

HERMES U.S. PRIVACY POLICY

Privacy Policy

This privacy policy (“Privacy Policy”) describes how Hermès of Paris, Inc., and its parent Hermès International (“Hermès,” “we,” “our,” or “us”) collect, process, and retain the Personal Information when you use our online websites, electronic forms or mobile applications (“Digital Platforms”), however accessed and/or used, whether via personal computers, mobile devices, tablets or other means, and offline when you visit our stores or attend our events (collectively, the “Site(s)” or “Services”).

Additionally, please note that Section 3 of this Privacy Policy, which describes our collection and use of information through our Services, also serves as our **Notice at Collection for California residents** for purposes of the California Consumer Privacy Act (CCPA).

By using our Services, you agree to this Privacy Policy. Any changes to this Privacy Policy will become effective upon posting of the revised Privacy Policy on the Internet, accessible through our Digital Platforms.

This Privacy Policy has been designed to be reasonably accessible to people with disabilities. If you experience any difficulties accessing the information in the Privacy Policy, please click [here](#).

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.

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1. NOTICE AT COLLECTION; COLLECTION AND USE OF PERSONAL INFORMATION

We collect two types of information: Personal Information and Other Information.

Personal Information is information:

- relating to, describing, capable of being associated with, or reasonably linkable (directly or indirectly) with you;
- that identifies or can be used to identify you;
- that can be used to authenticate you or provide access to an account through our Services; or
- that relates to you and that might be sensitive.

Personal Information includes Sensitive Personal Information (as that is defined by applicable state laws).

The table below and additional paragraphs immediately following the table are a summary of the categories of Personal Information we have collected over at least the last 12 months, the purposes for collection and use of that Personal Information, and how long we keep each category of Personal Information. If you would like to opt-out of the sale or sharing of any of the information as described below, please click [here](#).

Details of personal and other information collected

Categories of Personal Information We Collect	Our Business or Commercial Purposes for Collection and Use of Your Personal Information
<p>Personal Identifiers such as your name, postal/shipping address, telephone number, title, email address, and username and password.</p>	<p>We do not sell or share your Personal Identifiers. We use this information to:</p> <ul style="list-style-type: none"> • Manage your purchases, services and refunds; • Personalize your experience with us, including to send you promotional communications; • Manage the events you registered for and/or participated in; • Provide you with customer service, including to respond to your inquiries and fulfill and verify requests made pursuant to this Privacy Policy.
<p>Demographic Information, including gender, race, age, and nationality; some of which are considered Sensitive Personal Information.</p>	<p>We do not sell or share Demographic Information. We use this information to:</p> <ul style="list-style-type: none"> • Facilitate your participation in promotions; • Personalize your experience with us, including the advertisements displayed to you on the Site.
<p>Commercial Information, including order details, records of products or services purchased, obtained, or considered, repairs, and other</p>	<p>We do not sell Commercial Information. We use this information to:</p> <ul style="list-style-type: none"> • Provide you with customer service; • Personalize your experience with us; • Send you promotional communications;

Details of personal and other information collected

Categories of Personal Information We Collect	Our Business or Commercial Purposes for Collection and Use of Your Personal Information
purchasing or consuming histories or tendencies	<ul style="list-style-type: none"> • Manage the stock of certain types of rare products to allow a fair allocation of the products we sell.
Financial Information , including billing information, payment type or method, charge or credit card number	We do not sell or share your Financial Information. We use it only to complete a purchase, service or refund.
<p>Device, Internet and Network Activity Information, IP Address, cookie IDs and Device ID. This include usage data of the Services (e.g., which pages of our Services were visited, the order in which they were visited, which hyperlinks were “clicked,” the date and time the app on your device accesses our servers, the URLs from which you linked to our Services, and what information and files have been downloaded to or presented through the app), information collected through cookies, web beacons and other technologies, aggregated information about your visits to, or use of, our Services, as well as across other sites, and various attributes associated with your device (e.g., IP address, Mac address, data and time of connection and disconnection, Internet Service Provider, installed fonts, language and browser settings, and time zone in order to create a device fingerprint or identifier so that we can recognize your device). While that information alone may not reveal your specific individual identity, we may associate this usage and Other Information we collect with Personal Information about you.</p>	<p>We sell or share your device, internet and network activity information, IP Address, cookie IDs and Device ID with third parties for targeted advertising on and off the Site. We also use this information to:</p> <ul style="list-style-type: none"> • Help us personalize your experience with us, including the advertisements displayed to you on the Site; • Provide access to our systems in a form that can be viewed most easily from your device; • Determine the general geographic region from which you are accessing the services, using your IP address, which allows us to present appropriate content and inform you of special rules or rights that may apply to people in your jurisdiction; • Review statistical information about the use of the systems in order to improve their design and functionality, to understand how they are used, and to assist us with resolving questions; • Recognize you, your device or your browser when you use our services so that we can facilitate navigation, display information more effectively; • Track responses to our e-mails and advertisements.
General location information (e.g., zip code and IP address)	<p>We sell or share your location information with third parties for targeted advertisements on and off the Site. We use the information to:</p>

Details of personal and other information collected

Categories of Personal Information We Collect	Our Business or Commercial Purposes for Collection and Use of Your Personal Information
	<ul style="list-style-type: none"> • Assist you in your search for nearby services and stores; • Personalize your experience with us.
Personal Health Information you may provide relating to possible adverse reactions to our cosmetic products.	We do not sell or share this Personal Health Information. We use this information to: <ul style="list-style-type: none"> • Provide you with customer service.
Audio and Visual Information, including video footage/photos of you when you are in our store or attend an event, including as collected through our CCTV cameras and video and/or audio security footage	We do not sell or share Audio Visual Information. We use this information to: <ul style="list-style-type: none"> • Provide you access to our premises; • Maintain the security of our premises and the safety of customers, guests, contractors and employees.

Additional Uses. We may also use **all** of the Personal Information noted above as we believe necessary:

- (1) if we determine a policy violation has occurred, to enforce our rights, or to enforce agreements;
- (2) if we believe such processing is necessary to identify, contact, or bring legal action regarding the rights and property of ours or our affiliates;
- (3) to enforce our rights or protect against unauthorized access to our systems or other inappropriate use of our services, products, or other services;
- (4) to comply with laws, regulations, court orders and subpoenas or similar requests for information by authorities;
- (5) to protect your safety and the safety of others;
- (6) to perform audits;
- (7) to contact you about Site or policy updates;
- (8) for research and analytics, including to identify usage trends, and to improve and update our products and services, and
- (9) to assist us in fraud prevention or investigation, all on the basis of our legitimate interest in the continuation of our commercial activities and the protection of our rights.

Aggregate or De-identified Information. We may collect, use and share information that does not identify you (including information that has been aggregated or de-identified) except as prohibited by applicable law.

Retention. We will retain your Personal Information for as long as is needed to carry out the purposes we've described, or as otherwise required by law. The criteria used to determine the applicable retention period for your Personal Information includes the length of time we have an ongoing relationship with you and whether there is a legal obligation to which we are subject that requires us to retain your Personal Information. 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

Where we have no continuing purpose to process your Personal Information, we will either delete or anonymize it or, if this is not possible (for example, because your Personal Information has been stored in backup archives), then we will securely store your Personal Information and isolate it from any further processing until deletion is possible.

2. SOURCES OF YOUR PERSONAL INFORMATION

We collect and obtain information from:

You. We collect information when you provide it to us directly, offline or online, through a web form or direct communication with us by email, when you create an account online or in our stores; subscribe to our newsletter; use our Sites or Services; purchase products or services on our Digital Platforms or in our stores; visit our stores; participate in one of our events; or contact our customer-services. If you provide Personal Information 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 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.

Services Providers and Contractors. We work with service providers and contractors who collect information on our behalf in order to provide services to us, such as providing, offering and improving products and services, 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, credit reporting, fulfilment services, and delivery services. Our marketing agencies, advertising technology vendors, and analytics providers may also provide us with information about you. We only allow our service providers and contractors to collect and use your Personal Information in connection with the services they provide us and as otherwise permitted by law.

Cookies and Similar Technologies. We may use online tracking technologies, such as cookies, web beacons and/or embedded scripts, to help us remember devices associated with users of the

Site, analyze the parts of our Sites that users visit, the length of time spent at any particular area, the general geographic location of the IP address and the specific functionalities that users choose to use. Essentially, cookies are a user's identification card for our servers. Web beacons are small graphic files linked to our servers that allow us to track your use of our Site. An embedded script is programming code that is designed to collect information about your interactions with us. All of these help us remember and respond to what you do on our Site.

Other Users. We also collect information about you from other users, 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.

Other Entities. We collect information about you from other entities, including, for example, social media sites and advertising technology vendors. When you engage with our Services on or through third-party social networking sites, such as Facebook or Twitter, and allow us to have access to information from your profile (e.g., name, email address, photo, gender, birthday, location, friends, followers, the posts or the 'likes' you make), we may collect information about you from those other entity sites. You can control what data you share through privacy settings available on some social networking sites. For more information about how you can customize your privacy settings and how such third-party sites treat your Personal Information, please refer to their privacy policies and terms of use. We may also collect information from government sources to help us with engaging in fraud monitoring and prevention, compliance with applicable laws and regulations.

Publicly Available Sources. We collect information in the public domain and data available in open government databases to help us with engaging in fraud monitoring and prevention, compliance with applicable law and regulations, reviewing and processing your employment application and other information; and as otherwise permitted by law.

3. DISCLOSURES OF PERSONAL INFORMATION TO OTHER ENTITIES

During at least the past 12 months, we have disclosed your Personal Information outlined in the table above to the following categories of entities:

Our Employees. We disclose all categories of Personal Information listed above with Hermès employees that need to have access to your Personal Information and are authorized to process them in order to achieve the aforementioned purposes and who are committed to confidentiality.

Hermès Group Companies. We disclose all categories of Personal Information listed above 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. Please visit <http://finance.hermes.com> for more details about companies of Hermès group.

Service Providers and Contractors. We disclose all categories of Personal Information listed above with our service providers and contractors. These service providers and contractors may

include agencies, ad networks, website developers, and other vendors and suppliers that provide us with technology, services, and/or content related to our operations, payment processing, data analytics, marketing and advertising, website hosting, advertisement auditing, security and integrity of the Site, the quality and safety of the Site, debugging to identify and repair errors that impair existing intended functionality of the Site, internal research, and technical and customer support. These service providers and contractors are only using your Personal Information at our direction and on our behalf.

In particular, when you purchase products on our Digital Platforms, we disclose your transaction details to Riskified Ltd., a company with registered offices at 30 Kalisher St., Tel Aviv 6525724, Israel (“Riskified”), that conducts anti-fraud checks on the transactions carried out on our Digital Platform. The disclosure is based on our legitimate interest in preventing fraudulent online transactions or the legal basis applicable in your country of residence.

Riskified processes your transaction’s details as a contractor of Hermès (i) in order to review purchases for possible fraudulent activity; (ii) by storing your transactions’ details in its database for use in enhancing its anti-fraud services; and; (iii) to develop additional services, all in accordance with [Riskified’s Privacy Policy](#). As per a binding agreement, except to prevent, detect, and protect against fraud, Riskified does not sell or share for cross-context behavioral advertising such data.

In particular, Riskified will process your transaction details by automated means and will aggregate them with other personal information relating to transactions concluded by you on other e-commerce platforms, in order to assess the regularity of the payment, according to pre-determined criteria.

Government Authorities, Legal Rights and Actions. We disclose all categories of Personal Information listed above with various government authorities in response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights or to protect our property; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us. We also may share your Personal Information when we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, property, or safety of Hermès, the Services, our users, customers, or others; and in connection with our General Terms and Conditions of Use and other agreements. We may also use IP address or other Device Identifiers to identify users, and may do so in cooperation with copyright owners, Internet Service Providers, wireless service providers or law enforcement agencies in our discretion. Such disclosures may be carried out without notice to you.

Acquirers. We may disclose all categories of Personal Information listed above to an acquirer, assignee or other successor entity in connection with, or during negotiations of, any proposed or actual merger, purchase, sale or any other type of acquisition or business combination of all or any portion of our assets, or transfer of all or a portion of our business to another business.

Third Parties. We disclose General Location Information, and Device, Internet And Network Activity Information, and IP Addresses, cookie IDs and Device IDs with third parties, such as our advertising and marketing partners. Hermès may work with advertising partners to serve you interest-based advertisements, on the Services and on other services. You may be presented with an

opportunity to receive information and/or marketing offers directly from third parties. If you do agree (or do not decline where permitted by law) to have your Personal Information shared, your Personal Information will be disclosed to such third parties and all information you disclose will be subject to the privacy policy and practices of such third parties. We are not responsible for the privacy policies and practices of such third parties and, therefore, you should review the privacy policies and practices of such third parties prior to agreeing to receive such information from third parties. If you later decide that you no longer want to receive communication from a third party, and unless stated otherwise in this Privacy Policy, you will need to contact that third party directly.

Facilitating Requests. We disclose all of the categories of Personal Information listed above at your request or direction.

Consent. We disclose all of the categories of Personal Information listed above if we have let you know what information will be shared, with whom, and obtained your consent.

4. YOUR CHOICES REGARDING YOUR PERSONAL INFORMATION

A. Your U.S. State Privacy Rights

You may have certain rights with respect to Personal Information under U.S. State Privacy Laws. If you are in Europe, please review our [EU Privacy Policy](#). Under the California Consumer Privacy Act (CCPA), these rights have been extended to Personal Information collected, used, and shared between businesses (B2B); however, these rights have not been extended in any other state. As a result, these rights are limited to consumers, not applicable to individuals in their capacity as employees of businesses that are exchanging personal information between one another. For purposes of this subsection, the terms “consumer”, “Personal Information”, “categories of Personal Information”, “business purpose”, “third party”, “sell”, and “share” have the meanings ascribed to them respectively in the applicable state law. To the extent provided under applicable laws, you have the right to:

- *Access and Disclosure.* You have the right to send us a request, up to two times every 12 months, that we disclose to you the categories of Personal Information we collected about you, the categories of sources from which we collected your Personal Information, the business or commercial purposes for collecting, selling, or sharing your Personal Information, the categories of third parties to whom we have shared your Personal Information, and the specific pieces of Personal Information we have collected about you, the categories of Personal Information we sold or disclosed. You also have the right to request a portable copy of your Personal Information. If you are an Oregon consumer, you also have the right to send us a request for a list of specific third parties to whom we have disclosed your Personal Information.
- *Correction and Deletion.* You have the right to send us a request to correct or delete Personal Information we have about you, subject to certain exceptions allowed under applicable law.

- *Do Not Sell or Share My Personal Information (Opt-out of Targeted Advertising).* Under certain U.S. State Privacy Laws, you may be able to request that we not sell, or share for targeted behavioral advertising, your Personal Information. We may sell, share, and use for targeted advertising the following categories of Personal Information to companies that provide marketing and advertising services to us, as well as advertisers that place advertisements on our Services: **Device, Internet, and Network Activity Information, IP Address, cookie IDs and Device ID, and General Location Information.** This information is shared to help us understand who our users are, so that we can sell ads on the Services and advertise and market the Services to new users. You can request that we not sell or share your Personal Information by clicking [here](#) or by sending an [email](#) with your request.
- *Opt-out Preference Signals; Global Privacy Control.* You have the right to send us a request to opt-out of the selling and sharing of Personal Information through an opt-out preference signal. If you use an opt-out preference signal, we will apply the opt-out to the device or browser which sends the opt-out preference signal and to any consumer profile associated with that browser or device, including pseudonymous profiles. You can use an opt-out preference signal by downloading a supported browser or extension. If known, we will also treat the opt-out preference signal as a valid request to opt-out of sale/sharing for the user. Some browsers allow you to send a Do Not Track signal, an older request to block tracking of users by third parties. We may not honor these older signals.
- *Sensitive Personal Information.* You have the right to send us a request to limit the use of your Sensitive Personal Information to those uses that are necessary to perform the services reasonably expected by an average person and to certain other permitted business purposes. These business purposes include helping to perform services reasonably expected by users of this Services who have requested such services, ensuring security and integrity (to the extent the use of the information is reasonably necessary and proportionate for these purposes), ensuring physical safety of natural persons (to the extent the use of the information is reasonably necessary and proportionate for these purposes), short-term, transient use (subject to certain conditions), performing certain services, and engaging in certain activities related to quality or safety of our services or products. **We do not collect or process Sensitive Personal Information for the purpose of inferring characteristics about you.**
- *No Financial Incentives.* We do not offer any programs that would be considered a “financial incentive” for sharing your Personal Information under U.S. state privacy laws.
- *No Discrimination.* Hermès will not discriminate against you because you made any of these requests. We may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations. For example, we may retain Personal Information as permitted by law, such as for tax or other record keeping purposes, to maintain an active account, and to process transactions and facilitate customer requests.
- *How to Submit a Request.* To submit a request, please [email](#) us or by calling us at 1-800-441-4488. To submit a “Do Not Sell or Share My Personal Information” request, click [here](#). You may also obtain information on how to submit a request in-store by asking a store

manager at any of our U.S. retail locations. Please note that any opt-outs through these tools are specific to the device and browser you are using, so you should opt-out for each web browser and on each device you use. Your opt-out preferences will be deleted any time you clear your web browser's cookie cache. Also note that we may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations. For example, we may retain Personal Information as permitted by law, such as for tax or other record keeping purposes, to maintain an active account, and to process transactions and facilitate customer requests.

- *How We Verify Your Identity.* Whether you submit a request directly on your own behalf, or through an authorized agent, we will take reasonable steps to verify your identity prior to responding to your requests. For example, we may utilize a verification provider to assist with verifying your identity. The verification steps may vary depending on the sensitivity of the Personal Information.

In response to a verified request to **access, disclose, correct, or delete**, we will confirm receipt of this request within 10 business days of receipt of the request where required by law.

In response to a verified request for **access and disclosure** or a portable copy of your Personal Information, we will disclose and deliver the required information to you free of charge within 45 days after receiving the verifiable consumer request. We may extend this time period to deliver information once by an additional 45 days when reasonably necessary. We will provide notice of the extension within the first 45-day period.

Following verification of your request to **delete**, we may require you to separately confirm that you want your Personal Information to be deleted. We will delete the information within 45 days of receiving a verifiable consumer request (subject to certain exceptions). We may extend this time period once by an additional 45 days when reasonably necessary. We will provide notice of the extension within the first 45-day period.

Following verification of your request to **correct**, we may require you to provide documentation if necessary to rebut our own documentation that the Personal Information is accurate. If we determine, based on the totality of the circumstances, that the information is not accurate, we will respond to the request by correcting the information, deleting the information (if deletion of the information does not negatively impact you), or providing you with the name of the source from which we have received the alleged inaccurate information (if we are not the source). We will correct the information within 45 days of receiving a verifiable consumer request. We may extend this time period once by an additional 45 days when reasonably necessary. We will provide notice of the extension within the first 45-day period.

Authorized Agent. Applicable law may permit consumers to designate authorized agents to submit requests on their behalf. Under certain applicable laws, an authorized agent is a natural person or a business entity in the applicable state that a person has authorized to act on their behalf subject to the requirements. If you would like to designate an authorized agent to submit a request to know, a request to delete, or a request to correct Personal Information on your behalf, please email us. When submitting the request, please ensure the authorized agent identifies himself/herself/themselves as an authorized agent. You or your authorized agent may provide us

with a written power of attorney, executed by you, confirming the authority of the authorized agent with respect to your Consumer request(s).

If we have not received a power of attorney, we may require your authorized agent to provide proof that you gave the agent signed permission to submit your Consumer request(s).

In addition, we may also require you to do the following directly with us:

- o Verify your own identity with us;
- o Confirm you have provided the authorized agent permission to submit the Consumer request(s).
- o Once verified, your authorized agent may act on your behalf.

Appeals. You may have a right to appeal decisions concerning your ability to exercise your consumer rights. Please email us to request an appeal concerning decisions on your consumer request.

Users Under 16. Note that Hermès is not intended for users under the age of 16. We do not knowingly sell Personal Information from anyone under the age of 16. Please see our section titled “Minor Children” below for more information.

B. Promotional Communications

We do not send you promotional emails unless you have opted-in to receive these communications. If you no longer wish to receive our marketing/promotional emails (e.g., newsletters, invitations, etc.), you may opt out at any time directly from the unsubscribe link included in each promotional email we send to you. Please note that we may continue to contact you to the extent necessary for the purposes of any products or services you have requested and our ongoing business relations. Please note that your opt-out is limited to the email address used to opt-out.

C. Tracking Technologies

Google provides tools to allow you to opt out of the use of certain information collected by Google Analytics at <https://tools.google.com/dlpage/gaoptout>, by Google Analytics for Display Advertising or the Google Display Network at <https://www.google.com/settings/ads/onweb/>, or downloading the Google Analytics Opt-out Browser Add-on.

To learn more about targeted ads and how to opt out of receiving certain targeted ads from third parties, please visit: (i) for website targeted ads from DAA participants, <https://www.aboutads.info/choices>; (ii) for app targeted ads from DAA participants, <https://www.aboutads.info/appchoices>; and (iii) for targeted ads from NAI participants, <https://www.networkadvertising.org/choices/>. Opting out only means that the selected participants should no longer deliver certain targeted ads to you, but does not mean you will no longer receive any targeted content and/or ads (e.g., in connection with the participants’ other customers or from other technology services).

You may also limit our use of information collected from or about your mobile device for purposes of serving targeted ads to you by going to your device settings and turning off tracking for advertising purposes.

Most browsers allow you to control tracking tools on your web browser. You do not have to accept cookies to use our Website; however, if you disable cookies, certain functionality on our Website may be lost. Most browsers allow you to delete cookies or decline to accept cookies by going to the preferences, tools or options menus of your browser. Selections you make are device-specific and browser-specific, meaning that you should update your preferences on each device you use and within each browser.

Please note that if you opt out using any of these methods, the opt out will only apply to the specific browser or device from which you opt out. We are not responsible for the effectiveness of, or compliance with, any opt-out options or programs, or the accuracy of any other entities' statements regarding their opt-out options or programs.

5. OTHER CONSUMER RIGHTS IN CALIFORNIA

Shine the Light. If you are a California resident, you have the right to ask us one time each year if we have shared Personal Information with third parties for their direct marketing purposes. To make a request, please send us an email, or write to us at the address listed in the Contact Us section with “**Shine the Light**” in the subject line of your communication.

Right to Erasure. If you are a California resident under 18 years old and you are registered with the Services, you can ask us to remove content or information you have posted to the Services. To make a request, email us or write to us at the address listed in the Contact Us section with “**California Under 18 Content Removal Request**” in the subject line and tell us what you want removed. We may require additional information from you to allow us to verify your identity as well as details about where the content is posted. We will make reasonable good faith efforts to remove the post from prospective public view, although we cannot ensure the complete or comprehensive removal of the content and may retain the content as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

6. SECURITY OF YOUR PERSONAL INFORMATION

Hermès has implemented reasonable and appropriate security measures designed to protect your Personal Information against unauthorized access and use. However, the transmission of information via the internet is not completely secure and we cannot ensure the security of your Personal Information transmitted via the internet.

7. OTHER IMPORTANT INFORMATION

A. Data Storage Outside The European Economic Union And International Transfers

The Hermès group companies are located worldwide. As a result, Personal Information 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 Information according to the European Commission. To ensure lawful transfers of data, the Hermès group has implemented Binding Corporate Rules (“BCRs”) designed to allow Hermès group companies to transfer Personal Information 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.

B. Links To Other Sites

For your convenience we may provide links to websites operated by companies other than Hermès (“Other Sites”) that we believe may be of interest to you. We do not endorse and are not responsible for the privacy practices of these Other Sites. If you choose to link to one of these

Other Sites, you should review the privacy policy posted on the Other Site to understand how that Other Site collects and uses your Personal Information.

C. Notice of Changes to our 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 our Digital Platforms.

8. MINOR CHILDREN

The Services are a general audience website and we do not knowingly collect any Personal Information (as that term and similar terms are defined under applicable state and federal law) from children younger than the age of sixteen (16). We will delete any Personal Information collected that we later determine to be from a user younger than the age of sixteen (16) in accordance with our legal obligations.

9. 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.us@hermes.com
- By phone: 800.441.44.88 (toll free number available only from within the United States)
- By mail: 55 East 59th Street, New York 10022 USA

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

INFORMATION ABOUT COOKIES

Privacy Preference center

Set up

What is a cookie?

A cookie is a small text file stored on your computer, tablet or mobile phone that makes it possible to save and track data about your use of the website. Hermes.com uses cookies to identify you or

store your product selection in your basket, for example. Cookies are managed by your Internet browser.

By continuing to use the Hermes.com website, you consent to our cookie settings and agree that you understand the terms of our cookies policy.

You can edit your preferences at any time by going to the "Managing your cookie preferences" section.

What cookies do we use?

There are two types of cookies on our website:

- Cookies strictly necessary for the website to function

These cookies allow you to use the main features of the Hermes.com website, such as storing your product selection in your basket. These cookies make browsing easier and are required to make online purchases.

- Third-party cookies

These are particularly statistical analysis cookies that collect information about navigation on our website, thereby enabling us to improve your user experience and tailor the services to your preferences. There are also advertising cookies that aim to personalise and/or improve the content and browsing experience by providing you with interest-based services on other websites. All of the information collected is anonymous.

You can edit your preferences at any time by going to the "Managing your cookie preferences" section.

There are two types of cookies on our website:

Cookie placed by	Cookie name	Cookie purpose	Type
Hermes.com	ECOM_SESS	Cookies used: - to keep Hermes.com session opened during 1 hour when the customer adds a product in the cart - to store items stored in the cart. This cookie is mandatory to access Hermes.com cart.	Essential
Hermes.com	cookiebanner	For pages where the country and language code pair requires a warning banner, this cookie will remember if the user has approved the banner. In the	Essential

Cookie placed by	Cookie name	Cookie purpose	Type
		absence of a cookie, the warning banner is displayed for these pairs.	
Hermes.com	GeoFilteringBanner	If the country detected for a user is different from the website country, a notification banner is displayed	Essential
Hermes.com	has_js	Storage of boolean information.	Essential
Hermes.com	Locale-country-data	Stores information about country and language of visited pages.	Essential
Datadome	datadome	Datadome is a bot protection tool	Essential
New Relic	NREUM	This cookie is only created in browsers that do not support the Navigation Timing API. When a browser supports the Navigation Timing API, a native interface can be used to determine navigation start time.	Essential
New Relic	NRAGENT	This cookie is created only when a token is handed out to an end user by the New Relic server.	Essential
New Relic	SESSIONID	The SESSIONID cookie is used to store a session identifier so that New Relic can monitor session counts for an application.	Essential
New Relic	JSESSIONID	Identifies the user's http session and the user's requests during a session.	Essential
Google Analytics	_dc_gtm_UA- <code><code></code> - <code><numéro séquentiel></code>	Follows statistics about site use.	Statistical
Google Analytics	_ga	The _ga cookie is a first-party cookie that can only be accessed by the domain on which the JavaScript is run.	Statistical

Cookie placed by	Cookie name	Cookie purpose	Type
Google Analytics	_gat_UA-<code>-<numéro séquentiel>	Follows statistics about site use.	Statistical
Google Analytics	_gid	Stores information collected to be used for statistics.	Statistical
Google Analytics	_utma	This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred.	Statistical
Google Analytics	_utmb	To calculate how long a visit takes. _utmb takes a timestamp of the exact moment in time when a visitor enters a site.	Statistical
Google Analytics	_utmc	_utmc takes a timestamp of the exact moment in time when a visitor leaves a site.	Statistical
Google Analytics	_utmz	_utmz keeps track of where the visitor came from, what search engine was used, what link was clicked on, what keyword you used, and where they were in the world the website was accessed.	Statistical
Google Analytics	_utmv	The __utmv cookie gets set on your computer, so that Google Analytics knows how to classify that visitor.	Statistical
Google Analytics	_gat	Monitors the query rate to the Google Analytics servers.	Statistical
Google Analytics	_dc_gtm	Monitors the query rate to the Google Analytics servers.	Statistical
DoubleClick (Google)	Id + DSID	Allows to distinguish each user.	Targeting

Cookie placed by	Cookie name	Cookie purpose	Type
Google/Double Click	NID, __Secure-ENID, __Secure-1PAPISID, SAPISID, SSID, HSID	DoubleClick Floodlight cookies enable the advertiser to understand if certain actions have been completed on its website(s), after a display/ video advertisements served on Google or other platforms via DoubleClick / Google Campaign Manager has been seen or clicked through.	Targeting
DoubleClick	test_cookie	Used to check if the user's browser supports cookies.	Targeting
Google Analytics	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	Statistical
Google Analytics	__Secure-APISID	Targeting cookie to determine a profile of the visitor's interests in order to display relevant and personalized Google advertising.	Statistical
ContentSquare	_cs_id, _cs_s, _cs_vars, cs_ex, _cs_c	ContentSquare is a solution that aggregates traffic and usage data to improve the user experience. The statistics produced are anonymous.	Statistical
Bing	MUID, _uetsid	Bing is a search engine. Cookies used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.	Targeting
Facebook	_fbp, facebook.com, ATN fr	This cookie is set by Facebook and follow the performance on the website in order to create custom audiences for ad, measure conversion rates for that audience as activity on the Website and use this information to target people on Facebook with relevant ads.	Targeting
Atdmt	AA003, ATN	ATDMT is a tracking cookie served by Facebook subsidiary Atlas Solutions	Targeting

Cookie placed by	Cookie name	Cookie purpose	Type
		and used as a third-party cookie by several websites.	
Qudini	BookerIdentifier	This cookie is used within the Booking Interface to store the current bookerId to prevent double booking	Strictly necessary
Qudini	Q-BW-SESSION-ID	This cookie is used as an identifier to track the current unique booking session on the Booking Interface	Strictly necessary
Qudini	Q-BW-USER-ID	This cookie is used as an identifier to track the current unique booking session on the Booking Interface	Strictly necessary
Genesys (LiveChat)	_genesys.widgets.webchat.autoInvite.disabled	Contains a value that disables or enables the WebChat autoInvite feature. It is dynamically updated based on the user's response to the initial WebChat invite.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.metadata	Contains all the Metadata details related to the current active chat session.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.asyncUnreadMessageCount	Keeps track of the number of unread messages related to an Async Chat, when WebChat is minimized. It is cleared whenever the WebChat Widget is maximized by the user to read the new messages.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.filters	Contains any prefilters that were added using WebChatService plugin commands addPrefilter or sendFilteredMessage.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.index	Contains the last unique Message ID for internal tracking purposes.	Strictly Necessary Cookies

Cookie placed by	Cookie name	Cookie purpose	Type
Genesys	_genesys.widgets.webchat.state.keys	Can contain encrypted keys related to the current active chat session.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.lastMessageCountRead	Contains the number of messages that are read during an active chat session that calculates the number of unread messages when WebChat is minimized. It is automatically cleared whenever the WebChat Widget is maximized or closed/ended.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.minimized	Contains the WebChat Widget minimized or maximized state for internal tracking purposes.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.open	Contains the WebChat Widget open or close state for internal tracking purposes.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.ping	Contains the time at which the last successful request was made to the server.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.purecloud-v2-sockets.ConversationID	Used only with Genesys Cloud V2 API, containing the active conversation ID related to the current chat session.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.purecloud-v2-sockets.JWTtoken	Used only with Genesys Cloud V2 API, containing the JWT token related to the current active chat session.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.purecloud-v2-sockets.LastMsgId	Used only with Genesys Cloud V2 API, containing the last unique ID of the message sent in the WebChat Widget.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.purecloud-v2-sockets.MemberID	Used only with Genesys Cloud V2 API, containing the user ID of the WebChat Widget related to the current active chat session.	Strictly Necessary Cookies

Cookie placed by	Cookie name	Cookie purpose	Type
Genesys	_genesys.widgets.webchat.state.purecloud-v2-sockets.WS_URL	_genesys.widgets.webchat.state.purecloud-v2-sockets.WS_URL	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.session	Contains the unique Session ID related to the current active chat session. It is used to restore the active chat session during scenarios like page refresh or page navigation.	Strictly Necessary Cookies
Genesys	_genesys.widgets.webchat.state.unreadMessages	Tracks the number of unread messages during an active chat session, when WebChat is minimized. It is cleared whenever the WebChat Widget is maximized by the user to read the new messages.	Strictly Necessary Cookies
Riskified	rCookie, rskxRunCookie, lastRskxRun	Riskified provides Hermès with services that prevent fraudulent online transactions. Hermès requests Riskified to process orders data by automated means to provide their services, using collected data and storing it to enhance its anti-fraud detection.	Strictly Necessary Cookies

Facebook Pixel: A tracking code is installed on all pages of this Website to collect or receive information from the Websites and elsewhere on the internet and use that information to (a) create custom audiences for ad, (b) measure conversion rates for that audience as activity on the Website and (c) use this information to target people on Facebook with relevant ads. The information shared with Facebook will be used in accordance with [Facebook’s Data Policy](#) under Facebook’s responsibility. At any time, you can opt out of installing Facebook Pixel by visiting the [YourAdChoices](#) or the [Facebook Advert Preferences Page](#).

ContentSquare

ContentSquare is a solution that aggregates traffic and usage data to improve the user experience. The statistics produced are anonymous.

Managing your cookie preferences

You can easily disable and/or delete cookies from your computer, tablet or mobile phone by :

- clicking on the “set up” button of the website banner, and selecting your preferred option(s) in the “**Manage Consent Preferences**” section; and/or
- managing your browser settings as described below.

We recommend that you do not disable cookies strictly necessary for the website to function (cookie described as "essential" in the "What cookies do we use?" table) because this would prevent you from ordering online and enjoying the services of the Hermes.com website.

In order to manage cookies to best suit your needs, please bear in mind the purpose of cookies when setting your browser.

Please find below instructions about managing and disabling cookies, depending on your browser:

Internet Explorer

Go to **Tools** menu, then **Internet Options**.
Click on **Confidentiality**, then click on **Advanced**.
In the **Cookies** window, select your preferences.

Google Chrome

Click the **Chrome menu**, the upper right button.
Select **Settings** then click on **Show advanced settings**.
In the **Privacy** section, click the Content settings button.
Select your preferred option(s) in the **Cookies** section.

Firefox

Go to **Tools** then **Options** menu.
Click on the **Privacy** settings.
Select **Use custom settings for history**.
Select your preferred option(s) on the **Accept cookies from sites** section.

Safari

Click on **Safari**, then **Preferences**.
Click on the **Privacy tab**.
Go to **Block cookies** and select your preferred option(s).