

Personal Data Protection Policy

Last updated in december 2020

This Personal Data Protection Policy (hereinafter the “**Privacy Policy**”) is intended to provide visitors and users (“**You**”) of the www.lvmhprize.com website (hereinafter collectively the “**Website**”) with information relating to how LVMH Moët Hennessy-Louis Vuitton SE, a European company established 22 avenue Montaigne, 75008 PARIS, France, registered with the Trade and Companies Register of Paris under number 775 670 417 (hereinafter “**LVMH**” or “**We/Us**”) processes your personal data (hereinafter the “**Personal Data**” or “**Data**”) and about your rights in this respect.

The Website is used by LVMH for the organization of contests, the “LVMH Prize for Young Fashion Designer” and the “LVMH Prize for Graduates” (individually a “**Prize**” and jointly the “**Prizes**”), whose purpose it is to promote the young creation in fashion. The rules (the “**General Terms and Conditions**”) governing the Prizes are accessible on the Website.

LVMH places the highest priority and takes the utmost care to protect your Personal Data.

Note: LVMH may amend the terms of this Privacy Policy, in particular if a new processing of Personal Data is carried out. Please check this page regularly to ensure that You agree with any changes. You will be notified of these modifications, either through a special note on our Website or through a notification by email.

1. What is a “personal data”?

Personal Data refers to any information or pieces of information that could identify You either directly (e.g. your name, surname, email, home address, etc.) or indirectly (e.g. through pseudonymized data, such as a unique ID number, etc.). It may also include unique identifiers like your computer’s IP address.

2. Who are the data controllers responsible of the protection of your Personal Data?

A data controller is an entity that determines the purposes and means of the processing of your Personal Data and is responsible to You for compliance with data protection regulations.

As regards the Website management and Prizes management, LVMH acts as data controller.

LVMH has appointed a Data Protection Officer (DPO) who will be your designated contact person and may be reached:

- by using the following contact form: dpo.holding@lvmh.fr;
- by mail at the following address: LVMH Data Protection Officer, 24-32 rue Jean Goujon, 75008 Paris, France.

3. Why and how do We use the Personal Data that We collect?

3.1 How do We collect your Personal Data?

We collect your Personal Data as follows:

- **directly from You** when You use our Website and apply to the Prizes (completion of the form on the Website, provision of Your artbook, etc.);
- **automatically** when You access or use the Website (technical details, IP address, browsing information, etc.).

3.2 What Data do We collect?

LVMH collects several types of Personal Data about You:

Personal Data that We collect directly from You

We collect Personal Data that You provide directly when You use our Website and apply to the Prizes.

The categories of Personal Data that We collect include:

- **For the LVMH Prize for Young Fashion Designer:** your first and last names, nationality, country, email address, professional and personal postal address, phone number, your date of birth and place of birth, employment & professional activity data (CV and awards), financial (financial aid or prizes), website/Instagram or social media account, press article and images or videos, name/phone number/mail of the press agent;
- **For the LVMH Prize for Graduates:** your first and last names, email address, postal address, phone number, your date of birth and place of birth, nationality, education cursus and school, images or videos of collections, website/Instagram or social media account.

Personal Data that We collect automatically

We automatically collect certain Data about You when You access or use the Website, specifically:

- **Technical information:** We collect information about the device that You use to login, as well as your use of the Website (e.g., operating system, type of browser used, whether a proxy is used, location of the device inferred from your IP address that identifies your computer, access time, accessed pages and the link that enabled You to access our Website),

The Personal Data, which are essential for LVMH to satisfy the purposes described above, shall be pointed out on the Website's various pages. If you do not fill out these mandatory fields, you may not be able to join the Prizes or to take advantage of any prize assignment or potential business opportunities.

3.3 On what legal grounds and for which purposes do We use the Data that We collect?

In accordance with current personal data protection regulations, We only collect Personal Data when We have a legal basis to do so.

Personal Data is collected either:

- (i) based on your consent,
- (ii) in our legitimate interest, or
- (iii) to meet our legal obligations.

(i) We collect Personal Data **based on your consent**, for the following purposes:

- **to manage your requests:** We use your Data to send You the information You request;
- **to manage your application to the Prizes:** reviewing and managing your subscription to, and participation in, the Prizes as Candidates, granting the award and, where applicable, inviting you to a ceremony event;
- **to promote** the Prizes;
- **to produce internal and/or institutional LVMH communication materials and events**, as per the General Terms and Conditions of the Prizes.

(ii) We collect Personal Data **based on our legitimate interest**, for the following purposes:

- **to defend our interests** in the event of a dispute or court action,
- **to manage cybersecurity** of the Website,
- **to prevent fraudulent acts** in order to ensure the security of our assets and contents.

- (iii) We may also store your Personal Data when **the law requires Us to do so or to defend our legal rights.**

3.4 Who has access to your Data?

3.4.1 Accessibility within LVMH

Your Data is processed by LVMH for the purposes described above and are only accessible to LVMH personnel who need to know it to perform their duties.

In this respect, your Personal Data is processed by the following departments of LVMH:

- LVMH's Institutional Communications Department, as regards communication around the Prizes;
- Fashion Group Department, as regards of promoting the Prizes;
- LVMH's Mecenat Department as regards the Prizes organization;
- Other LVMH Departments' members composing the Final Jury.

3.4.2 Accessibility by third parties

Certain third parties may have access to your Data, specifically:

- (i) **our subcontractors and service providers** acting for technical and logistical reasons (Website hosting, security and maintenance providers, etc.);
- (ii) **other LVMH Group affiliates for managing the Prizes applications purposes:** when you apply to the Prizes, Jury can be composed of LVMH Group affiliates;
- (iii) **third-parties**, coming from the fashion field composing the Committee of Experts or the Scoot Committee;
- (iv) **any authority, court or other third party** when disclosure is required by law, regulations or a judicial decision, or if such disclosure is necessary to protect and defend our rights.

3.5 Is any Personal Data transferred outside of the European Economic Area?

Your Data is processed in France by LVMH.

Your Personal Data may be transferred outside the EEA to LVMH's Affiliates based on Your consent in order to manage the Prizes applications.

3.6 How long do We store your Data?

The Personal Data collected and processed by LVMH relating to (i) all Candidates other than the Winners (as this term is defined in the General Terms and Condition of the Prizes) will be retained for the term of the Prizes; and (ii) the Winners Personal Data will be retained for a period of three (3) year after the Prizes or for the whole duration of the potential business relationship between LVMH and the Winners.

However, if Personal Data establish proof of a right or contract, or if it is being stored to meet a legal requirement, or if a judicial authority has required that it be stored, these Personal Data shall be stored for the time set forth in the current applicable legal and regulatory provisions, knowing that this period may, in such case, be longer than three (3) years.

After the expiry of the abovementioned timescales, LVMH may get in touch with you to find out whether you wish LVMH to keep your Personal Data for the purpose of sending you the newsletter on the new editions of the Prizes and on LVMH. If no express and positive reply is received from you within three (3) days, your Personal Data will be deleted. Your Personal Data will be destroyed within a maximum period of seven (7) days following your most recent request in this regard, subject, as applicable, to the provisions of the General Terms and Conditions of the Prizes concerning the assignment of your rights

over your image. Notwithstanding the foregoing, LVMH shall not be required to record or store your Personal Data, even if you agreed to such use.

4. What are your rights in relation to your Data?

4.1 Access, rectification and portability

In accordance with current regulations, You have the right to access your Data. You may also request correction of Your Personal Data should they be inaccurate. Depending on the purpose of processing, You also have the right to have incomplete Personal Data completed.

To respond to your request, We may ask You to provide Us with a proof of your identity. We may also need to ask You for additional information or supporting documents. We will make every effort to respond to your request as soon as possible.

You may, to the extent provided for by law, exercise your right to Data portability which allows You to retrieve, in an interoperable format, the Personal Data that You provided to Us.

4.2 Right to erasure of your Data and to limitation of the processing of your Data

You may request erasure of your Personal Data if:

- You believe that our processing of your Personal Data is no longer needed for the purposes described in this Privacy Policy,
- You believe that the processing is unlawful or You contest the accuracy of the Data We process about You,
- You withdrew your consent to the processing of your Data.

Alternatively, to the extent provided for by law, You may request limitation of the processing of your Data.

Please note that despite the exercise of your right to erasure or processing limitation, We will store some of Your Personal Data when the law requires Us to do so, or to exercise or defend our rights.

4.3 Right to establish instructions for the management of your Personal Data after your death

For France and when mandatory local provisions so provide, You may determine how You want Us to handle your Personal Data upon your death.

4.4 Procedure to exercise your Data protection rights

You may exercise your rights in relation to your Data:

- by mail at the following address: vmhprize@lvmh.fr

When the processing of your Data is based on your consent (e.g., subscription to the newsletter), You may withdraw your consent at any time without justification. This right can be exercised by changing your options regarding subscriptions to our newsletters by clicking on the hyperlink provided for this purpose in each email We send You.

5. How is your Personal Data secured?

LVMH uses technical and organizational measures that comply with French and EU legal and regulatory requirements, to keep your Data secure and confidential.

Under written agreements, LVMH requires its service providers and processors to provide safeguards and implement sufficient security measures to protect the Personal Data they have agreed to process, in accordance with applicable requirements under personal data protection laws.

However, LVMH does not control all risks related to the operation of the Internet and draws your attention to the inherent risks of using any website.

6. *Third party websites*

There may be links to third-party websites (such as LVMH Group affiliates' websites) that We do not control, and which are governed by their own confidentiality and personal data protection policies. This Privacy Policy does not apply to third-party websites. Please review the confidentiality and personal data protection policies of the third-party websites that You visit to understand how they process your Data. LVMH shall not be liable for any use of your Data by any third parties.

7. *How can You contact Us if You have queries or complaints?*

For any questions concerning this Privacy Policy or for any queries or complaints regarding your Personal Data, You may contact Us:

- by using the following contact form: dpo.holding@lvmh.fr;
- by mail at the following address: LVMH Data Protection Officer, 24-32 rue Jean Goujon, 75008 Paris, France.

If You have a complaint about the way We process your Data, You also have the right to contact the *Commission Nationale de l'Informatique et des Libertés* (French data protection authority, CNIL), 3 Place de Fontenoy - TSA 80715 - 75334 PARIS CEDEX 07, Tel: 01 53 73 22 22, www.cnil.fr.