

PRIVACY STATEMENT

PRADA USA Corp. (“PRADA USA”) values our customers and respects your privacy. We collect personal information about you in an effort to improve your shopping experience and communicate with you about our products and events. This Privacy Statement (“Statement”) describes the personal information PRADA USA collects about you, our collection methods, collection purposes, and what we may do with the information. This Statement covers only data collected through those web pages at <https://store.miumiu.com/en/miumiuus/> that display a direct link to this Statement (the “Site”). It does not apply to any other data including, without limitation, data that we collect through other web pages at <https://store.miumiu.com/en/miumiuus/> or offline, or data that others collect on websites that are linked or linking to the Site. By visiting the Site, you signify your acceptance of this Privacy Statement and give us your consent to process and use the data in accordance with the practices set forth in this Statement.

Types of Data PRADA USA Collects, Our Collection Methods, and Collection Purposes

Through the Site, we receive and collect data that you actively submit as well as data that we passively track:

Actively Submitted Data: When you purchase products through our Site or otherwise actively send us data, you are providing, and we collect, data such as your name, email address(es), billing address(es), delivery address(es), telephone number(s), and credit card information. In each such instances, you will know what data we collect through the Site, because you actively submit it. We collect actively submitted data primarily for the purpose for which you originally sent us the data (for example, to sell and deliver products). We may also use this data internally as research data to improve our products and services, and for purposes of advertising, promoting, and informing you about products, services, initiatives, and events; you can opt out of receiving marketing emails as explained below.

Passively Collected Data: When you visit the Site, we also passively collect information on your computer and Internet connection, such as the IP address of your computer and/or Internet service provider, the date and time you access the Site, the Internet address of websites from which you link to our Site, the computer technology you are using and your movements and preferences on our Site. We use technology that many other websites employ, including, without limitation, cookies, to collect information such as the aforementioned. We may also use such cookies to collect information in connection with future visits from that Site, to recognize you as a previous visitor and to track your activity on the Site. You may set your browser to notify you when a cookie is sent or to refuse cookies altogether, but certain features of the Site might not work without cookies. We reserve our right to also use other technologies such as Internet tags, web beacons, and navigational data collection tools (log files, server logs, or click stream). We passively collect this data primarily for purposes of administering, protecting and improving our Site and our systems, to better understand the preferences of our Site visitors, to identify server problems, to compile aggregated statistics about Site usage, to help personalize your experience of our Site, and to personalize offers.

Combinations: We may combine passively collected data with data that you actively submit so as to, for instance, provide better service to Site visitors, customize the Site based on your preferences, compile and analyze statistics and trends, to otherwise

administer and improve the Site for your use, and to personalize offers (for example, combined information may allow us to recommend products to you based on what you have liked in the past).

Disclosure of Personal Information

We do not share your personal information with others, except as follows:

We freely share your information with our corporate affiliates, including, without limitation, PRADA SpA in Milan, Italy, who may use your information for processing, research and analysis, advertising or promotional purposes, and who may share such information with third parties for their direct marketing purposes or for data processing purposes.

We also grant access to your information to affiliated and unaffiliated service providers and third parties that process or maintain data on our behalf, including, without limitation, website hosting service providers, payment processors, freight forwarders, carriers, and such individuals or companies that conduct, manage or otherwise handle our marketing and promotional campaigns. Such third parties are subject to strict confidentiality obligations and may access and use your information only in accordance with our instructions and not for their own purposes.

We may also share your information to respond to law enforcement requests, court orders or other legal process or if we believe that such disclosure is necessary to investigate, prevent or respond to illegal activities, fraud, physical threats to you or others or as otherwise required by any applicable law or regulation.

Finally, we may share or transfer your information in connection with a prospective or actual sale, merger, transfer or other reorganization of all or parts of our business.

Access and Correction

Please keep your personally identifiable information, accurate, current, and complete by routinely updating your user profile or by contacting us as specified below.

Security

We take reasonable steps to protect personally identifiable information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. But, you should keep in mind that no Internet transmission is ever completely secure or error-free. In particular, e-mail sent to or from the Sites may not be secure.

Opt-Out, Communication Preferences

You may modify your communication preferences and/or opt-out from specific communications at any time by notifying us via email to client.service.usa@miumiu.com.

Effective Date, Amendments

This Privacy Policy is effective April 6, 2011. We reserve the right to amend it from time to time and if we change it materially, we will post a revised version on the Site. Please check back periodically, and especially before you provide any personally identifiable information to us.

Links to Other Web Sites

This site may contain links or references to other web pages to which this Privacy Statement does not apply. We encourage you to read the privacy statement or policy of every web page you visit.

Your California Privacy Rights

California Civil Code Section 1798.83 permits customers of PRADA USA Corp. who are California residents to request certain information regarding its disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to client.service.usa@miumiu.com or write to us at:

PRADA USA Corp.
ATTN: MIUMIU.COM
610 West 52nd Street
New York, New York 10019

Contact Us

Please feel free to contact us with any comments, questions, complaints or suggestions you might have regarding the information practices described in this Statement at the address listed above.

Last updated: April 2011