

PRIVACY POLICY

1. DATA CONTROLLER

Who is the Controller of the processing of your personal data?

Identity: ABASIC, S.A. (1) ("**Desigual**").

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

Telephone: (+34) 933 043 164

E-mail address: dpo@desigual.com

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

(1) For purpose 1.iii) of the following point, the Data Controller will be the subsidiary entity of the Desigual group, franchisee or collaborator whose data is indicated in the general conditions of sale that the customer accepts at the time of purchase.

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 Program**").
 - (iii) Purchase and shipment of the Desigual product you have purchased from Desigual or our trusted partner, as well as sending your purchase receipt to the e-mail address you provide us with.
 - (iv) Management of our services, including reminders, technical notices, updates, security alerts, support messages, among others.
 - (v) Registering and managing the resolution of shop 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, e-mail, 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, where applicable, to your browsing history. Desigual will elaborate 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 similar 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 elaborate your commercial profile based on internal sources such as (i) the information you provide; (ii) Desigual own cookies; (iii) your purchasing history; (iv) how often you open your e-mails; 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. Furthermore, in regard to such profiling, Desigual may also send you commercial notifications concerning similar products as well as, within the framework of the Loyalty Program, new benefits, new partnerships, and exclusive events.

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 Program in our physical stores and biometric data is obtained by means of the signature, Desigual may store pressure, trace, velocity, and acceleration data (among others) via your digital/electronic signature, in order to accredit the identity and veracity thereof. However, your explicit consent to do so will be obtained by specifically informing you of this.
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.

3. PERIOD OF DATA RETENTION

How long do we store your data?

Your data will be kept as long as the contractual and commercial relationship remains in force in accordance with the recommended or regulatory time limits established and, in any case, until the statute of the limitations for any actions that may arise.

4. LAWFUL BASIS

What is the lawful basis for processing of your data?

The lawful basis for treating your data lies in:

- The execution of a contract with Desigual, in relation to section 1 above.
- 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, the legitimate interest lies in making a profiling of our customers to the extent that it is related to such direct marketing, which consists 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, the legitimate interest lies in protecting Desigual users through the prevention of abuse and fraud in the use of our services.
- Compliance with legal obligations applicable to Desigual, for the purpose indicated in section 7 above.

5. RECIPIENTS

To which recipients will your data be communicated?

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

- Your personal data may be processed by suppliers who provide services to Desigual in relation to the purposes described, 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 is 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 disclosed and processed by Desigual Group.

- Your personal data may be processed by franchisees of Desigual Group.
- Your personal data may also be transferred in cases where there is a legal obligation.
- Furthermore, your personal data may also be disclosed to third parties who act as partners for the provision of some Loyalty Program benefits, in order to verify that the benefit has been used. In these cases, their specific Terms & Conditions and Privacy Policies will be also applicable, as indicated in each case.
- Your personal data will be processed within the territory of the European Union. However, if necessary, for technical or operational reasons, Desigual reserves the right to transfer your personal data to countries outside the European Economic Area, subject to the existence of adequacy decisions by the European Commission, or on the basis of suitable safeguards, or the specific exceptions governed by the GDPR. In this sense, where applicable, you will be informed about these data transfers and their characteristics.

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 as to 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, where applicable, request its erasure when, among other reasons, the data is no longer necessary for the purposes it was collected for.

In certain circumstances, you may request the restriction of the processing of your personal 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 the given consent at any time, by visiting your user area; 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 e-mails and notifications or in your user account. Alternatively, you can contact us through this [link](#) or by ordinary mail at the following address: ABASIC, S.A., Passeig del Mare Nostrum, n 15, 08039, Barcelona, Spain, addressed to the Data Protection Officer (DPO) 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 e-mail address you use for the account or website related to your request.

Finally, we inform you that also have the right to lodge a complaint with the competent data protection supervisory authority, and other competent public bodies for any claim deriving from the processing of your personal data.

7. OBLIGATION TO PROVIDE AND COMMUNICATE DATA

What are the consequences of not providing the data and/or not authorising the communication of the data?

The provision and communication of data is a prerequisite for the creation of your user account.

If you do not accept or authorise the processing and communication of data, the user account cannot be created.

8. COOKIES POLICY

What cookies de we use?

To find out what cookies we use, remember you can access our Cookies Policy via the following [link](#).