

PRIVACY POLICY

Prada S.p.A. (hereinafter also "PRADA"), operating holding company of the Prada Group, hereby informs you that Personal Data voluntarily provided by you by filling out the registration or contact form available in this section of the Website will be processed in compliance with applicable Italian laws on privacy and the conduct rules contained in the Code of Ethics adopted by the Prada Group.

1. Data source

PRADA collects and will process the Personal Data you directly and voluntarily provided by filling out the contact or registration form on this Website.

2. Purpose of processing

Your Personal Data will be processed for the following purposes:

- a) to respond to and meet all your requests and thus manage your relationship with PRADA;
- b) and subject to your prior consent, Personal Data may be included in the PRADA customer data base and processed for the following purposes:
 - (i) for the preparation of studies, analyses and statistical and/or market researches through the analysis of your preferences for our products in order to offer you further personalized services and to promote cultural and recreational activities you may be interested into;
 - (ii) for sending information and promotions, including of a commercial nature, advertising material, catalogues, invitations to events related to the Prada Group's products and services (by post, telephone, email and other form of electronic communication).

3. Method of processing

Your Personal Data will be processed by suitable means using electronic or automated computer and telematic tools, or manually and on hard copy, exclusively for the purposes for which they have been collected, guaranteeing the security and confidentiality of data processed. Your Personal Data will be processed by the Prada Group's internal staff (employees and collaborators) operating as persons in charge of their processing within the scope of the performance of their duties, and possibly by external parties whenever necessary and/or instrumental for the execution of the above-mentioned purposes (e.g. service providers, companies used by PRADA for the organization and/or management of promotional campaigns for its products or services, etc.).

Please be also informed that if you consent to insert your Personal Data into the PRADA customer data base they will be automatically visible at all Prada Group's direct stores.

4. Nature of the provision of personal data

The provision of Personal Data is optional and their use for purposes referred to at letter b) of the previous paragraph 2 is subject to your explicit and prior consent.

Refusal to give your consent may result in our not being able to inform you of any initiatives that may interest you and/or send you any other information of a commercial nature on products, initiatives and events of the Prada Group.

You may at any time revoke your consent to your Personal Data processing, writing to privacy@carshoe.com or using the appropriate procedures which may be made available to you.

5. Communication and dissemination of data

Whenever necessary and/or instrumental to the above-mentioned purposes, your Personal Data may be processed by other entities acting as data processor, belonging to the following categories:

- Companies controlled by Prada S.p.A. (Prada Group);

- Companies, consultants and firms providing assistance and/or consulting or performing related services that are instrumental to data processing on behalf of Prada S.p.A.
- Your Personal Data will not be disclosed to third parties outside the Prada Group, to be used for their own promotional purposes or referred to products, services or initiatives not arising from the Prada Group and shall not under any circumstances be disseminated to unknown persons.

6. 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 Legislative Decree 196/2003 – Italian Personal Data Protection Code.

7. Data subject's rights

We remind you that you may at any time exercise your rights under section 7 of Italian Legislative Decree 196/2003, which is integrally quoted below for your convenience, contacting the Data Controller directly:

Section 7 of Italian Legislative Decree no. 196 of June 30, 20003

(Right to access personal data and other rights)

- 1. A data subject shall have the right to obtain confirmation as to whether or not personal data concerning him/her exist, regardless of their being already recorded, and communication of such data in intelligible form.*
- 2. A data subject shall have the right to be informed: a) of the source of the personal data; b) of the purposes and methods of the processing; c) of the logic applied to the processing, if the latter is carried out with the help of electronic means; d) of the identification data concerning data controller, data processors and the representative designated pursuant to section 5(2); e) of the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as designated representative(s) in the State's territory, data processor(s) or person(s) in charge of the processing.*
- 3. A data subject shall have the right to obtain: a) updating, rectification or, where interested therein, integration of the data; b) erasure, anonymization or blocking of data that have been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed; c) certification to the effect that the operations as per letters a) and b) have been notified, as also related to their contents, to the entities to whom or which the data were communicated or disseminated, unless this requirement proves impossible or involves a manifestly disproportionate effort compared with the right that is to be protected.*
- 4. A data subject shall have the right to object, in whole or in part: a) on legitimate grounds, to the processing of personal data concerning him/her, even though they are relevant to the purpose of the collection; b) to the processing of personal data concerning him/her, where it is carried out for the purpose of sending advertising materials or direct selling or else for the performance of market and commercial communication surveys.*

8. Contacts

Any request relating to your Personal Data regarding this privacy policy may be addressed to: Prada S.p.A.

Via Antonio Fogazzaro 28, 20135 Milano (Italia)

email: privacy@carshoe.com

PRADA reserves the right to amend this privacy policy at any time. The version published on the website is the one currently in force.

Last updated on November 1st, 2014