

PRIVACY POLICY

1. DATA CONTROLLER

Who is the data controller for the processing of your data?

Identity: ABASIC, S.L. (“**Desigual**”).

Postal address: Passeig Mare Nostrum, 15, 08039, Barcelona.

Telephone: (+34) 933 043 164

email: dpo@desigual.com

Data Protection Officer (DPO) contact details: dpo@desigual.com

2. PURPOSE

For what purpose do we process your personal data?

In compliance with European General Data Protection Regulation 2016/679, we inform you that Desigual will process the data you provide us for the following purposes:

1. To correctly execute the management of our services, consisting of:
 - (i) Management of your user account on the Desigual website;
 - (ii) Management of Desigual loyalty programme in force from time to time (the “**Loyalty Programme**”);
 - (iii) Purchase and delivery of Desigual products you have bought, in addition to sending your purchase receipt to the email address you provide us;
 - (iv) Management of our services, including reminders, technical notices, updates, security alerts, support messages, among others;
 - (v) Registering and managing the resolution of in-store incidents and online incidents.
 - (vi) Registering and managing the communication channels between the customer and Desigual, through our chat, using the “Contact us” application, or by letter, email or telephone, including the recording of your calls, with our customer services.
2. To send commercial notifications to inform you of our products and notifications related to Desigual competitions, and to conduct satisfaction questionnaires, as long as we have your consent to do so. Satisfaction questionnaires are conducted to offer you personalised service in order to improve your shopping experience at Desigual.
3. Analysis of your behaviour as a user as well as commercial profiling to show personalised advertising adapted to your preferences and, wherever applicable, to your browsing history. Desigual will produce your commercial profile based on data collected through third-party sources including, for example, third-party cookies. No automated decision-making which may have legal or similarly significant effects on you will be made based on said profiling. Commercial profiling through cookies may be used by third-party websites to show you personalised advertising. You can manage your cookies by following the instructions stated in our [cookies policy](#).
4. In addition, Desigual will produce your commercial profile based on (i) the information you provide; (ii) your own cookies (wherever applicable); (iii) your purchasing history; (iv) how often you open your emails, and (v) your replies to any satisfaction questionnaires we may send you. No automated decision-making which may have legal or similarly significant effects on you will be made based on said profiling.

Bear in mind that the analysis of your behaviour as a user allows us to improve your experience as a customer of the Desigual brand.
5. If you register under a Loyalty Programme in our physical stores, Desigual will store pressure, trace, velocity and acceleration data (among others) via your digital signature, in order to accredit the identity and veracity thereof.
6. Prevention of abuse and fraud in the use of our services (e.g. fraudulent activities, denial-of-service attacks, spam, among others).
7. Transfer of data to public bodies and authorities, whenever required in accordance with legal and

statutory provisions.

Remember, you can manage your consents on an individual basis by visiting [your user area](#).

3. PERIOD OF DATA CONSERVATION

How long do we keep your data?

Your data will be kept as long as the contractual and commercial relationship remains in force, until you request their elimination, or the time necessary to fulfil legal obligations.

4. LAWFUL BASIS

What is the lawful basis for processing your data?

The lawful basis for treating your data lies in:

- The execution of a contract with Desigual, in relation to section 1.
- The consent provided by you, in relation to the purposes indicated in sections 2, 3 and 5 above.
- The legitimate interest of Desigual, for the purposes indicated in sections 4 and 6 above.
 - In relation to section 4 above: Legitimate interest lies in showing you products which we believe may be of interest to you due to their 'similarity' to other products of the brand you have purchased and based on your commercial profiling. To this effect, Desigual will monitor your behaviour in order to determine whether you would benefit from other Desigual brand offers or products. Your commercial profile is produced with information belonging to Desigual.
 - In relation to section 6 above: Legitimate interest lies in protecting Desigual users through the prevention of abuse and fraud in the use of our services.
- Compliance with the legal obligations applicable to Desigual, for the purpose indicated in section 7 above.

5. ADDRESSEES

To which addressees will your data be communicated?

Your data may be communicated to third parties in the following cases:

- Your personal data may be processed by suppliers who provide services to Desigual, such as services for content storage, instant messaging, sending notifications, advertising services, etc. Desigual has signed the corresponding data processor agreements with each of the suppliers who provide services to Desigual in order to ensure that your personal data are treated in accordance with the provisions established in the applicable legislation.
- Desigual forms part of a group of companies in the business of manufacturing, distributing and selling, on an international level, a range of products under the Desigual commercial brand including, amongst others, adults' and children's clothing, accessories, footwear and decoration articles (the "Desigual Group"). Your personal data may be processed by franchises of Desigual.
- Your personal data may also be transferred in cases where a legal obligation exists.

6. RIGHTS

What are your rights when you provide us your data and how can you exercise them?

You have the right to obtain confirmation of whether or not Desigual is processing personal data that concerns you.

You also have the right to access your personal data and to request the rectification of inaccurate data or, wherever applicable, request their erasure when, among other reasons, the data are no longer necessary for the purposes they were collected for.

In certain circumstances, you may request the restriction of the processing of your data, in which case we will only keep them for the exercise or defence of legal claims.

In addition, under certain circumstances and for reasons related to your personal situation, you may object to the processing of your data. Desigual will stop processing your data, except for compelling legal grounds or the exercise or defence of possible legal claims.

You can also exercise the right to data portability as well as withdraw given consent at any time; nonetheless,

this will not affect the legality of any processing based on the consent prior to its withdrawal.

If you wish to exercise any of your rights, you can contact us through the enabled links, which you will find in ABASIC emails and notifications or in your user account. Alternatively, you can contact us by email at dpo@desigual.com or by ordinary mail at the following address: ABASIC, S.L., Passeig Mare Nostrum, 15, 08039, Barcelona, Spain. Addressed to User Service and indicating "Data Protection" on the envelope. Remember to provide as much information as possible regarding your request, including name and surname(s) and the email address you use for the account or website related to your request.

Finally, we inform you that you may contact the Spanish Data Protection Agency and other competent public bodies for any claim derived from the processing of your personal data.

7. COOKIES POLICY

What cookies do we use?

To find out what cookies we use on this webpage/mobile application, remember you can access our Cookies Policy via the following link to the [cookies policy](#).