

PRIVACY POLICY

Welcome on Calzedonia!

This privacy notice describes the personal data we collect when you browse this website or when you visit a “Calzedonia” shop. It also lists the purposes of processing and the rights you are entitled to as data subject. Click on each paragraph of this privacy notice: you will obtain important information about your personal data.

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.

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

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: to allow web browsing; to carry out aggregate statistical analysis aimed at measuring the correct functioning of this website and, in the event of computer crimes, to ascertain any responsibility.

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.

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: Data will be retained for the time necessary to manage user's request and for the next 10 years for defence purposes in the event of any claims or disputes. recordings of phone calls will be kept for a period not exceeding 93 days

Participation in satisfaction survey

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.

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 brands of Oniverse (Calzedonia, Intimissimi, IUMAN Intimissimi Uomo, Atelier Emé, Tezenis, Falconeri and Signorvino).

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

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 brands of Oniverse (Calzedonia, Intimissimi, IUMAN Intimissimi Uomo, 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.

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 S.p.A. 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 5 years. The other personal data will be kept - in pseudonymised form - for a period of 2 years.

Legal Defence

Purpose: to protect the Data Controller's rights and enable the defence of such rights in the event of a judicial or extrajudicial dispute.

Data processed: your assistance requests sent to our customer service

Legal basis: legitimate interest in the defence of the Data Controller's rights in and out of court

Storage period: 10 years from the completion of the assistance request; if an out-of-court dispute is initiated, the data will be stored until the dispute is concluded; if, on the other hand, a court dispute is initiated, the data will be stored until the decision became final

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. staff, in charge with the management of our website and the services that are available online and at our stores;

- Calzedonia S.p.A. 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;
- 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.

DO WE TRANSFER YOUR PERSONAL DATA?

The personal data collected may be transferred outside of your Country, in particular within the European Union, and in some cases also to other countries around the world, in particular the United Kingdom and the United States (e.g. in connection with cookies, social media plug-ins and other software applications from third-party providers). In any case, the transfer will take place in compliance with local legislation (if any) and EU Regulation 2016/679 ('GDPR') (in particular, the data will only be transferred after signing the Standard Contractual Clauses approved by the EU Commission by 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.

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: July 2025