

HERMÈS PRIVACY POLICY

Effective Date: 1 January 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.

Our 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.

Our 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 our Privacy Policy (See section "How to contact us?" below).

2. Who we are?

"Hermès", "we" "us" and "our" refer to Hermès International, Hermès Sellier and to Saint Honoré (Bangkok) Company Limited as the controllers 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.
- Hermès Sellier is a French simplified joint-stock company ("*Société par actions simplifiée*") with a capital of 4,976,000 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 696 520 410.
- Saint Honoré (Bangkok) Company Limited, a private limited company incorporated under the laws of Thailand, having its registered office at 57 Park Ventures Ecoplex, Units 1801, 1808-1812, 18th Floor, Wireless Road, Lumpini Sub-district Pathumwan District, Bangkok, Thailand and registration number 0105540009095.

Hermès International SCA and its directly or indirectly owned subsidiaries are part of the Hermès Group ("**Hermès Group**"). Hermès International, Hermès Sellier and Saint Honoré (Bangkok) Company Limited are companies of the Hermès Group. For further details on the 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 information relating to an identified or identifiable natural person, whether directly or indirectly. 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;
- When you contact our customer-services.

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

- Your identity (including your first name, last name, gender, image, nationality and date of birth);
- Your contact details (including your postal address(es), email address(es), phone number(s), Line ID and username);
- 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 which may include health data relating to possible adverse reactions to our cosmetic products).

Subject to applicable laws, you may be required to provide your personal data in order to comply with law or contracts or there exists a need to provide your personal data for the purpose of entering into a contract. We will inform you when your information 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 your personal data, then it may delay or prevent us from processing your request, responding to your query or providing products or services to you, and/or we may be unable to carry out the actions for the purposes outlined in this Privacy Policy and/or we may not be able to establish or maintain the legal relationship and/or enter into the agreement with 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.

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 sex life, sexual orientation, criminal record, disability, labour union information, genetic data or biometric, which should not be provided unless we obtain your specific consent after notifying you of the type of sensitive data required and for what purpose.

We remind you that we do not provide our services or products directly to, nor collect personal data of, persons who do not have the legal capacity to purchase. Therefore, we ask you not to provide us with personal data of persons who do not have the legal capacity. We do not intend to collect, use, transfer and/disclose personal information from children under the age of 20 unless express consent from the child's parent or legal guardian (if required by applicable laws) is given to us, or a child under the age of 20 can give consent by himself/herself according to applicable laws, or it has lawful basis. If you are under 20 years of age, you represent and warrant that, subject to applicable laws, you have complied with all legal requirements according to applicable laws to ensure that we can collect, use and/or disclose your personal data according to such laws before submitting your personal data to us.

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](#) available on our website.

We may also collect information about you from third parties, such as a spouse and family members who contact 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.

If you provide personal data to us about someone else including your family members and your friends, you represent and warrant that subject to and in accordance with applicable laws, you have notified such persons about processing of their data and their rights including details under this Privacy Policy, are duly authorised by and have obtained consent from the owner of personal data to provide that information to us for the purpose to which such personal data is provided (if required by applicable laws), and have complied with other legal requirements according to applicable laws to ensure that, before submitting personal data about such persons to us, you are entitled to disclose that information to us and that, without us taking any further steps required by data protection laws, and we can collect, use transfer and/or disclose personal data of such persons for the purposes described in our Privacy Policy. For example, you should ensure the individual concerned is aware of the various matters detailed in our 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?

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 collect, use, transfer and/or disclose 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 Promotional Communications - with your prior consent (see section “Promotional Communications”);
- provide you after-sale services and manage refunds;
- respond to your queries, suggestions and requests, including your data subjects’ rights exercises;
- manage complaints and litigation;
- manage the events you registered and/or participated in;
- to detect, prevent and fight against any fraudulent or illegal activity, including to protect your transactions from payment fraud, to act against counterfeiting and against the resale of our products in violation of our terms and conditions of sale and outside our exclusive distribution network;
- 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, in particular to adapt our product offer (including the use of your nationality after anonymization);
- improve our products and services;
- provide information to regulatory bodies when legally required, in particular to comply with our legal obligations in terms of cosmetovigilance, prevention and the fight against fraud, money laundering and the financing of terrorism.

Subject to applicable laws and to the extent permitted by applicable laws, we may collect, use, transfer, and/or disclose your personal data for any of the following purposes without your consent:

- in order to comply with laws applicable to Hermès;
- to prevent or suspend danger to life, body or health of a person;
- to comply with the contract to which you are a party or in order to comply with your request prior to execution of the contract;
- for Hermès to comply with the duty to take actions for public benefit or to comply with the duty to exercise state power conferred on Hermès;
- if it is in order to achieve legitimate interests of Hermès or Group companies of Hermès or other persons unless such interest has less weight than your basis right in the personal data;
- to achieve the objective related to the preparation of historical documents or annals for public benefit or in relation to research or statistics for which there is in place appropriate protective measure to safeguard the right and freedom of you; or
- if it is permitted by or falls under any circumstances prescribed by any applicable laws including the applicable data privacy laws.

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

With your express prior consent (usually obtained by ticking a specific box in a form), you may receive information concerning offers, services, products or events sent by Hermès and/or by other Hermès Group companies (“Promotional Communications”). 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 the 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 preferences regarding Promotional Communications 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 to the extent permitted by applicable laws.

6. How long do we keep your personal data?

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

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, subject to applicable laws:

- 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: departments in charge of customer relationship, retail, e-commerce, communication, legal affairs, finance, internal audit, IT management and security for the purposes set out in our 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 Promotional Communications 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).

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”) or Thailand and to countries that do not have laws that provide adequate protection for personal data according to the European Commission or according to the data privacy laws in Thailand including the Personal Data Protection Act B.E. 2562 (2019) of Thailand (including any amendment and replacement) (“Personal Data Protection Act”).

To 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 the [Hermes.com](http://hermes.com) website.

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:
 - o IT development and support;
 - o Hosting and carrying out marketing and business studies and marketing campaigns;
 - o Verifying your information, authenticating payments and processing orders and payments, to third parties that provide credit reporting, payment or order fulfilment services;
 - o Delivery services
 - o Data quality management services (standardization, deduplication)

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 those service providers are located outside of your country, notably outside the EU and Thailand. We have taken steps to ensure all personal data is provided with adequate protection and that all transfers of personal data, including outside the EU and Thailand are done lawfully.

Where we transfer personal data outside of the EU to a country not determined by the European Commission as providing an adequate level of protection for personal data, the transfers will be under an agreement which covers the EU requirements for the transfer of personal data outside the EU, such as the European Commission approved standard contractual clauses, or under other appropriate safeguards, as the EU/US Privacy Shield for transfers to the United States of America.

To obtain a copy of the relevant adequate safeguards, you can send us your request using the details in Section “*How to contact us?*” below.

- 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.
- In the event that Hermès or Hermès Group companies, or all or part of its or their assets, are acquired by a third party, your personal data may be included in the transferred assets.
- Please be informed that data privacy laws of other countries may not be as protective as the data privacy laws in Thailand including the Personal Data Protection Act.

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 are 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.

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

In accordance with and subject to the applicable data protection laws including the Personal Data Protection Act, 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 is provided below:

Your right of access: the right to be provided with a copy of your personal data, or request for the disclosure of the acquisition of your personal data for which you have not given consent;

Your right to rectification: the right to require us to correct any mistakes in your data or to complete your information and proceed as appropriate in order to ensure that your personal data is correct, up-to-date, complete and not misleading;

Your right to be forgotten: the right to require us to delete your personal data or cause your personal data to be unable to identify you as the data owner, in certain situations such as where the personal information is no longer necessary in relation to the purposes for which it was collected, used or disclosed;

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 to transmit these data to other data controllers when possible through automatic method and to receive your personal information that we send or transfer directly in automatic method to other data controller(s) unless it is technically impossible, in certain situations;

Your right to object to processing: the right to object: to the collection, use or disclosure of your personal information at any time in certain situations including:

- at any time during the processing of your personal data for the purposes of direct marketing;
- in some other situations, to our continuing to process your personal data, for example, when your data is processed on the legal basis of our legitimate interests.

When the processing of your personal data is based on your consent, you may at any time exercise your right to withdraw your consent, unless there exists a limitation on the right to withdraw the consent imposed by applicable laws or contract which confers benefits on you. For example, if your consent is withdrawn, it won't affect the processing of your personal data based on other legal bases, 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 promotional message we send to you. If you do so, subject to applicable laws, 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 laws applicable to you in accordance with and subject to the applicable data protection laws.

To exercise any of the abovementioned 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 subject to applicable laws.

10. How to contact us?

If you have any questions or concerns regarding this Privacy Policy, issues relating to your account, to ask general questions, including on our processing of your personal data or to exercise your rights as outlined above (including to withdraw your consent), you can contact us by email at: dataprivacy.thailand@hermes.com

Saint Honoré (Bangkok) Company Limited
57 Park Ventures Ecoplex, Unit 1201, 12th Floor
Wireless Road, Lumpini Sub-district Pathumwan District,
Bangkok, Thailand

In issues specifically related to Promotional Communications, we remind you that you can, at any time, directly unsubscribe through the "unsubscribe" link in any electronic promotional messages we send to you.

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

11. Changes to our Privacy Policy

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

If we change our 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.