

APPENDIX 4 – SPECIFIC INFORMATION FOR US RESIDENTS

A. What personal information do we collect

This section is meant to provide supplemental or specific information for residents of California and certain other US states. We encourage you to read the full privacy policy as well.

The personal information we collect about you includes information within the below categories of data. Note that the “Category” column listed below refers to the category of personal data as defined under California law and represents the categories of personal information that we have collected, and how it has been shared over the past 12 months. Inclusion of a category in the list below indicates only that we may collect some information within that category. We do not necessarily collect all information listed in a particular category, nor do we collect all categories of information for all individuals. We have collected and shared personal information in each of the below categories with our affiliates and service providers, as well as with government entities as necessary, for our business purposes within the last 12 months. We have not necessarily shared all information listed in a category.

Category	Source	Purpose of processing
<p>Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver's license number, passport number, or other similar identifiers, including information about your vehicle.</p>	<p>We may collect information in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p> <p>We may also collect information in this category from the third party sources set out in the “Who Are Our Third-</p>	<p>This set of personal information enables us to identify you, manage your Brioni profile, provide you with customer service and assistance and, in some cases, to contact you, including by sending you relevant information and tailored marketing content.</p> <p>In addition, some of our goods may be equipped with tags (e.g. RFID or NFC) and/or a printed code, which could be associated with your personal information, in order to detect security incidents and to protect against malicious, deceptive, fraudulent or illegal activity.</p>

	Party Sources” section.	
<p>Information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, your name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.</p>	<p>We may collect information in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p> <p>We may also collect information in this category from the third party sources set out in the “Who are Our Third-Party Sources” section.</p>	<p>This set of personal information enables us to identify you, manage your Brioni profile, provide you with customer service and assistance and, in some cases, to contact you, including by sending you relevant information and tailored marketing content.</p>

<p>Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>We may collect information in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p> <p>We may also collect information in this category from the third party sources set out in the "Who are Our Third-Party Sources" section.</p>	<p>This set of personal information enables us to provide you with the products and services you have requested, manage your Brioni profile, provide you with relevant customer service and assistance, secure our communications and to manage and better understand our business.</p>
<p>Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet Web site,</p>	<p>We may collect information in this category from the use of cookies.</p>	<p>This set of personal information enables us to always offer you the optimum service by understanding you better. We use it to manage your Brioni profile, provide you with relevant customer service and assistance and also, in certain circumstances, to contact you for example by sending you relevant information,</p>

<p>application, or advertisement.</p>		<p>updates and tailored marketing content.</p>
<p>Geolocation data.</p>	<p>We may collect information in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p> <p>We may also collect information in this category from the third party sources set out in the "Who are Our Third-Party Sources" section.</p> <p>We may also collect this information from the use of cookies.</p>	<p>This set of personal information enables better delivery of the service you expect from us.</p> <p>It could include personal information related to your interactions with us and allows us to manage your Brioni profile, provide relevant customer service and tailored marketing content, establish communications and conduct our business securely, assess and better understand our business, and optimise and manage our website and other means of communication.</p>
<p>Audio, electronic, visual, thermal,</p>	<p>We may collect information</p>	

<p>olfactory, or similar information.</p>	<p>in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p> <p>We may also collect information in this category from the third party sources set out in the "Who are Our Third-Party Sources" section.</p>	<p>This data (e.g. recordings of customer service calls, tags (e.g. RFID or NFC) and/or printed codes which could be associated with your personal information) is processed to answer your queries, detect security incidents, protect against malicious, deceptive, fraudulent or illegal activity, and for compliance management.</p>
<p>Inferences (defined as "the derivation of information, data, assumptions, or conclusions from facts, evidence, or another source of information or data") drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer's</p>	<p>We may collect information in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p>	<p>This set of personal information enables us to always offer you the optimum service by understanding you better. We use it to manage your Brioni profile, provide you with relevant customer service and assistance and also, in certain circumstances, to contact you for example by sending you relevant information, updates and tailored marketing content.</p>

<p>preferences, characteristics, psychological trends, preferences, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.</p>	<p>We may also collect information in this category from the third party sources set out in the “Who are Our Third-Party Sources” section.</p> <p>We may also collect this information from the use of cookies.</p>	
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In addition to the categories of information above, we also collect the following categories of sensitive personal information:

Category	Source	Purpose of processing
<p>Social security number, driver’s license number or other state ID number, and passport information.</p>	<p>We may collect information in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p> <p>We may also collect information in</p>	<p>This set of personal information enables us to identify you, manage your Brioni profile, provide you with customer service and assistance and, in some cases, to contact you, including by sending you relevant information and tailored marketing content.</p> <p>In addition, some of our goods may be equipped with tags (e.g. RFID or NFC) and/or a printed code, which could be associated with your personal information, in order to detect security incidents and to protect</p>

	<p>this category from the third party sources set out in the “Who are Our Third-Party Sources” section.</p>	<p>against malicious, deceptive, fraudulent or illegal activity.</p>
<p>Personal data of a known child.</p>	<p>We may collect information in this category directly from you or your interactions with our websites, applications, or sales associates, both in person and via phone, email, chat, or text messages.</p> <p>We may also collect information in this category from the third party sources set out in the “Who are Our Third-Party Sources” section.</p> <p>We may also collect this information from the use of cookies.</p>	<p>This set of personal information enables us to identify you, manage your Brioni profile, provide you with customer service and assistance and, in some cases, to contact you, including by sending you relevant information and tailored marketing content.</p> <p>In addition, some of our goods may be equipped with tags (e.g. RFID or NFC) and/or a printed code, which could be associated with your personal information, in order to detect security incidents and to protect against malicious, deceptive, fraudulent or illegal activity.</p>

- **DO WE “SELL” OR “SHARE” YOUR PERSONAL INFORMATION?**

As set out in our Cookie Policy, if you choose to enable third party cookies via Cookie Settings, third parties (such as approved analytics and advertising partners) will collect your personal information via automated technologies on our websites and applications, primarily in an effort to provide you with content and advertisements that may be of interest to you and on the legal bases set out in this privacy policy. **The choice is yours. You may elect not to send your personal data to them at any time.**

We have implemented a cookie “door” to ensure your cookie preferences are honored. We also have tools in place to better detect requests made using the Global Privacy Controls (“GPC”) signal as requests to opt-out of the sharing of personal information to the extent required by applicable law. If you wish to manage your cookie preferences directly with us, please go to our cookies settings or make a request using one of the methods outlined in Section C of this appendix.

Please note that deciding not to share your information via third party cookies does not mean you will stop seeing ads, but these ads will not be tailored to you based on information derived from your activities on our websites.

Please also note that depending on your selection, we may still share your information in ways that are not a “sale” or “sharing” under applicable state laws, such as with our service providers, for our own online advertising purposes.

- B. WHAT ARE YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION?**

Subject to certain conditions and limitations, you may have the following rights with respect to personal information about you:

- A. Right of access/Right to know** – You may be entitled to request that we disclose to you personal information we have collected about you, in the preceding 12 months, the categories of sources from which the information was collected, the purposes of collecting the information, the categories of third parties we have shared the information with, and the categories of personal information that have been shared with third parties for a business purpose. Before providing any of this information, we must be able to verify your identity.
- B. Right of data portability** – In some instances, you may have the right to receive the information about you in a portable and readily usable format.
- C. Right to have personal information erased** – Subject to certain conditions, you may be entitled to request that we delete personal information about you. We will not delete personal information about you when the information is required to fulfill a legal obligation, is necessary to exercise or defend legal claims, or where we are required or permitted to retain the information by law.
- D. Right to correct** – You may also request correction of any inaccurate personal information relating to you and to request the deletion of your personal information. You can see and update most of this personal information yourself online.
- E. Right to opt-out of the sale or sharing of personal information** – You have the right to opt-out of information sharing that constitutes “sharing” personal information, as defined by applicable law.

Depending on your state of residency, these rights may not apply to pseudonymous data if the information necessary to identify the consumer is kept separately and is subject to controls

that prevent access to the information. Pseudonymous data is personal data that can no longer be attributed to a specific individual without the use of additional information, if the additional information is kept separately and is subject measures to ensure that personal data is not attributed to the specific individual.

Data solely retained for data backup or archive purposes is principally excluded from these rights until it is restored to an active system or next accessed or used for a sale, disclosure, or commercial purpose.

If you chose to exercise any of these rights, we will not discriminate against you on the basis of choosing to exercise your privacy rights.

Additional Information for Residents of California: If you are a California resident you also have the right to submit a Shine the Light Request, which means you may request that we provide you with a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, as well as the identity of those third parties. Any such disclosures will be made consistent with your choices in Cookie Settings. You may contact us at the information below for a listing.

Verification of your request

Before providing you with the above rights, we must be able to verify your identity. In order to verify your identity, you will need to submit information about yourself, including, to the extent applicable, providing your account login credentials or other account information, answers to security questions, your name, government identification number we already have on file, date of birth, contact information, or other personal identifying information. We will match this information against information we have previously collected about you to verify your identity and your request. To the extent you maintain an account with us, we will require you to login to that account as part of submitting your request. If we are unable to verify your identity as part of your request, we will not be able to satisfy your request. We are not obligated to collect additional information in order to enable you to verify your identity. For deletion requests, you will be required to submit a verifiable request for deletion and then to confirm separately that you want personal information about you deleted.

If you would like to appoint an authorized agent to make a request on your behalf, we require you to verify your identity with us directly before we provide any requested information to your approved agent. Alternatively, your authorized agent may provide evidence of having power of attorney or acting as a conservator for you. Note that we may require you to verify your identity with us directly before we provide any requested information to your authorized agent unless your authorized agent has power of attorney or acts as a conservator, in which case we will not contact you directly. We may also request that any authorized agents verify their identity and may reach out to you directly to confirm that you have provided the agent with your permission to submit the request on your behalf.

How to make your request

Depending on where you reside, you may be entitled to make either one or two requests per calendar year, free of charge. You will be charged a fee for subsequent requests exceeding this limit. Under applicable privacy law, and for the protection of your personal information, we may be limited in what personal information we can disclose.

In your request, please attest to your state of residency and provide a current address for your response. You may request this information in writing by contacting us

at privacy@brioni.com , by completing the form available here or calling our toll-free number +1 8338043469.

Additional Information for Residents of California and Colorado: For residents of California and Colorado, we will maintain all of your privacy rights requests for at least 2 years. This information will not be used for any other purpose except to review compliance processes; it will not be shared except as necessary to comply with a legal obligation. For residents of Colorado, sensitive data which we no longer have consent to process will be deleted or rendered permanently anonymized or inaccessible within a reasonable period of time after withdrawal of consent.

When can you expect to hear from us

We will confirm receipt of your request within 10 business days and provide information about how we will process the request, including the verification process and expected response time. Please allow up to forty-five (45) days for a response, from the day the request is received. We may require an additional forty-five (45) calendar day extension. Residents of Iowa should allow up to ninety (90) days for a response, not including the additional forty-five (45) calendar day extension.

Depending on your state of residency, you may be entitled to appeal our decision with regard to your request.

Additional Information: to the extent permitted by applicable law, we may charge a reasonable fee to comply with your request. This statement is available in alternative formats upon request. Please contact privacy@brioni.com or +1 8338043469 to request this statement in an alternative format.