

APPENDIX 1 - SPECIFIC INFORMATION FOR AUSTRALIAN RESIDENTS ABOUT THE USE OF YOUR PERSONAL INFORMATION

Brioni will collect, hold, use and disclose your personal information for the following primary purposes.

If you would like more information, you can contact us at privacy@brioni.com (or see How can you contact us?)

A. To provide you with the products and services you have purchased or otherwise requested

We will use your personal information to manage our relationship with you and to perform our obligations under the contract you conclude with us when you purchase or otherwise request products or services from us. This can cover various activities such as internal accounting, processing your payment or delivery.

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To provide you with the products and services you have requested, we will access, collect, store and use your personal information for invoicing, payment management and internal accounting.

Some of the operations mentioned above can be implemented by partners of ours as identified in section "With whom do we share your personal information?", in particular the registration, payment and delivery of your order. Your information may be communicated, used or collected directly via the information system of our partner.

Certain specific information may be required to provide you with gift cards, customization services, or when you reserve a product or a service, request the repair of a product, or purchase products or services by phone, or on our website or a marketplace. In such cases, we could access, collect, store and use your personal information for delivery, warehouse and return management.]

During your visit to our store, we may need to collect your information in order to allow you to access our premises or when you wish to obtain a particular service: request for tax on products or in connection with our after-sales service, etc.

B. To manage your Brioni profile.

Once you have requested us to create your Brioni profile, via Brioni websites or any other means, including our customer service, your personal information will be linked to this profile, where we will keep all the information we have on you. This could include personal information we obtain directly from you as well as from other sources in accordance with applicable legislation. This could also include information about the purchases made when checking out as a guest or when checking out using a profile. The information in your Brioni profile is crucial to provide you with the Brioni personalized and tailored experience, and in some cases is necessary in order to access to some specific services or to purchase from our website, and thus it needs to be kept up to date for the best experience.

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Once you have asked us to create your Brioni profile, we will supplement it with personal information such as your purchases, preferences and contact details. In this context, please be aware that we use personal identification information, such as your email address or phone number, to link an interaction or a purchase with your Brioni profile. This also applies when checking-out as a guest on our website when making a purchase, as mentioned above, or in case you bind your social media open ID account with your Brioni profile (by using dedicated QR Codes for example). In addition, we may use your date of birth to determine that you are old enough to use our services.

In order to keep your personal information accurate, we will take every reasonable step to ensure that personal information we hold is properly updated. Subject to your applicable privacy legislation you may have the right to have your information rectified at any time, and in event please let us know if any of your information needs updating or correcting, and we will make our best efforts to detect and correct inaccurate personal information (data cleansing) and delete any duplicated dataset. This may require us to correct typographical errors or inconsistent personal information.

C. To provide you with tailored customer service and assistance.

You should have the same unified experience no matter how we communicate. Whether this happens in our stores, on our website, by chat, by phone or by video, and whether you contact us or we contact you, we want to provide you with relevant and tailored customer service.

For this purpose of providing you the Brioni experience, we will collect, store, process, use, disclose and transfer your personal information and other information you submit to us to be able to identify you, to provide service to you, or to improve our products or services. This will allow us to provide you with the tailored assistance you are asking for or to share relevant information with you. In addition, when you contact us, we may retain the personal information or other information you share with us to always provide you with such a customised and personalised experience. This could happen if you are an existing or potential customer. Your personal information will be linked to your Brioni profile, if you have requested us to create one, or to a temporary record. Any messages you send us in any chat may be recorded or monitored for customer service or other reasons.

To provide you with a smooth and enjoyable customer experience, know you better to provide you with tailored answers, and to improve the quality and security of our services, we may rely on your consent, proceed in accordance with our contract with you, or take all reasonable steps to enter into a contract with you, or rely on our legitimate interest to improve our services. {read more}

We will use the information we have about you to try to identify you when you contact us (whether by phone, video chat, text message, chat, social media, etc.). When we can identify you, we will be able to access personal information available in your Brioni profile or in your temporary record, to know when you have previously interacted with us and to provide you with the tailored assistance you are asking for. This could include real-time or subsequent monitoring of your interaction with us (for example on our website or in a store) to identify the products you are looking at or what could be your specific need.

To provide you with adequate customer service, you may be asked if you need further assistance when you are on our website or in a store. On our website, if you do not want to be contacted, kindly close the chat navigation window. This service was implemented for you to enjoy the same service as in one of our physical stores.

If we are not able to identify you, we may create a temporary record to allow you to have a unified purchase experience. Indeed, however you interact with us, we will do our best to avoid asking you again for information you have already shared with us.

Your personal information, in particular your Brioni profile if you have created one or the temporary record we may create about you, could enable our sales associates to contact you directly in relation to the products and services you have purchased or otherwise requested, such as when a product becomes available again or when an order you have placed has been received in store, or to share with you any other information you have requested from us.

Your use of our websites may be recorded or monitored using “session replay” which allows us to see how you interact with our website, including your mouse movements, key strokes, or other interactions. This allows us to provide better customer service to you and to improve the quality of our products and services.

In addition, the monitoring of our interaction (including, with prior notice to you, via voice or video recording – such as real time listening or analysis – or listening in real time,) enables us to improve the quality and safety of our services and to provide you with tailored answers.

All our customers are important to us. However, some of our customers and potential customers benefit from a more personalized experience due to the important relationship they keep with Brioni. Our teams may need to collect and gather information on such customers or potential customers in order to identify personalities who correspond to the image and values of Brioni to offer them unique support. This may be the case when you participate in one of our selective projects or when our Sales Associates offers you to participate in events or contacts you for certain special occasions (for your birthdays or for a particular event of your life).

D. To enable you to receive relevant information and tailored marketing content.

You will receive information and updates about us either at your request (with your prior consent where required by law) or when we are authorised by law to send you such information and updates directly, for instance after a purchase. Such communication can be global or local, and may include updates about our products and services, notifications, invitations to events, offers, surveys, etc.]

Our communications will be customised and specifically designed to be of interest to you, and will be updated with any new personal information linked to your Brioni profile. We will thus use your personal information to send you tailored communications or other customised advertisements or marketing campaigns. This use of your data includes some profiling activity.

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When you share your contact information with us, we may use this personal information to contact you through related communication channels (such as text message, MMS, e-mail, post, internet means, social media or telephone), with your consent where required. You can of course request us not to use a particular channel of communication or opt-out (unsubscribe) from it by applying the opt-out option that will always be shared with you. If you want to stop receiving

communication from us via all communication channels, please send an email to privacy@brioni.com .

As part of the Brioni experience, we will always try to customise and personalise your experience with us. This is why we will use your personal information to send you tailored communications or personalise your journey with us, but only with your prior consent where it is required under applicable privacy legislation. Our communications could include tailored product recommendations we think you might like, personalised marketing content designed to suit your interests, personalised events invitations or, at your request and where available, personalised and customised products. For these purposes, we will use the information you provide to us (for example your date of birth, your country of residence, your preferred means of contact, etc.) and/or jointly or independently, certain patterns we may observe when interacting with you (for example where you prefer buying our products, what type of products you like, which occasions you are shopping for, etc.). With this information, we may create groups of similar customers (called “persona”) to whom we can decide to offer personalised content and experiences both in inbound or outbound interactions. In this context, we may make inferences about you, as derived from your personal information (**profiling**). For example, if you always purchase our products from the same store (specific location or online), we may consider this store as your preferred one. This will allow us to customise your experience with Brioni based on your interests and shopping habits (i.e. tailored communication). In order to provide you with such customised and personalised experience, in our stores or online, you may be required to log in or identify yourself.

To enrich your personal information, we may use cookies or other online advertising technologies. Via such technologies, we will collect personal information related to your activities on social media and your browsing activity across different websites and devices (for example: to know if you have visited our website after opening a newsletter you have received). Certain technologies may rely on services provided by other companies acting on their own account (such as social media WeChat, WhatsApp, Baidu, Kakao Talk, Facebook, Twitter, Instagram, or other online platforms). These companies have their own privacy and cookies policies and the way they use the personal information you share with them will be subject to their rules and not ours.

Personal information linked to your Brioni profile (your identification personal information such as your e-mail address, phone number, social network id, etc.) will enable us to reach you on third-party platforms or to create “lookalike campaigns”, allowing us to find new people who are likely to be interested in our products because they may be similar to you. We may conduct such campaigns through our website, social media or other communication means such as search engine. When this kind of campaigns are conducted, before it is shared, your personal information is hashed and turned into short fingerprints that cannot be reversed.

Using cookies or other online advertising technologies may also enable us to show you online advertisements that are “contextual” (meaning they are shown according to the webpage you are browsing), or “behavioural” or “interest based” (where advertisements are shown to you based on your interests which we have inferred from your information including demographic, geographic and interest-based data). We may use such advertisements to display products or services that are most relevant to you.

If you no longer want to see customised online advertisements, you may request us to delete your Brioni profile or modify your cookie preferences – see “cookies or other online advertising technologies”. In addition, some third-party sites allow you to stop seeing advertisements from specific advertisers, so you may also set your preferences on those websites.

E. To send you non-marketing communications.

Non-marketing communications may be sent upon your request, and/or may be important for your safety and the security of your personal information.

You may still receive such communications even when you opt-out from certain marketing communications. The information communicated may be necessary for the correct performance of our contract with you or be mandatory to comply with some of our legal obligations.

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Non-marketing communications can include, but are not limited to: emailing you to verify your identity when you sign up to our services; emailing you for password and/or username reset; notifying you that a particular service has been or will be suspended for maintenance or terminated; notifying you of an upgrade, a rectification or an incident affecting our services that may involve your personal information; notifying you of an update to our privacy policy or Terms of Use; or informing you about any products or services you have requested or purchased.

We will never contact you to ask for your password. Please be aware if you receive any request for this personal information.

F. To manage our social networks

Brioni manages “Fan” pages available on several social networks. We may need to process the information made available by the different platforms or when you interact with our pages and publications.

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When, as a user, you decide to interact with our social media pages (e.g. when you follow one of our pages, when you click “Like” on Facebook or “Follow” on Instagram or add a reaction to a post, when you “share” or add a “comment”, etc.), we have access to public information in your profile. Your information is used for the purpose of interacting with you through the social network in question or to establish analyzes or statistics on the use of our pages or on the performance of our communications. Our services may remove your comments if they do not comply with our policies on the use of social networks (e.g. if your comments are insulting, illegal or malicious).

When you visit our “Fan” page, when you do not have an account or are not logged in to the relevant social network, we do not collect any personal information about you, except for the aggregated data provided to us by each social network.

G. To conduct our business securely and protect our activities and personnel.

To deliver our products and services safely to you, perform our contract properly or comply with some of our legal obligations, we will implement fraud prevention and detection

measures. Such measures will allow us to adequately perform our contract with you and/or protect our legitimate interests in defending ourselves against fraud. We may notably implement measures to ensure that you are complying with our terms and conditions for sales, available on this website, offers and programs, and to prevent and detect non-compliance or fraud by you. This may include reviewing and assessing your dealings with us, your eligibility to participate in certain sales, offers and programs, your compliance with the terms and conditions of such sales, offers and programs, and undertaking enforcement action and/or disciplinary action where such non-compliance or fraud is suspected or identified.

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We may use administrative and technical measures to protect, our website, our systems, our networks, transactions occurring on our website or in our stores, and any other necessary means to protect the personal information we may access or store. For this purpose, we may also be required to verify your identity or to take note of any suspicious or actual non-compliance with our terms and conditions or fraud we incurred with respect to your dealings with us. Such measures may also be implemented for compliance purposes or to avoid sharing your personal information with any untrusted third parties.

In addition, we may implement certain measures to protect and defend our rights and property, our employees and our business partners in compliance with applicable laws, regulations and international conventions. For example, we can monitor our inbound and outbound interaction with our customer service (including via voice or video recording or listening in real time, with prior notice to you); also, mindful of the health of our employees, and for this sole purpose, we implement an anti-malicious calls procedure so that any occurrence of inappropriate behaviors such as harassment, insults or direct threats from users will be reported to our dedicated team. This will generate a warning to the concerned user and they will be recorded on our provisional list. The initial warning will set out the consequences of a second incident occurring. A second incident will lead to the suspension of any further calls from the user in question for a period of 4 months. During this period, the user will still be able to contact our customer services by other communication channels (e.g., regular mail or email) so we can attend their queries and preserve their rights at any given time.

H. To assess and better understand our business.

To manage our activities, perform our obligations under our contract with you and comply with our legal obligations, we may need to access and use some of your personal information for finance, management or legal purposes, or business-related analytics & market research activities.

For example, this could occur when we use the invoices we have issued in relation to your purchases for compliance or accountability purposes, or when we analyse personal information to understand the characteristics of our customers (what is the gender proportion, the average age etc.).

In certain limited circumstances, such activity may be based on our legitimate interest when related to business analytics & market research activities

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Certain activities which are required when conducting a business may involve the use of your personal information. This could include internal processes (such as

finance control, accounting, stock management, production management, internal or external audit), certain legal obligations (for example, record-keeping or tax declaration), or analyses conducted in case of a merger or acquisition.

We may also conduct various business-related analytics & market research activities, which may require us to access or otherwise use some of your personal information, or to send you surveys or customer satisfaction questions in order to gather new or additional information. This notably enables us to analyse and learn how our customers use and interact with us in order to improve products, services and our business in general. It is also important for us to conduct operations that allow us to analyze and measure the performance of our marketing or communications campaigns. This may be the case, for example, when you click on one of our ads on our business partners website or when you make a purchase after viewing one of their ads. Please be aware that to do this, we may use cookies or other online advertising technologies.

I. To optimise and manage our website and other means of communication.

We may take certain measures involving the use of your personal information to administer, optimise and improve our means of digital or physical communications such as our website, our mobile application, or face-to-face interaction in our stores.

The use of your personal information will allow us to perform our contractual obligations or improve our services in accordance with our legitimate interest. Of course, when we use cookies or other online advertising technologies requiring us to do so, we will always ensure that we have duly obtained your prior consent.

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We may use some of your personal information to administer, optimise and improve our websites, our applications, our content and our other digital offerings, including the services and products offered through our websites, applications or any other digital means of communication to ensure the most user-friendly online navigation experience. We may use such personal information to fix operational problems such as pages crashing and software bugs. Please be aware that to do this, we may use cookies or other online advertising technologies.

Your personal information may be collected, used, held or disclosed for other purposes with your consent or where otherwise permitted by applicable legislation.