

PRIVACY POLICY

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), birthdate, and credit card information (please be advised that we do not target our services to children under the age of 13 – in the event that a child under the age of 13 is using our services, please inform us in writing). In each such instances, you will know what data we collect through the Site, because you actively submit it. Subject to your prior consent, we collect actively submitted data primarily for the purpose for which you originally sent us the data (for example, to sell and deliver products, manage your account, and respond to your requests). 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 and similar tracking technologies, to collect information such as the aforementioned. We may also use such cookies and similar tracking technologies 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 certain cookies are sent or to refuse certain cookies altogether, but certain features of the Site might not work without certain cookies. 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. We do not currently respond to 'do not track' signals as we do not track our customers across third party websites.

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). We may combine information collected on the Site with information collected from the in-store experience in order to provide a service customized to your needs.

Disclosure of Personal Information

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

We freely share your information with our parent company and corporate affiliates, including, without limitation, PRADA SpA in Milan, Italy, the operating holding company of PRADA Group, who may use your information in accordance with the [PRADA SpA's Customer Privacy Policy Statement](#), for processing, research and analysis, advertising or promotional 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 by clicking the Account Details icon 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@prada.com.

Effective Date, Amendments

This Privacy Policy is effective May 24, 2018. 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, and obtain your consent if required by applicable law. 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

If you are a California resident, this Privacy Statement includes a cost-free means of exercising choice regarding disclosures to third parties for their own marketing purposes. To make such a request, please send an e-mail to client.service.usa@prada.com or write to us (with “California Privacy Rights” in the subject line) at:

PRADA USA Corp.
ATTN: PRADA.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 email or mailing addresses listed above.

Last updated: May 2018

PRIVACY POLICY

Prada S.p.A. (“PRADA”), with registered office in Milan (Italy), the operating holding company of the Prada Group, recognises the importance of maintaining the confidentiality, integrity and security of your personal data (“Personal Data”), and hereby informs you that any Personal Data which you provide to PRADA at a Prada Group store or through our website www.miumiu.com (“Website”), including through its subsidiaries and/or affiliates (collectively the “Prada Group”), will be processed in compliance with current European privacy laws (Regulation (EU) 2016/679 – “**GDPR**”) and with any specific local regulations applicable from time to time for the processing of data outside the European Union, together with the principles and general rules of conduct contained in the Code of Ethics adopted by the Prada Group.

1. Type and source of data

Personal Data voluntarily provided by the data subject

PRADA collects and processes the Personal Data that you directly and voluntarily provide when you fill in our Customer Card at a Group Prada store or when you register to our Website. These data include, for example, your first and last name, postal and e-mail address, phone number and date of birth.

2. Purpose of the processing

Your Personal Data may be processed for the following purposes:

- (a) to respond to all your requests and to manage your relationship with PRADA; and

subject to your prior consent, your Personal Data will be included in the Prada Group customer data base and processed together with the details of your purchases for the following purposes:

- (b) 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;
- (c) 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.

3. Processing Methods

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. carriers 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 (b) and (c) 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), 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 want to receive information on the Prada Group's products and services and be inserted in the Prada Group's customer database, you need to fill in all mandatory fields in the form collecting your Personal Data.

The processing of your Personal Data for the purposes indicated at letters (b) and (c) 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.

You may withdraw your consent to the processing of your Personal Data by us at any time, by writing to PRADA, 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. Transfer and disclosure 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.

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.

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 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 the GDPR.

If you want to exercise your rights or receive any information on your rights and/or this Privacy Policy, please contact the Data Controller or Data Protection Officer (“DPO”) by writing to Prada S.p.A., Via Antonio Fogazzaro 28, 20135, Milan, or by sending an e-mail to privacy@prada.com.

8. Rights of the data subject

Please note that you may exercise the rights under 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.

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 (Italy).

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 at the contact details indicated at paragraph 7.

PRADA reserves the right to amend this Privacy Policy at any time. The Privacy Policy currently in force is the one published on our Website.

Last updated: 24 May 2018