

PRIVACY POLICY

Welcome on Calzedonia!

When you browse our websites or use the services made available within them, we may collect some of your personal data (hereinafter the “Data”). We therefore invite you to carefully read the following information: they describe the Data we collect, the purposes and the rights you entitled to as Data Subject. If you want to have a more complete overview about the principles we follow in the management of our websites and about the protection of your Data, we invite you to read the General Conditions of our websites.

The processing activities described in this Privacy Notice refer solely to the services available on the website www.calzedonia.com or in the "Calzedonia" stores. We inform you that within the site www.calzedonia.com there may be links to websites owned by third parties that are directly responsible for the processing activities carried out there, and for which we invite you to consult their respective privacy and cookie policies.

Notice at collection for Californian users

Under the California Consumer Privacy Act (“CCPA”), California consumers shall receive certain notices and information regarding the collection and use of their personal information. This page is intended to provide the Notice at Collection and Privacy Policy required by the CCPA. We may collect Personal Information (hereinafter also “Personal Data”) from you and use it for specified purposes. For a list of categories of Personal Information that we collect and the purposes for which we use such Personal Information, see the sections:

- What categories of Data do we process?
- For what purposes do we process your personal Data and what are the legal bases?

We may disclose Personal Information to third parties to engage them for online advertising and may collect your personal information when you visit our websites. In such cases, such information may be transferred to third parties through profiling cookies only on the basis of your explicit consent. For this reason, since we require your explicit consent to the use of third-party profiling cookies and the subsequent communication of such information to these third parties, the right to opt-out of your personal information sale, established by CCPA, does not apply. To learn more about profiling cookies and how to manage the use of such cookies, please visit our [Cookie Policy](#).

Sharing excludes text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Currently, we do not sell personal information, except in the case indicated above with reference to profiling cookies.

WHO IS THE DATA CONTROLLER?

With reference to the personal data collected for the use of the services available on this website and at the “Calzedonia” shops, the Data Controller is Calzedonia S.p.A. with legal seat in Via Portici Umberto

Primo 5/3, Malcesine (Verona, Italy) and administrative seat in via Monte Baldo 20, Dossobuono di Villafranca (Verona, Italy). You can contact Calzedonia by writing to privacy@oniverse.it

WHAT CATEGORIES OF DATA DO WE PROCESS?

To give you access to our services and contents, we may collect:

- Personal and contact data collected through our online forms;
- if you have received a Gift Card as a gift, in order to be able to deliver it and allow you to use it, we will use your contact details, such as your name and your e-mail address. These data are communicated to us by the purchaser of the Gift Card at the time of purchase;
- to make a purchase, in addition to the Data indicated on the online forms, you may be asked for additional information, such as data relating to the means of payment used and data for the shipment of products and any billing. We do not process data relating to the payment method you have chosen (e.g. credit card number and security code), which are instead collected exclusively by the chosen payment service provider.

Providing such data is optional, but some of our fields are marked with asterisks. Those fields are mandatory and, failing that, we won't be able to provide you with the service you requested.

We will never ask neither for special categories related Data (revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, health status, sexual orientation and so on) or judicial Data (related to criminal records, the status of accused or suspected and so on). We may also collect:

- information that we may acquire when examining your interactions with us via e mail and newsletters, through our websites and the App that may be developed by us or by third party (for more information we invite you to read the related privacy policy);
- information shared by you through your social networks.

We will process the Data you will provide us with only for the purposes related to each service requested and used. We may use your Data for other purposes, only with your prior consent or, in certain limited cases, in the presence of our legitimate interest.

WHY DO WE PROCESS YOUR DATA?

You may find below a list of all the purposes for which we collect your personal data: click on each paragraph for more information.

Browsing

Purpose: Calzedonia uses this data for the sole purpose of allowing users to browse and obtain anonymous statistical information on the use of the sites and to check their correct functioning or to ascertain responsibility in the event of IT crimes.

Processed data: IP addresses, domain names, URIs. These data are acquired by the IT systems responsible for the proper functioning of this website.

Legal basis:

- Provision of services aimed at allowing users to browse this website;

- Legitimate interest consisting in ensuring the proper functioning of IT systems and in proceeding with the investigation of possible crimes (possibly also based on the existence of a legal obligation).

Retention period: 30 days after the collection, unless legal provisions or provisions of Public Authorities impose a different retention time in relation to investigations related to any computer crimes.

Online products purchasing

Purpose: fulfilment of online purchase orders and performance of related activities (sending of goods, invoicing, payment management, shipment tracking, delivery of goods, possible activation of the return and refund process of the order, management of the return, etc).

Processed data: contact details (name, surname, e-mail address, telephone number) and shipping address. In the event of a return, we will ask you to also communicate your IBAN code, which is necessary to refund the price of the goods you have returned. We do not process the data relating to the payment method indicated by you (e.g. payment card number and security code), which are instead collected exclusively by the chosen payment service provider.

Legal basis: execution of the sales contract.

Retention period: time necessary to fulfil the contractual and regulatory obligations regarding the purchase and sale of products (e.g. tax legislation).

Joint Controllers: for this specific purpose,

Calzedonia USA Inc. with registered legal office in Funaro & Co. Empire State Building, 350 Fifth Avenue, 41st Floor, New York, NY 10118 is a Joint Controller together with Calzedonia S.p.A. as they jointly determine the means of processing. To exercise your rights in relation to this specific purpose, you can contact the Joint Controllers by writing to privacy@oniverse.it.

Customer Care

Purpose: we provide you with an assistance service (via chat, telephone, e-mail, online form) for any request relating to the purchase of our products or the use of our services. The phone calls to customer care are recorded-this way we can evaluate to improve the quality and efficiency of the service provided to our customers. We also retain your requests for assistance if they are related or connected to a claim made by you against us or are necessary for the protection of our rights.

Processed data: data necessary to reply to the requests that you will address to our Customer Care (in particular, for the chat assistance service, we will ask you to provide your name and your e-mail address, phone calls recorded will be limited to less than 30% of the total calls received on a daily basis).

Legal basis:

- execution of the contract for the purchase and sale of products or pre-contractual measures adopted following your request;
- Legitimate interest in defending our rights in or out of court, in the event of legal claims or litigation;
- regarding chat support service, legitimate interest in preventing the so-called "Chat spam";
- regarding the recording of phone calls, legitimate interest in improving the quality and effectiveness of the service provided.

Retention period: time strictly necessary to fulfil your requests; recordings of phone calls will be kept for a period not exceeding 93 days. If a claim or legal proceedings are filed, any related requests for assistance will be retained for 10 years.

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Surveys on your degree of satisfaction

Purpose: collect information about your interests and preferences, and your opinion about the quality of our products, our online and point-of-sale services and our customer service. Some questionnaires are intended for all our customers, others are available to loyalty customers or following your request to our customer service.

Processed data: Depending on the survey, the following may be processed: your name, your contact details, your order number, your loyalty card number, the number of the ticket that has been assigned to your request for assistance, data provided during the completion of the survey

Legal basis: the user's specific consent given by filling in each survey.

Retention period: up to 1 year after their collection. If you have filled in your interests and preferences in the relevant section of your personal area but abandoned the questionnaire before its completion, the data entered up to that point will be stored for 4 months to enable you to resume filling in from the point where you stopped.

Loyalty Program “Calzedonia Lover”

Purpose: management of participation in the “Calzedonia Lover” Loyalty Program. The Data will be used to provide the discounts and benefits provided for those enrolled in the program and, more generally, for all related contractual and administrative obligations.

Processed data: personal and contact details (name, surname, postal address, e-mail address, telephone number) indicated on the online registration form, or, in case of registration made at the "Calzedonia" shops, requested by the sales assistants; data connected to the purchases and the points, coupons and discounts.

Legal basis: execution of the contract of enrolment in the Loyalty Program ([Calzedonia Lover Loyalty Program regulation](#)).

Retention period: time needed to manage your participation in the Loyalty Program. In any case, the information relating to your purchases and interactions with us will be kept no later than 12 months from the date of collection. Moreover, if you don't use any loyalty programs of the following Oniverse brands (Calzedonia, Intimissimi, Tezenis, Falconeri and Signorvino) for more than three years, your data will be deleted after that period.

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Sending of commercial communications (“Direct Marketing”)

Purpose: sending of commercial communications through the traditional paper mail service, e-mail, SMS, landline and mobile phone, carrying out market research and surveying your degree of satisfaction

regarding products relating to all the Oniverse brands (Calzedonia, Intimissimi, Atelier Emé, Tezenis, Falconeri and Signorvino).

Processed data: contact details (e.g. name, surname, e-mail address, telephone number).

Legal basis: your consent that you may revoke at any time by writing to privacy@oniverse.it or logging in in your reserved area.

Retention period: until you revoke your consent.

Profiling

Purpose: profiling allows us to send you personalized commercial communications based on your profile and your purchasing and browsing habits as well as to develop products and services consistent with the preferences of our customers.

Processed data: data relating to your purchases – also relating to the other Oniverse brands (Calzedonia, Intimissimi, Atelier Emé, Tezenis, Falconeri e Signorvino) - your country of origin, your gender and your age, your interaction with us through our websites and through the Apps that may be developed by us or by third parties – and through our social channels (e.g. Facebook). We may also examine the data relating to your (possible) participation in the “Calzedonia Lover” Loyalty Program and the use of the services we provide. Finally, we may enrich your profile with statistical information that we may lawfully acquire from other sources: for example, in relation to your area of residence (such as demographic information, geo-referencing data, etc.) or to the electronic tools that you use to interact with us.

Legal basis: your consent that you may revoke at any time by writing to privacy@oniverse.it or logging in in your reserved area.

Retention period: the data relating to your interactions with us will be kept for 12 months from the date of collection; the information relating to your purchases will, on the other hand, be kept for 3 years starting from the date of each purchase.

Antifraud

Purpose: to check the correspondence between the buyer and the holder of the selected payment instrument.

Processed data: your name, surname, details of e-commerce orders and information on the type of payment instrument used to make the purchase.

Legal basis: legitimate interest in preventing and combating fraud.

Retention period: two years after the collection of the data.

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Push Notification In-App

Through the Calzedonia App we can send you In-App notifications: you can activate or deactivate these notifications directly by changing the settings of your device. Below, you can find specific information about notifications that use your location data (geolocation):

Purpose: to receive updates and promotions in-App related to stores near you

Processed data: your position, detected through the geolocation system of your device (if active)

Legal basis: your consent, expressed through the activation of in-App notifications and the geolocation function.

Retention period: your location data will be processed only to enable the sending of the notification and will not be stored.

Reserved area registration

Purpose: creation of a reserved area ("account") that will allow you to save some content (e.g. the "wishlist" i.e. the list of your favourite products, your purchase history, etc.).

Processed data: personal details and contact details indicated in the online form relating to registration in the reserved area. The data essential for the use of our services are marked with an asterisk: should you not provide this information, we won't be able to provide you with the requested service.

Legal basis: execution of the website registration agreement.

Retention period: If you do not use Oniverse brand accounts for more than 3 years, these accounts and the data relating to them will be deleted.

Saving of access credentials to the reserved area after the end of the session ("Stay logged in")

Purpose: to make it easier to use your private area ("account") by allowing you to save your login credentials and stay connected to your account beyond the end of the browsing session.

Processed data: your access credentials.

Legal basis: your consent submitted by accepting a cookie (see also [Cookie Policy](#)).

Retention period: the cookie that allows you to save the login credentials will stay active for 6 months. At any time, you can disable cookies by accessing the "Cookie Settings" section available on the [Cookie Policy](#).

E-Gift Card

Purpose: sending and use of the E-Gift Card.

Processed data: name and e – mail address of the recipient of the E-Gift Card. This data are communicated to us from the purchaser of the E-Gift Card.

Legal basis: legitimate interest in assuring the sending and the use of the E-Gift Card.

Retention period: Period strictly necessary to send the E-Gift Card and to guarantee its use.

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Statistical Analysis

Purpose: creation of statistical reports and behavioural models in order to examine - in aggregate form - the effectiveness from an economic point of view of the commercial initiatives (e.g. launch of a new product) of Calzedonia and to address future commercial and promotional initiatives.

Processed data: information relating to your purchases (including in relation to Oniverse's other brands), country of origin, age, gender, information obtained by reviewing your interaction with us, through e-mail, our websites, the section relating to your interests and preferences in your personal area, if completed, and through Apps that may be developed by us or by third parties (for more information, please see the relevant privacy policies).

Legal basis: legitimate interest of Calzedonia S.p.A. to analyse - in pseudonymised form (therefore without information directly attributable to individual customers) - customer data to obtain strategic information relating to customer purchasing behaviour, the ways in which customers interact with the company through the various communication channels and the effectiveness of commercial and promotional initiatives, in order to be able to compete with the main operators in the sector.

Retention period: the data relating to your purchases will be kept - in pseudonymised form - for a period of five years. The other personal data will be kept - in pseudonymised form - for a period of two years.

Purchase of products in shop with shipping at home or in shop (only if the service is active in your Country)

Purpose: if the product you want is not available, you can order it in our stores and receive it at home or at your favourite Calzedonia shop. We will then collect your personal data for the fulfilment of your purchase order and for carrying out the related activities (sending the goods, invoicing, payment management, shipment tracking, delivery of the goods, possible activation of the return and refund process of the order, return management, etc.).

Processed data: personal and contact data (name, surname, shipping address, email address, telephone number), information relating to the product purchased (e.g. size). If you wish to return the purchased products, to proceed with the refund of the price paid, we will ask you to communicate your IBAN code.

Legal basis: execution of the sale contract.

Retention period: time necessary to fulfil the contractual and regulatory obligations regarding the purchase and sale of products (e.g. tax legislation).

Joint Controller: Calzedonia S.p.A. and Calzedonia USA Inc. with registered legal office in Funaro & Co. Empire State Building, 350 Fifth Avenue, 41st Floor, New York, NY 10118; furthermore - if you have made a purchase at a Calzedonia store managed by a franchising company (i.e. a company with which there is a commercial franchising relationship) - this company, together with Calzedonia S.p.A and Calzedonia USA Inc., is the Joint Data Controller (they jointly define the purposes and means for processing the personal data collected). To exercise your rights in relation to this specific purpose, you can contact all the Joint Controllers by writing to privacy@oniverse.it

Personalized assisted sale (reserved to Loyalty Program members)

Purpose: provide a personalized assisted sales service dedicated to members of the Loyalty Program who will be able to take advantage of the help and advice of our sales assistants.

Processed data: information (e.g. size, colour, model) relating to purchases made by you in the previous 24 months.

Legal basis: legitimate interest in providing the best assistance service to customers enrolled in the Loyalty Program at the stores, in line with their needs.

Retention period: 24 months from the collection.

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E – receipt sending (only if the service is active in your Country)

Purpose: sending by e-mail of the receipt relating to a purchase made at a Calzedonia store.

Processed data: e-mail address.

Legal basis:

- fulfilment of regulatory obligations in tax matters;
- fulfilment of contractual obligations;

Retention period: 10 days after the issue of the receipt.

Data Controller: Calzedonia S.p.A and Calzedonia USA Inc. with registered legal office in Funaro & Co. Empire State Building, 350 Fifth Avenue, 41st Floor, New York, NY 10118; furthermore - if you have made a purchase at a Calzedonia store managed by a franchising company (i.e. a company with which there is a commercial franchising relationship) - this company, together with Calzedonia S.p.A and Calzedonia USA Inc., is the Joint Data Controller (they jointly define the purposes and means for processing the personal data collected). To exercise your rights in relation to this specific purpose, you can contact all the Joint Controllers by writing to privacy@oniverse.it

Product availability information (only if the service is active in your Country)

Purpose: sending of a back in stock notice to the e – mail address indicated by you regarding the new availability of a product (so called back in stock).

Processed data: e – mail address

Legal basis: execution of pre-contractual measures adopted following your request

Retention period: your e-mail address will be deleted immediately after informing you of the new availability of the product you requested and, in any case, no later than one month from the request.

Product Reviews (only if the service is active in your Country)

Purpose: to collect the rating and review of customers from the products they have purchased.

Data processed: your e-mail address, your name and surname, the products you have purchased, the rating and the product review you have shared; on our website, your review will only contain your name and the initial of your surname.

Legal bases: your consent, which you can revoke at any time by writing to privacy@oniverse.it .

Retention period: the review will be visible on the page of the product you purchased until it is available, after which you can continue to view your reviews exclusively in your reserved area. You can request the deletion of your review at any time by writing to privacy@oniverse.it .

Subscription to SMS Channel

Purpose: receive SMS regarding promotions, events, surveys and news about the service and product of Calzedonia brand (by writing "CALZEDONIA" to the number 49683).

Processed data: telephone number

Legal basis: your consent that you express by making the OPT IN, you can stop receiving such communications at any time by writing "END" to the number 49683 or by contacting customer service.

Retention period: until you revoke your consent.

Receive OTP via SMS

Purpose: receive SMS containing OTP to finalize the reserved area registration procedure..

Processed data: telephone number

Legal basis your consent that you express by flagging the specific box in the registration form. You can stop receiving any communications by writing "STOP" to the number 18333410033 or visit [Terms and Conditions for OTP](#) for further information.

Retention period: until you revoke your consent.

WHAT ARE THE METHODS WE USE TO PROCESS YOUR DATA?

We process your Data using IT and telematic tools and supports, in compliance with the provisions of the law to ensure security and confidentiality, as well as the accuracy, updating and relevance of the data with respect to the stated purposes. Help us ensure that your Data is always accurate by communicating the updates to privacy@oniverse.it.

TO WHOM DO WE COMMUNICATE YOUR DATA?

To achieve the purposes for which we use your data, we need to communicate them to these categories of subjects:

- Calzedonia S.p.A. and Calzedonia USA Inc. staff, in charge with the management of our website and the services that are available online and at our stores;
- Calzedonia S.p.A. and Calzedonia USA Inc. suppliers (e.g. service providers and IT platforms, consultants): these subjects use your data as data processors, appointed by Calzedonia S.p.A., through the signing of a specific contract;
- Commercial franchising companies staff for the following processing activities: "Loyalty Program", "Personalized assisted sale", "Purchase of products in shop with shipping at home or in shop" and "E – receipt sending"
- Credit institutions, companies that carry out shipping and transport services, insurance companies: these subjects act as independent Data Controllers and their involvement is necessary to carry out necessary operations related to the use of our services (e.g. making payments; deliver the purchased goods).

COOKIE

We use cookies in some areas of the site. We ask you to read our [Cookie Policy](#), to be consulted together with this information.

SOCIAL NETWORK

On our website you can also find social buttons/widgets, depicting the icons of social networks (e.g., Facebook, Google and X) and interactive social walls (that show pictures coming from social networks). These "buttons" allow users who are browsing the website to interact directly with the social network which collects data relating to your visit.

In some areas of the website, you may also find the so-called social login, that allows you to login your reserved area through the social network account. When you use the social login, you accept the terms and conditions and the privacy policy of the social network itself.

DO WE TRANSFER YOUR PERSONAL DATA OUTSIDE EU?

The personal data collected may be transferred outside the European Union. In this case, the transfer will take place in compliance with the provisions of EU Regulation 2016/679 ("GDPR") (in particular, the data will be transferred only after signing the Standard Contractual Clauses approved by the EU Commission with decision 2021/914 / EU or to countries able to guarantee an adequate level of protection of personal data and therefore recipients of an Adequacy Decision adopted by the EU Commission).

HAS A DATA PROTECTION OFFICER ("DPO") BEEN APPOINTED?

Calzedonia S.p.A. has appointed a Personal Data Protection Officer, in charge of supervising compliance with the legislation for the protection of personal data and acting as a contact point for the requests of the subjects to whom the personal data refer, who can be contacted by writing to e-mail address dpo@oniverse.it.

WHAT ARE THE RIGHTS THAT YOU MAY EXERCISE AS DATA SUBJECT?

You can exercise the rights that you have over your personal data by writing to privacy@oniverse.it. We undertake to respond to your request as soon as possible and in any case no later than thirty days from receipt of your report. In some cases, we will ask you further information if, in connection with your request, it becomes necessary to verify your identity.

In particular, you can exercise the following rights:

- **Right of access**, i.e., the right to know if a processing of personal data concerning you is in progress and, if confirmed, to obtain a copy of such data and be informed about the origin of the data, the categories of personal data processed, the recipients of the data, the purposes of the processing, the existence of an automated decision-making process (including profiling), the data retention period, the rights provided for by the applicable law;
- **Right to request the correction or integration of your data**;
- **Right to request the deletion of personal data** if such data are no longer necessary for the purposes for which they were collected, or if we are no longer authorized to process them;
- **Right to obtain the limitation** of the processing of personal data in the following cases: *i)* you have contested the accuracy of the personal data. You can request a processing limitation for the period necessary to verify the accuracy of the data; *ii)* we are no longer authorized to process the data, and instead of deleting them, you can ask us to limit their use; *iii)* if the personal data in our possession, despite being no longer necessary for the purposes for which they were collected, are necessary for you to ascertain, exercise or defend a right in court;

- **Right to data portability**, i.e., the right to receive personal data concerning you in a structured format, commonly used and readable by an automatic device, as well as the right to request for such data to be transmitted to another Data Controller;
- **Right to revoke the consent**, for the processing based on it;
- **Right to oppose** at any moment to the processing of personal data based on our legitimate interest.

You also have **the right to lodge a complaint** with the competent data protection supervisory authority if you believe that the processing of your data conflicts with the provisions of the applicable laws.

In particular, if you are a Californian resident, under the CCPA, you have the right to request the deletion of personal information that we have collected from you. Once we receive and confirm your verifiable consumer request to delete, we will delete (and communicate to our service providers to delete) your personal information from our records, unless an exception applies (e.g. retaining the information necessary for us or our service provider(s) in order to complete the transaction for which we collected the personal information, providing a good or service that you requested, complying with a legal obligation etc.). With reference to the right to access/to know and the right of erasure/to delete, you may submit your requests, free of charge, by writing to privacy@oniverse.it. We will need to verify your identity before processing your request, which may require us to request additional personal information from you or require you to log into your account. We will only use personal information provided in connection with a consumer rights request to review and comply with the request. Once submitted the request, you will receive an e-mail as soon as feasibly possible, but no later than 10 business days, confirming that we have received your request and providing information about how we will process your request. We will respond to your request to access/to know or erasure/delete within 30 days (as required by GDPR) from the day we receive the request even if, in case of Californian consumers, the CCPA sets a longer period of 45 days. Any disclosure in response to a request to access/to know will cover the entire period from the date of your registration to the website (as required by GDPR) even if, in case of Californian consumers, the CCPA sets that disclosure of personal information must cover the 12-months preceding the business' receipt of the request to know. In certain circumstances, we may decline a request to access/to know and/or erasure/delete, particularly where we are unable to verify your identity.

If you are a Californian resident, under the CCPA, you may institute a civil action for statutory damages on an individual or class-wide basis (providing Calzedonia with 30 days' written notice identifying the specific provisions violated) in the following cases: nonencrypted and nonredacted information subject to unauthorized access and exfiltration, theft or disclosure as a result of a business's lack of implementation of reasonable security procedures and practices.

If Calzedonia within 30 days cures the noticed violation and provides the consumer an express written statement that the violations have been cured and that no further violations occur, no action for individual statutory damages or class-wide statutory damages may be initiated against Calzedonia.

If you are a Californian resident, under CCPA, also the following rights will be applied:

- **Right to Opt-Out of Personal Information Sale**

Currently, we do not sell personal information, except in the case of profiling cookies.

To learn more about profiling cookies, how to manage the use of such cookies and how to disable them, please visit our Cookie Policy.

- **Right to Non-Discrimination**

You have the right not to receive discriminatory treatment, in terms of price or services that we offer, for exercising any of the rights described above.

However, please note that if the exercise of the rights described above limits our ability to process personal information (such as in the case of a deletion request), we may no longer be able to provide you with our products or services or engage with you in the same manner.

- **Financial Incentives**

You have the right to be notified of any financial incentives offers and their “material terms” (terms and conditions), the right to opt-out of such incentives at any time, and to not be included in such incentives without your prior informed opt-in consent.

We do not offer any incentives at this time.

Authorized Agent

In certain circumstances, you are allowed to use an authorized agent to submit the above requests on your behalf by writing to privacy@oniverse.it. If you choose to submit a request through an authorized agent, we will require proof that the authorized agent has your written permission to submit a request on your behalf and, if necessary, we may require you to verify your identity with us. If the agent cannot provide your signed permission, we may deny the request.

We reserve the right to periodically update the content of this page.

We therefore invite you to consult this privacy notice regularly to stay up to date with any changes that may have occurred since your last consultation.

Last update: December 2024