

Privacy Policy

Dear Madame/Sir,

The company Fendi (Shanghai) Co., Ltd. ("Fendi") provides you the following information on the processing of your personal data collected from the beginning of your relationship with Fendi. We process your personal data with and without the use of electronic tools, in line with applicable privacy law, including as to maintaining adequate security. Data may be used to update and correct the information previously collected on our customers.

1. You may provide personal data to Fendi by filling in our customer card, during informal chats when you visit our stores or interact with Fendi, also through Fendi's websites, internet functionalities and mobile applications. In line with privacy law, we may also collect your personal data from third parties in the course of our activities. Fendi processes your personal data for the following purposes:

a) managing the sale of our products, sale and post-sale services, e.g. administrative activities, accounting, returns, warranties, fraud prevention, customer relationship management;

b) compliance with legal obligations (including anti-money laundering laws) and enforcement of our rights;

c) market research, analysis, promotional and marketing activities performed through traditional mail, email, telephone, fax, newsletter, text/SMS, and MMS messaging, including periodic sending of promotional materials on products, services and promotions of the Fendi world specifically dedicated to you, including events organized by Fendi or to which Fendi participates as well as invitations to said events;

d) creation of group and individual profiles - understanding of your interests, preferences and purchase history.

If you provide us with personal information of third parties (e.g., your family members, other customer or prospects of Fendi), you should make sure that said third parties are informed and authorized the use of their data as described in this privacy policy.

2. Our authorized personnel may access your personal data. We also share your personal data with the following third parties:

a) public entities and authorities for their institutional activities and as laws require us to do, including third parties in case of extraordinary operations (mergers, acquisitions, transfer of assets) during our business activities;

b) third parties that we use to provide technical and organizational services functional to the purposes above described, e.g. consultants, also in associate from, delivery companies, for marketing, market analysis and research services, management of payments, information system management, etc.;

c) companies affiliated to Fendi or under common control for all the purposes described under point 1 above. Fendi provides to the above listed third parties only the information necessary to perform the relevant functions; they act as data controllers or processors, as the case may be. It is understood that, save for what is specified under letter 2. c) above, Fendi does not share with other third parties your personal data for their own marketing activities and/or analysis of your interests. Some of the above listed subjects, for example companies affiliated to Fendi or under common control, may be established abroad, in countries not providing for an adequate level of data protection as your country. Fendi transfers data abroad after adoption of the precautions set forth by applicable privacy laws.

3. Fendi (Shanghai) Co., Ltd. is the data controller, available as follows: Unit 3307B-3310, Plaza 66, 1266 Nanjing Xi Road, Shanghai 200040, PRC . E-mail: retail.customers@it.fendi.com.

You can contact us at the above address to have the updated list of third parties that we share with your personal data and to enforce at any time your privacy rights, for example to access your data, ask that data be updated, amended, deleted and you may oppose use of your data for marketing purposes.