HERMÈS PRIVACY POLICY

Effective Date: 1st March 2024

1. General Statement

We take your privacy very seriously and we are committed to protecting it. We believe that you should easily know what personal data we collect and use, as well as to understand your rights in respect of your personal data.

This privacy policy ("Privacy Policy") explains our policies and practices regarding how we collect, use, and disclose the personal data that we collect through our Digital Platforms, our stores or during our events.

We recommend that you read this Privacy Policy carefully as it provides important information about your personal data.

This Privacy Policy is designed so that you can easily reach the section you are interested in.

You can print the complete text of our Privacy Policy by clicking here. You may also ask for a copy of our Privacy Policy in any of our stores.

Do not hesitate to contact us should you have any questions or remarks about this Privacy Policy (See section "*How to contact us?*" below).

2. Who we are?

"Hermès", "we" "us" and "our" refer to Hermès International and to Hermes Asia Pacific Limited (together "Hermès") as the controllers (i.e. "Data User") of your personal data, except otherwise stated in this Privacy Policy.

- Hermès International is a French limited partnership with shares ("*Société en commandite par actions*") with a capital of 53,840,400.12 euros, having its registered office at 24, rue du Faubourg Saint-Honoré, 75008 Paris, France, registered with the Paris Trade and Companies Registry under number 572 076 396 RCS Paris.
- Hermes Asia Pacific Limited is a company incorporated in Hong Kong having its registered office at 43/F, Lee Garden One, 33 Hysan Avenue, Causeway Bay.

Hermès International and Hermes Asia Pacific Limited are companies of Hermès group. Hermès International is the parent company of Hermès group. For further details on Hermès group, please visit http://finance.hermes.com.

You can find our contact details in section "*How to contact us?*" below.

3. What personal data do we collect and how is it collected?

Personal data is any data relating directly or indirectly to a living individual, from which it is practicable for the identity of the individual to be directly or indirectly ascertained; and in a form in which access to or processing of the data is practicable. For example, it may include an individual's name, address and gender.

We may collect personal data either directly from you (for example when you purchase a product in a store) or indirectly (for example from your electronic devices that interact with our websites, electronic forms or mobile applications ("Digital Platforms")).

3.1. Information you provide directly to us

You may provide us with information:

- When you create an account online or in our stores;
- When you subscribe to our newsletter;
- When you use our Digital Platforms;
- When you purchase products or services on our Digital Platforms or in our stores;
- When you visit our stores;
- When you participate in one of our events.

Depending on what you provide us with, such information may include:

- Your identity (including your account name, true name, gender, image);
- Your contact details (including your postal address, email address, phone numbers);
- Your personal status (including your title);
- Your purchases and repairs (including purchase history, order details);

- Your preferences (including your size);
- Certain payment information (including billing information, payment type or method, charge or credit card number);
- Other information you may provide by filling forms or by contacting us (including your feedbacks, or other communications with us).

To ensure the security of the transaction, if you will choose to pick up the online purchased products in our store by yourself, we will need you to use the name consistent with the name on your credit card as your account name. When you pick up your products in our store, we need to check your credit card to identify you and verify your identity, but we will not keep any of your credit card information.

If you provide us with the third party's information during the process of purchasing our products or using our services (such as gifts, or you entrust a third party to receive the products and provide us with the third party's telephone number, contact address, etc.), please ensure that you have provided a copy of this Privacy Policy to such third party and obtained the authorization and consent of the third party concerned.

We will inform you when your personal data is required in order to process your request, to respond to your queries or to provide you with our products and services. If you do not provide this information, then it may delay or prevent us from processing your request, responding to your query and providing products or services to you.

We hope to ensure that the personal data we possess are accurate at all times and therefore we encourage you to update your information in case any changes have occurred. We also may ask you to update your information from time to time. See "How to contact us?" below.

We recommend that you only provide the data requested or necessary for your query, with the exception of any sensitive information related to racial or ethnic origin, political opinions, religious or philosophical beliefs, data concerning health, sex life or sexual orientation.

We remind you that we do not provide our services or products directly to, nor collect personal data of, persons below the age of 18. Therefore, we ask you not to provide us with personal data of persons under 18 years of age.

3.2. Information indirectly collected

We may collect information when you use our Digital Platforms, such as your IP address or other browsing information (including browser, operating system, device model), through cookies or similar technologies placed on your device. Some cookies are required for the proper functioning of our Digital Platforms and other are used for analytics purposes which help us to provide you with more personalized and customized services and a better digital experience. For more information about cookies and to know how you can edit your preferences, please read our Cookie Policy.

To the extent permitted by applicable law, we may also collect information about you from third parties, such as a spouse who contacts us on your behalf or from your friends who provide us with your information in order to invite you to events you may be interested in. Please see section 5 (Marketing Communications) below for more details.

If you provide personal data to us about someone else, you must ensure that you are entitled to disclose that information to us and that, without us taking any further steps required by data protection laws, we may collect, use and disclose such information for the purposes described in this Privacy Policy. For example, you should ensure the individual concerned is aware of the various matters detailed in this Privacy Policy. The individual must also provide the consents set out in this Privacy Policy in respect of how we will deal with their personal information.

4. Why do we collect your personal data and how do we use it?

For the purpose of processing personal data under the General Data Protection Regulation, please note we collect and use your personal data based on one or many of the following legal basis:

- we have obtained your prior consent (for example, when you subscribe to our newsletter). Please note that for this specific legal basis, you have the right to withdraw your consent at any time (see below "*What rights do you have on your personal data?*");
- the processing is necessary in connection with any contract between Hermès and you (for example, when you make a purchase);
- we have a legitimate interest in carrying out the processing and that legitimate interest is not overridden by your interests, fundamental rights, or freedoms (for example, to prevent payment fraud);
- we have to process your personal data to comply with applicable laws and regulations.

Depending on the context, we may use your personal data in order to:

- provide you with the products or services you requested;
- conduct checks to identify you and verify your identity;
- send you marketing communications - with your prior consent (see section "Marketing Communications");
- provide you after-sale services;
- respond to your queries, requests and suggestions;

- manage the events you registered and/or participated in;
- detect any fraudulent or illegal activity, including to secure your transactions by detecting and preventing fraud against you and Hermès;
- protect you, employees and other individuals in our stores as well as our property;
- manage the stock of certain types of rare products to allow a fair allocation of the products we sell;
- monitor and improve our Digital Platforms;
- conduct statistical analysis;
- improve our products and services;
- provide information to regulatory bodies when legally required.

5. Marketing Communications (newsletter, invitations, etc.)

We may from time to time use your name, postal address and email address ("Marketing Data")_to provide you with information concerning our newsletters, offers, services, products or events that we think may be of interest to you, but we may only do so with your express prior consent.

We would also like to share your Marketing Data with other entities within the Hermes group so that we or they may send you information that may be of interest regarding them and their products, services, special offers, events, e-commerce activities, market research, consumer or customers surveys, competitions and similar promotional campaigns, but we also cannot do so without your consent.

In such a case, you also accept that your contact information is shared with other Hermès group companies for this purpose. Please visit http://finance.hermes.com for details about companies of Hermès group.

We rely on your consent to process the personal data you provide to us for this purpose. Therefore, if you no longer wish to receive such information, you can withdraw your consent at any time (see below "*What rights do you have on your personal data?*").

We may ask you to confirm or update your marketing preferences if you instruct us to provide further products and/or services in the future, or if there are changes in the law, regulation, or the structure of our business.

6. How long do we keep your personal data?

Your personal data are processed and retained for the period necessary for the purposes for which they have been collected, to comply with legal and regulatory obligations and for the duration of any period necessary to establish, exercise or defend any legal rights.

In order to determine the most appropriate retention periods for your personal data, we have specifically considered the amount, nature and sensitivity of your personal data, the reasons for which we collected your personal data, the service you deserve and expect from us together with the applicable legal requirements. For example:

- With regard to our prospects (potential customers): your data is stored for three years from your last action and then deleted or archived to comply with legal retention obligations;
- With regard to our customers: your data is stored for the duration of our commercial relationship and for up to ten years and then deleted or archived to comply with legal retention obligations;
- With regard to the cookies used on Digital Platforms: they are stored for up to 13 months from the moment they were installed on your device.

7. How do we disclose and transfer your personal data?

We may disclose your personal data only to the parties indicated below and for the following reasons:

- We disclose your personal data to Hermès employees that need to have access to your personal data and are authorized to process them in order to achieve the aforementioned purposes and who are committed to confidentiality.

- We may disclose your personal data to Hermès group companies, in charge of customer relationship, retail, e-commerce, communication, internal audit and IT management for the purposes set out in this Privacy Policy and to provide you with a consistent level of service across all Hermès group companies. This may include providing you with the products and services that you have requested, improving the services provided and – with your consent – sending you marketing communication concerning offers, services, products or events (for such purpose, you may withdraw your consent at any time – see section "*What rights do you have on your personal data?*" below).

  For the specific purpose of combating payment fraud, your personal data are communicated to Hermès Sellier in order to process your order and to fight against online payment methods fraud attempts. As part of our legitimate interest to fight against fraud with payment methods, Hermès Sellier, acting as data controller, can transmit your

financial information to an external service provider with a fraud detection tool in order to authenticate a payment. Such service provider is committed to confidentiality.

The Hermès group companies are located worldwide. As a result, personal data may be transferred outside the country where you are located. This includes transfers to countries outside the European Union ("EU") and to countries that do not have laws that provide adequate protection for personal data according to the European Commission.

ensure lawful transfers of data, the Hermès group has implemented Binding Corporate Rules ("BCRs") designed to allow Hermès group companies to transfer personal data from the European Economic Area ("EEA") to other Hermès group companies located outside of the EEA in compliance with the European data protection law. These BCRs have been approved by the European data protection authorities. For more information on Hermès group's BCRs, please visit this link.

For countries where BCRs are not fully recognized as adequate mechanism, transfers are made on the basis of appropriate contractual clauses approved by the data protection authorities. To obtain a copy of the relevant adequate safeguards, you can send us your request (see below "*How to contact us?*").
Please visit http://finance.hermes.com for more details about companies of Hermès group.

- We may also disclose personal data to third-party providers acting on behalf of Hermès and approved by Hermès. All such processing is based on our prior instructions set out in a binding contract that is compliant with the requirements of applicable law. Such disclosures are made for different purposes including:
  - IT development and support;
  - Hosting and carrying out marketing and business studies and marketing campaigns;
  - Verifying your information, authenticating payments and processing orders and payments, to third parties that provide credit reporting, payment or order fulfilment services;
  - Delivery services.

  These providers are committed to confidentiality and are not permitted to use your personal data for any other purposes. We also require them to use appropriate security measures to protect your personal data.

  Part of above-mentioned parties are located outside of your country. We have taken steps to ensure all personal data is provided with adequate protection and that all transfers of personal data, including outside Hong Kong are done lawfully. The scope of the personal data to be transferred overseas includes: your name; gender; cell phone number; e-mail address; and your transaction information including products, quantities, prices, purchase time etc., and the personal data will be transferred to the region of European Union, USA and Singapore.

- We may be required by the binding requirements of an applicable law, or for the purposes of responding to legal proceedings or other lawful requests to disclose your personal data to authorities or third parties.

- We may also disclose or otherwise process your personal data, in accordance with applicable law, to defend our legitimate interests (for example, in civil or criminal legal proceedings). For example, we may disclose such personal data as necessary to identify, contact or bring legal action against a person or entity who may be violating our Terms and Conditions of Sale and Use, or who may be causing injury to, or interfering with, other users of our Digital Platforms.

8. How do we protect your personal data?

All your personal data is strictly confidential and will only be accessible, on a need-to-know basis, to duly authorized personnel of Hermès and other entities of the Hermès Group and third providers acting on our behalf with appropriate technical and organizational security safeguards.

The Hermès group has implemented security measures to protect your personal data against unauthorized access and use. We follow appropriate security procedures in the storage and disclosure of your personal data so as to prevent unauthorized access by third parties and to prevent your data being accidentally lost. We limit those who access your personal data to those who have a genuine business need to access it. Those who do access your data will be subject to a duty of confidentiality towards Hermès.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

We also require those parties to whom we transfer your personal data to comply with the same. However, unfortunately, the transmission of information via the internet is not completely secure. So, we cannot ensure the security of your personal data transmitted by you to us via the internet. Any such transmission is at your own risk and you acknowledge and agree that we shall not be responsible for any unauthorized use, distribution, damage or destruction of Your Information, except to the extent we are required to accept such responsibility under the law. Once we have received your personal data, we will use the security measures abovementioned.

In case if any security incident happens to your personal data, Hermès will take responsibility in accordance with the applicable laws. However, the Digital Platform may contain links to other third party websites. Hermès has no control over

the content, policies or actions of these websites. The use of any information you may provide to third parties on other websites, or which such parties may otherwise collect on other websites, is not governed by this Privacy Policy. You should carefully review the privacy policies of any third party websites and contact the operators of those websites if you have any questions about their use of your personal data. Hermès cannot be held responsible for any third party, or its affiliates or agents, failing to use your personal data in accordance with such third party's privacy policy, or any contractual or other legal obligations to which such third party, its affiliates or agents, may be subject.

9. What rights do you have on your personal data?

To the extent provided by applicable data protection laws, you can, at any time, request access, rectification, erasure and portability of your personal data or restrict and object to the processing of your personal data. A summary of these rights which may be available to you is provided below:

Your right of access: the right to be provided with a copy of your personal data (the right of access).

Your right to rectification: the right to require us to correct any mistakes in your data or to complete your information.

Your right to be forgotten: the right to require us to delete your personal data — in certain situations.

Your right to cancel your account: the right to require us to cancel your account.

Your right to restriction of processing: the right to require us to restrict processing of your personal data — in certain circumstances, for example if you contest the accuracy of the data.

Your right to data portability: the right to receive the personal information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party — in certain situations.

Your right to object to processing: the right to object:

— at any time to your personal data being processed for direct marketing;

— in certain other situations to our continued processing of your personal information, eg processing carried out for the purpose of our legitimate interests.

You may at any time decide to withdraw your consent to the processing of your personal data. If your consent is withdrawn, it does not prevent us from processing your personal data based on other legal bases if any, such as fulfilling your orders and storing your order data as required by applicable law.

If you no longer wish to receive our marketing/promotional information, we remind you that you may withdraw your consent to direct marketing at any time directly from the unsubscribe link included in each electronic marketing message we send to you. If you do so, we will promptly update our databases, and will take all reasonable steps to meet your request at the earliest possible opportunity, but we may continue to contact you to the extent necessary for the purposes of any products or services you have requested.

You also have the right to lodge a complaint with your local data protection authority in case of alleged infringement of the data protection rules applicable to you.

To exercise any of those rights, please contact us using the contact information below (see "*How to contact us*").

Please note that upon exercising any of the rights listed above, you will be requested to let us know what right you want to exercise and provide information (copy of an identity card, passport or other legally recognized identity) for identification purposes in order to process your request and protect you against fraudulent requests from third parties.

10. How to contact us?

In issues relating to your account, to withdraw your consent, to ask general questions or to lodge a complaint, please contact our Customer Service:

- By email: service.hk@hermes.com
- By phone: 2919 5088 Monday to Friday: 9:30am – 6pm (Except public holidays)
- By mail: 43/F, Lee Garden One, 33 Hysan Avenue, Causeway Bay, Hong Kong

In issues specifically related to marketing emails, we remind you that you can, at any time, directly unsubscribe through the "unsubscribe" link in any electronic marketing messages we sent to you.

If you have any questions or concerns about our Privacy Policy or data processing, you may contact our Group Data Protection Officer at: privacy@hermes.com or by writing to our Group Data Protection Officer.

We will respond to you regarding your application for enquiry or correction, deletion of your personal data within 30 days, after successful verification of your identity.

11. Changes to this Privacy Policy

This Privacy Policy reflects our current practices, and is subject to change and update from time to time. When we post changes to this Privacy Policy we will modify the "Effective Date" at the top of this Privacy Policy to indicate when such changes have come into effect.

If we change this Privacy Policy in a material way, we will inform you through a notice advising of such change at the beginning of this Privacy Policy and on the “Hermes.com” website homepage.