by us at any time, by writing to Prada S.p.A., Via A. Fogazzaro 28, 20135 Milan (Italy), by sending an e-mail at privacy@prada.com, or by using the "unsubscribe" link included in all of our commercial electronic

communications, and/or by using any other appropriate procedures which may be made available to you.

5. Outsourcing of the processing of data

Whenever necessary and/or instrumental to the above purposes, your Personal Data may be processed on behalf of PRADA by other entities acting as data processor, including:

- Prada Group companies and franchisees that operate Prada Group stores;
- companies, consultants and firms providing advisory and/or consulting activities, or performing related services that are instrumental to data processing on behalf of PRADA (“Service Providers”).

As PRADA is part of an international network and uses global services your Personal Data may be transferred abroad in accordance with applicable legislation, including to countries outside the European Union where PRADA pursues its interests, by adopting all appropriate security measures and safeguards to ensure an appropriate level of data security.

Please see below the list of PRADA’s Service Providers together with the specific processing tasks to be outsourced as well as any other relevant information. The Personal Data transferred to the Service Providers will be retained only to the extent necessary for the purposes of the service provided and to meet any regulatory requirements in accordance with any applicable laws.

Local Service Providers

Company name	Service
NHN KCP Co., Ltd	Payment Services Provider
ILYANG Logis Ltd.	Courier services

Overseas Service Providers

Company name	Country	Service	Personal Information Transferred	Time/method of transfer
CyberSource Limited	United Kingdom	Payment Services Provider	Merchant ID and number, postal address, telephone number, IP address, other payment information,	Immediate collection/automatic transfer through information network
Riskified Ltd	Israel	Fraud Management Solution Provider		Immediate collection/automatic transfer through information network
Prada Asia Pacific Limited	Hong Kong	Client Service	Personal Data	Immediate through centralised database system

Microsoft Ireland Operations Ltd	Ireland	IT software provider	Personal Data	Immediate collection/automatic transfer through information network
Reply S.p.A.	Italy	IT Business Integrator		
WIIT S.p.A.	Italy	IT Service provider		
Genesys Telecommunications Laboratories B.V.	Netherlands	IT software Provider		

Your Personal Data will not be used for third-party advertising purposes or for the promotion of products, services or initiatives by entities other than the Prada Group, nor shall they be disclosed to unknown persons under any circumstances.

6. Retention period

Your personal data will be processed and stored for as long as required for the purposes for which they were collected, and in accordance with the storage periods provided for by the applicable laws, or until you revoke your consent to the processing, if applicable. After such period, your Personal Data will be automatically and permanently erased or made anonymous.

7. Data controllers

For the purpose of managing and executing your online purchase orders referred to at letters (a) and (b), of the paragraph 2 above the Data Controller is Prada Korea LLC. Please contact the Data Controller by writing to Prada Korea LLC., Dae-San building, 439, Apkujeong-Ro, Gangnam-Gu, Seoul, Republic of Korea, or sending an e-mail to client.service.apac@miumiu.com.

For the other purposes of data processing referred to at letters (c) and (d) of the paragraph 2 above the Data Controller is Prada S.p.A., which will process your Personal Data in accordance with current European privacy laws (Regulation (EU) 2016/679 – “GDPR”). Please contact the Data Controller or Data Protection Officer (“DPO”) by writing to Prada S.p.A., Via Antonio Fogazzaro 28, Milan (Italia), or by sending an e-mail to privacy@prada.com.

8. Rights of the data subject

Please note that you, or your legal guardian (applicable if you are under the age of 14), may exercise the rights under the applicable privacy laws included those of the Articles 15 to 21 GDPR, and specifically the right to request information as to whether your Personal Data is being processed and as to the characteristics of the processing, the right to rectification and erasure of your Personal Data, the right to object to the processing and/or the right to have those Personal Data transmitted to another controller.

If you have an online customer account, you can also access, amend or update your information by logging into My Account on the Website and amending your details as appropriate. If you have created a customer profile in a Prada Group store, you can also access, amend or update your

information by visiting a store and speaking to one of our sales associates or writing to the parent company PRADA S.p.A. at privacy@prada.com.

You also have the right to withdraw your consent at any time. The withdrawal of your consent will not affect the lawfulness of processing based on your consent before its withdrawal. You may lodge a complaint with the Italian supervisory authority (*Autorità garante per la protezione dei dati personali*) at Piazza di Montecitorio no. 121, 00186, Rome (RM).

9. Contacts

If you have any request on your Personal Data, on this Privacy Policy or on how you might exercise your rights, you may contact the Data Controller or the DPO free of charge.

Any request relating to your Personal Data processing for the purposes of managing and executing your online purchase order or other matters referred to in paragraphs 2(a) or (b) above may be addressed to:

Prada Korea LLC, Dae-San building, 439, Apkujeong-Ro, Gangnam-Gu, Seoul, Republic of Korea

email: client.service.apac@miumiu.com

Chief Privacy Officer: Mr. Brian Oh

Department designated to handle matters relating to personal information protection and customer complaints:

Miu Miu Client Service

email: client.service.apac@miumiu.com

phone number: 001 800 648 648 00

Any request relating to your Personal Data regarding purposes of processing referred to in paragraphs 2 (c) and (d) above may be addressed to:

Prada S.p.A., Via Antonio Fogazzaro 28, 20135 Milan (Italy)

Attn: Data Protection Officer

email: privacy@prada.com

PRADA reserves the right to amend this Privacy Policy at any time. Any amendments to this Privacy Policy that are made pursuant to applicable laws and regulations or PRADA's internal policies shall be notified to you at least 7 days prior to when the amendments are to take effect. The Privacy Policy currently in force is the one published on our Website.

Last updated: 28 May 2018