

PRIVACY POLICY

Welcome to our website www.armanivalues.com. For Giorgio Armani S.p.A. (hereinafter Giorgio Armani, us or the Company) your privacy and the security of your personal data are very important, that's why we collect and manage your personal data with the utmost care and adopt specific measures to keep it safe. Below you will find the most important information on the processing of your personal data in relation to your browsing of the Site and the use of the services offered.

For detailed information on how Giorgio Armani handles your personal data, please read carefully this document (Privacy Policy) and our specific Privacy Notices progressively displayed on the pages of this Site with regards to relevant services on request that include forms for data collection.

Please also read the Cookie Policy and the Legal Conditions of the Site, which contain detailed information on the terms and conditions of our services. This Privacy Policy refers only to our Site and does not apply to any third-party site referred to within the pages of our Site.

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1. Types of data processed

With regards to the processing purposes listed in section 2 below, we may process the following categories of personal data of the Site users:

a) Navigation data:

The computer systems and software procedures used to operate this Site acquire, during their normal operation, some personal data whose transmission is implicit in the use of internet communication protocols. This information is not collected to be associated with identified data subjects, but due to its very nature, it could, through processing and association with data held by third parties, identification of the users. This category includes the IP addresses, or the domain names used by users connecting to the site, the addresses in the Uniform Resource Identifier (URI) notation of the requested resources, the time of the request, the method used in submitting the request to the server, the size of the file obtained, etc. These data are used for the sole purpose of obtaining anonymous and aggregate statistical information on the use of the site and to check its correct functioning, and they permanently reside on third-party servers (hosting providers). The data could be used to ascertain responsibility in case of computer crimes.

b) Cookies:

The website uses cookies to help users customize their experience, speed up browsing, increase security, analyze the use and efficiency of services and offer commercial information. Users can view the Cookie Policy, containing information on how to provide and withdraw consent.

c) User Data:

The Company may collect and process personal data provided by the user, such as his identification data (e.g. name and surname), his contact details (e.g. email address). These data will only be processed for the relevant purposes and will be kept for the time necessary to the processing purposes. When the user shares with us personal data of third parties, the user makes sure that communication of data to the Company and our subsequent processing for the purposes specified in this Privacy Policy take place in compliance with applicable laws. To this end, for example, the user will inform the third parties and will obtain consent to the processing before providing us with their personal data, when required by applicable laws.

2. Purpose of the processing and legal basis

2.1 Giorgio Armani processes your data to provide information and after-sales services (e.g. exchange or assistance with payments), and to send online entrance documents and any required accounting documents. The processing is based on the compliance with contractual obligations between the parties and on the compliance with legal or regulatory obligations (e.g. duties relating to anti-fraud or anti-money laundering activities). For this purpose, the provision of your personal data is mandatory, otherwise you will not be able to proceed with the registration of your order and the subsequent purchase on our Site.

2.2 Purposes necessary for the performance of a requested service

The user can take advantage of many services within the Site, such as the ability to register your personal account, within which you can save the products you like or receive documents relating to your purchases. Through the Site, the user can also contact us for more information about our world and our products, to request assistance or to find out the nearest store.

Giorgio Armani processes the personal data provided by the user when using the Site services and when entering information in the Site forms. The processing is based on the compliance with a contractual obligation between the parties or on the execution of pre-contractual measure adopted upon the user request. The provision of your personal data is mandatory, any refusal would prevent the user from benefiting from the service requested.

2.3 Additional Purposes

Giorgio Armani uses the personal data provided by the user when subscribing to the newsletter to send communications through email, including updates, invitations to events and/or projects organized by Giorgio Armani or in which Giorgio Armani participates.

The user can unsubscribe from the newsletters through the appropriate section of his personal account or by clicking on the link at the bottom of each communication sent by us.

3. Methods of processing

Personal data are processed using manual and electronic means, according to logic and procedures in line with the processing purposes and in compliance with the principles of security and confidentiality of data. Processing may be performed through operations such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of data.

4. Access and Communication

Your data is processed by authorized company's personnel (for example, by the administrative staff to process the bookings or the requested service). Your data may also be disclosed to third party service providers, who will act as data processors on the basis of specific instructions from the Data Controller, in order to make it possible to use the Site and/ or to receive services through the Site. By way of example, such third parties may include professionals, also in an associated form, who provide technical, commercial or administrative advice to the Company to carry out its business activities and pursuit the purposes described in this Privacy Policy, companies that deal with the management or maintenance of the IT infrastructure on which the Site is based on, providers of call centre services or before or after sales assistance, logistics operators in case it is necessary to deliver to the user a product, agencies specialized in promotional and marketing services in the name and on behalf of the Company. The Company may also communicate personal data of the users to other companies of the Armani Group that process data on our behalf and act as our data processors on the basis of our instructions. Personal data may also be communicated to institutions, law enforcement agencies, judicial, administrative, regulatory or public security authorities, in the context of a legal or administrative procedure, or in order to fulfil a legal obligation or protect our rights, including in court; these entities act as autonomous data controllers for their own institutional purposes. The communication of personal data of users can also take place in case of extraordinary operations (such as mergers, acquisitions of companies or branches, etc.) in which the Company may have to share information with potential buyers or counterparties and their related consultants.

With the user consent, personal data may also be communicated to other companies of the Armani Group for their own marketing purposes, as described in section 2.3 above. If used data are transferred to entities established outside of the European Union, Giorgio Armani will put in place all necessary measures to ensure an adequate level of data protection, as indicated in section 6 below.

5. Data of people under age The Company does not intentionally collect or store personal data of individuals under the age of 18, nor does it intentionally allow such users to use the Site. People under the age of 18 are not allowed to register on the Site or to its services and may not to provide their personal data to Giorgio Armani.

6. Transfer abroad In case of transfer of personal data outside of the European Union, Giorgio Armani will adopt all necessary measures, also contractual, provided for by the applicable privacy legislation, in order to guarantee the protection, security and confidentiality of the personal data transferred (for example, by signing EU Standard Contractual Clauses).

7. We store your personal data for a limited period of time, strictly related to the purpose for which the data was collected and in compliance with applicable legal or regulatory obligations.

At the end of the applicable retention period, your personal data will be irreversibly deleted or otherwise rendered anonymous, unless Giorgio Armani is required to retain your data for a longer period in order to comply with legal or regulatory obligations or in order to exercise or defend a right in court.

The retention period differs depending on the purpose of the processing.

We also want to protect the data of our customers and users and ensure that they continue to receive our to receive our communications. Therefore, we delete personal data when four years have passed since their last interaction with the Armani world, e.g. through purchases in our shops or websites, use of our Apps, participation in our events or interaction with our newsletter.

If you have any questions regarding the retention of your personal data, please contact us at the contact details below.

8. Rights

Rights You may at any time contact the Data Controller or the Data Protection Officer, using the contact details below, to exercise your privacy rights. In particular, you may: withdraw your consent to the processing of your personal data, request access to your data and obtain information about the personal data withheld by us, their origin and how they are used, request that they be updated, corrected or integrated, as well as, in the cases provided for by current legislation, their cancellation or transformation into anonymous form, the restriction to the processing or opposition to their processing. If you wish, you may request to receive personal data about you withheld by Giorgio Armani S.p.A. in a format readable by electronic devices and, where technically possible, we may transfer data directly to a third party indicated by you. You may also lodge a complaint with the competent supervisory authority. In Italy, the complaint can be submitted to the Italian Data Protection Authority (“Garante per la Protezione dei Dati Personali”) (www.garanteprivacy.it). You can also contact the competent supervisory authority when the exercise of your rights is subject to restrictions by the Data Controller, according to the law.

9. Data Controller and Data Protection Officer The data controller is Giorgio Armani S.p.A. with registered office in via Borgonuovo 11 - Milan (Italy), email: privacy@giorgioarmani.it. The Data Protection Officer (DPO), Head of the Data Protection Department, Roedl&Partner, Largo Donegani 2, 20121 Milano, is available at the following address: dpo@giorgioarmani.it.

10. Changes to this Privacy Policy Giorgio Armani reserves the right to update this Privacy Policy in order to adapt it to the changing of the laws, as well as taking in due account of suggestions made by employees, customers, collaborators and users. In the event of changes, Giorgio Armani will endeavour to make these changes visible in the Site.