

## PRIVACY POLICY

### **THIS POLICY DESCRIBES HOW WE TREAT CUSTOMER INFORMATION.**

Effective Date: May 20, 2013. Last Updated: March 22, 2024.

This Privacy Policy ("Policy") describes what personal information Louis Vuitton Canada, Inc. ("Louis Vuitton") collects on its websites, mobile applications, stores, and other locations where the Policy is located or referenced (the "Platform"), and how we treat such information.

This Policy, along with our Terms of Use, which are incorporated by reference, constitute a legally binding agreement between you and Louis Vuitton that conditions your interaction with the Platform, where and as permitted by applicable law. Please read this Privacy Policy carefully before using the Platform or submitting Personal Information to us. By accessing or using our Platform or otherwise communicating with us via telephone, email or otherwise, you acknowledge that you have reviewed and understand this Policy.

### **WE COLLECT PERSONAL INFORMATION FROM AND ABOUT YOU.**

We collect information when you interact with our Platform, for example, (1) when you visit and use our website, (2) when you email us or submit forms online, (3) when you call, text, message us via live chat, use our chatbot (LV's Virtual Assistant) or visit us, or (4) when we are otherwise in communication with, or providing products or services to you.

Certain of the information we collect may be "Personal Information," by which we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a natural person, device, or household, such as a name, postal address, e-mail address, telephone number, and/or payment information. Other information directly associated with Personal Information also may be considered Personal Information. Information that is aggregated, de-identified, or anonymized is not considered Personal Information.

The Personal Information we collect or receive varies depending on how you interact with us.

#### **We collect contact information.**

This may include your name, address, telephone number or e-mail address. For example, we might collect this Personal Information if you sign up for an online account or participate in an event. We might also collect contact information if you fill out a customer information card.

#### **We collect account information.**

We collect information in order to provide you with an account, including email address and password, in addition to name and contact information.

#### **We collect payment information.**

For example, we may collect your credit card number, billing and shipping address when you buy merchandise. We collect Personal Information you submit or post, or when you contact us. We may collect Personal Information you post in a public space on our Platform, such as when you

leave a product review. We may also collect Personal Information when you send us a message through the “Contact” page, use a “wish list,” use live chat, utilize the online appointment service, use similar entry points on our Platform, or when you enter a promotion. We may also collect audio recordings, and other information when you contact us.

**We collect social media information.**

We may collect Personal Information you post on our social media pages. We may also collect your social media profile information and information posted on your page.

**We collect demographic information.**

We may collect your birthdate, age, gender and zip or postal code. We may also collect information that could identify you and relates to your hobbies, interests or shopping behavior.

**We collect Personal Information about your purchases.**

We may collect Personal Information about the purchases you make online or in stores. This could include the products you purchased and their prices. We also collect information about the services you have purchased.

**We collect device information.**

For example, we may collect the type of device you use to access our Platform. We may also collect your device identifier, IP address or mobile operating system.

**We collect product and Platform usage information.**

If you use our connected products (i.e., products that are connected to the internet in order to transmit data or be controlled remotely; such as our Tambour Horizon Connected Watch) (“Connected Products”), we may collect information regarding your use of such products (such as which feature on your product you use the most), as well as geolocation information if necessary to provide you the service you requested.

We also collect information about when and how people visit and interact with our websites, including what pages they accessed, and their interaction with the website features, such as chat and videos. We also receive information to help detect and prevent consumer fraud, including but not limited to browser and keyboard language settings, whether data is automatically filled or manually entered, whether data is manually or copy pasted, and proxy detection. We and/or our partners may use tools described herein to collect some of this information.

**We collect location information.**

For example, we may collect precise location information from your device. This may include information about your exact location when you use our Platform. We may also collect this Personal Information in the background when our mobile applications are not in use. For more information about your options related to the collection of your location information, see the Choices section below.

**We collect video surveillance footage in our stores.**

We use video surveillance in our stores in order to detect and address security and safety incidents, shoplifting, other potentially illegal activities, and adequate staffing. If you enter our store, your images may be collected for these purposes.

**We collect other Personal Information.**

If you use our website, we may collect information about the browser you're using. We might look at what site you came from, or what site you visit when you leave us. We might look at how often you use the app and where you downloaded it. We might also review information regarding your interactions with our communications, such as email and chat. We may also collect information such as survey responses when you are responding to a survey, or other information that you provide to us.

**WE COLLECT PERSONAL INFORMATION IN DIFFERENT WAYS.**

**We collect Personal Information directly from you.**

For example, if you create an account or make a purchase on our Platform, we collect your Personal Information. We also collect Personal Information when you fill out a customer information card in one of our stores. We may also collect your Personal Information if you sign up for promotional emails, contact us, or interact with our social media sites.

**We collect Personal Information from you passively.**

We collect Personal Information about users over time and across different websites, apps and devices when you use the Platform. Our vendors and partners may also collect Personal Information this way on our Platform. For example, this may include when you install and use our mobile app or visit and navigate our Platform on any device. This may also include when you enable location-based features on our Platform or click on sponsored links or third-party advertisements. These may include cookies, web beacons, flash cookies, and other tracking technologies. Cookies are small files that download when you access certain websites. To learn more, visit [here](#).

We use these tools for a variety of reasons:

- To recognize new or past users.
- To store your password if you have registered on our Platform.
- To improve our Platform, products, or services.
- To serve you with interest-based or targeted advertising (see below for more on interest-based advertising).
- To observe your behaviors and browsing activities over time across multiple devices or other platforms.
- To better understand the interests of our Platform visitors.

Similarly, we may collect your phone number, when you call us.

**We may collect Personal Information from third parties.**

We may collect Personal Information from third parties (such as fraud detection and prevention service providers) or from public sources (such as government watch lists) to meet legal and regulatory requirements and for fraud detection and prevention purposes.

**We combine Personal Information.**

For example, we may combine Personal Information that we collect offline with Personal Information we collect through our website. We may also combine Personal Information we collect about you from the different devices you use to access our Platform. We may also combine Personal Information we get from third parties with Personal Information we already have about you.

**WE USE PERSONAL INFORMATION AS WE DESCRIBE.**

**We use information to provide LV products and services.**

We use Personal Information to provide our Platform, products, features, and services to our users and customers. This may include using Personal Information for customer support, to manage our relationship with you, to provide you recommendations and personalize your experience, to fulfill your orders and requests, to offer you concierge services, and to manage and provide our websites.

**We use Personal Information to improve our understanding of your interests and concerns, and improve our Platform, products, and services.**

We may use your Personal Information to make our Platform, products, and services better. We may use your Personal Information to customize your experience with us and to tailor our marketing activities to fit your needs and interests.

**We use Personal Information to process your order and respond to your requests or questions.**

For example, we use your Personal Information to process your order and ship items. Or, we may use your Personal Information to send you information you request. In addition, we may use your Personal Information to provide you with our Connected Product services.

**We use Personal Information for security and legal purposes.**

We may use Personal Information to protect our company, our customers, our associates, and our Platform. For instance, we use Personal Information to prevent and protect against consumer fraud, including through proxy, spoofing, and copy/paste detection. We also use Personal Information to collect and enforce accounts.

**We use Personal Information for marketing purposes.**

For example, we may use your Personal Information to contact you about new products and special offers we think you'll find valuable, or to subscribe you to the newsletter at your request. These might be third party offers or products we think you might find interesting. We and our partners may engage in interest-based advertising using Personal Information gathered across multiple websites, devices, or other platforms. We may call you, or send you emails or text messages. We may also use other means as they are developed.

**We use Personal Information to send push notifications.**

If you use our mobile applications, we may send you push notifications about new products or special offers.

**We use Personal Information to administer or communicate with you about your account or our relationship.**

We may contact you about changes to our Platform or about service updates. We may also contact you about feedback or about this Policy or our Platform Terms.

**We use Personal Information for other purposes.**

For example, we use Personal Information to maintain transaction and other business records. We will do this for as long as we deem necessary. We also use Personal Information for internal purposes. This includes administrative and audit purposes. We also use Personal Information to meet legal, insurance and processing requirements. We will also use Personal Information as otherwise allowed by law, including if we have notified you. In some circumstances, we may seek your permission, for example, if we are legally required to do so.

**We retain your Personal Information only as long as is necessary to fulfil the purposes for which it was collected.**

Louis Vuitton only retains Personal Information as long as is necessary to fulfil the purpose for which it was collected including for the purposes of satisfying any legal, accounting, or reporting requirements and, where required for us to assert or defend against legal claims, until the end of the relevant retention period or until the claims in question have been settled. As this purpose varies depending upon the Personal Information involved, we invite you to contact our CPO at the coordinates provided below for any inquiries pertaining specifically to you.

Upon expiry of the applicable retention period, we will securely destroy your Personal Information in accordance with applicable laws, regulations, and any internal document retention policy.

**WE MAY SHARE PERSONAL INFORMATION WITH THIRD PARTIES.**

**We will share Personal Information with third parties who perform services on our behalf.**

For example, we share Personal Information with service providers who send emails for us. We may also share Personal Information with service providers that help us operate our Platform or run promotions. This may include third parties who assist with payment processing, shipping, fraud detection and prevention, marketing and analytics, customer service, data hosting and processing or for storage purposes.

**We may share your Personal Information with our parent and affiliated companies.**

For example, we may share Personal Information for reasons including internal audit, management, billing or administrative purposes and to provide you with the same level of services around the world. This includes future subsidiaries or affiliates.

**We may share Personal Information with our business partners, including for marketing and analytics.**

For example, we will share Personal Information with third parties who jointly sponsor an event or promotion with us. We may also share information with third-party marketing and advertising partners to understand how our Platform is used, and to serve you advertising based on your interests. Our third-party partners may receive information about your use of our Platform by placing cookies, as described above. Personal Information disclosed to third parties for these purposes includes basic identification information, device information and other unique identifiers, your activity on our website such as pages viewed and certain interactions with our chat functions and videos, and commercial data. You have choices and rights regarding your Personal Information as described below.

**We may share your Personal Information with any successor to all or part of our business.**

This includes if we are merged or all or part of our business or assets are transferred, assigned or sold. Your Personal Information will be disclosed to our successor or assign in these circumstances who can use and disclose your Personal Information for substantially the same purpose as set out in this Policy.

**We will disclose your Personal Information if we think we have to in order to comply with the law or to protect ourselves.**

This includes compliance with laws outside of Canada that might apply to us, our service providers or our parent, subsidiaries or affiliates. For example, we will share your Personal Information to respond to a court order or subpoena. We may share it if a government agency or investigatory body requests. We might share your Personal Information when we are investigating potential fraud.

This might include fraud we think has happened during a sweepstakes or promotion.

**We do not and will not sell your Personal Information to third parties.**

We may share your Personal Information to third parties as disclosed in this Privacy Policy, but we do not, and will not sell your Personal Information to third parties.

**We may share your Personal Information for other reasons we may describe to you, or at your request.**

When sharing Personal Information with third parties, we generally require and expect that they only use or disclose your Personal Information as necessary to effectuate the purpose and uses described.

All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

## **ACCURACY**

**We do our best to make sure your Personal Information is accurate.**

Louis Vuitton uses reasonable efforts to ensure that your Personal Information is kept as accurate, complete, and up to date as possible. We do not routinely update your Personal Information, unless such an update is necessary. To help us maintain and ensure that your Personal Information is accurate and up to date, we invite you to inform us, without delay, of any change in the Personal Information you provide to us by contacting our CPO at the coordinates provided below.

## **YOU HAVE CHOICES AND RIGHTS REGARDING YOUR PERSONAL INFORMATION.**

You have certain choices about how we use your Personal Information. Certain choices you make are browser and device specific.

### **Marketing Communications:**

You can opt out of receiving our marketing communications. You can opt-out of receiving our promotional emails or text messages by following the instructions included with the communication. Note that you will still receive transactional messages from us, including information about your account and responses to your inquiries.

### **Cookies and Tracking Tools:**

*You can control certain tracking tools.*

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. These pages also explain how you can manage and delete cookies.

To control flash cookies, which we may use on our Platform from time to time, you can go [here](#); flash cookies cannot be controlled through your browser settings.

*Our Do Not Track Policy:* Some browsers have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our Platform may not work. If you block or reject cookies, not all of the tracking described here will stop.

Certain options you select are both browser and device specific.

*You can opt-out of online behavioral advertising.*

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, click [here](#).

The Digital Advertising Alliance also offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise choices for the companies participating in this tool, download the AppChoices app [here](#).

Certain choices you make are both browser and device-specific.

### **Mobile Application and Location Based Services:**

- If you have previously opted into the collection and use of location-based information through our mobile applications, you may opt-out by adjusting the settings on your mobile device.
- You may completely opt-out of all location-based information collection by us if you uninstall all of our mobile apps from your devices.

### **Access**

You have the right to request whether we hold Personal Information on you and to request a copy of such information. To do so, please contact our CPO at the coordinates provided below. Please note, however, that there are exceptions to this right, so that access may be denied if, for example, making the information available to you would reveal Personal Information about another person, or if we are legally prevented from disclosing such information.

### **Accuracy**

We aim to keep your Personal Information accurate, current, and complete. We encourage you to contact our CPO at the coordinates provided below to inform us know if any Personal Information in our possession is inaccurate or changes, so that we can update it accordingly.

### **Complaints**

If you believe that your Personal Information protection rights may have been violated, you have the right to lodge a complaint with the appropriate privacy commission or to seek a remedy through the courts.

### **Consent withdrawal**

If you have provided your consent to the collection, use, or disclosure of your Personal Information by us, you have the right to fully or partly withdraw your consent. To withdraw your consent please either follow the opt-out links on any marketing message sent to you or contact our CPO at the coordinates provided below. Once we receive notification that you have withdrawn your consent, we will no longer process your information for the purpose(s) to which you originally consented unless there is another legal ground for the processing.

### **We do our best to make sure your Personal Information is accurate.**

Louis Vuitton uses reasonable efforts to ensure that your Personal Information is kept as accurate, complete, and up to date as possible. We do not routinely update your Personal Information, unless such an update is necessary. To help us maintain and ensure that your Personal Information is accurate and up to date, we invite you to inform us, without delay, of any change in the Personal Information you provide to us by contacting our CPO at the coordinates provided below.

### **SECURITY.**

#### **We use standard security measures.**

The Internet and information storage are not 100% secure. We cannot guarantee that any of your Personal Information stored or sent to us will be completely safe. We encourage you to use caution. We use reasonable procedures and practices to safeguard Personal Information under our control. A username and a password are needed to access certain areas of our Platform. It is your responsibility to protect your username and password.

To the maximum extent allowed by applicable law, you agree and acknowledge that Louis Vuitton will not be liable or responsible if any information about you is intercepted, accessed, and/or used by an unintended recipient. If you have reason to believe that the security of your communications or Personal Information has been compromised, please notify us immediately using the contact information below.



**WE MAY LINK TO THIRD PARTY SITES OR SERVICES WE DO NOT CONTROL.**

**You may be able to access certain third-party sites from our sites or apps.**

For example, this may include social media sites. This policy does not apply to those third-party sites. We strongly advise you to check the privacy policies of all third-party sites you visit to find out how they are treating your Personal Information. We are not responsible for these third parties' practices.

**WE STORE INFORMATION OUTSIDE OF CANADA.**

Personal Information we or our service providers (including our affiliated companies acting in this capacity) maintain may be stored, processed or accessed outside of Canada including in the United States. You understand and agree that we may transfer your Personal Information to the United States or elsewhere and that the laws of these countries may not afford the same level of protection as those in Canada. This Platform is subject to US law. In the US, local laws may permit government and law enforcement to have access to your information.

**WE MAY UPDATE THIS PRIVACY POLICY.**

From time to time we may change our privacy practices.

We will notify you of any material changes, or otherwise as required by law. We will post an updated copy on our Platform, with a "Last Updated" date at the top of this document. Please check this page for updates.

**FEEL FREE TO CONTACT US IF YOU HAVE MORE QUESTIONS.**

Personal Information files will be maintained on our servers or those of our service providers and will be accessible to authorized employees and agents who require access for the purposes described in this Privacy Policy. To request access to or correction of your Personal Information, or to ask us any questions, you may write to us at:

Louis Vuitton Canada, Inc.  
c/o Louis Vuitton North America, Inc.  
Canada Privacy Officer  
1 East 57th Street  
New York, NY 10022

You can also contact the CPO if you have other questions about how we use your information. For questions not related to access or correction, you can call us at +1.866.VUITTON.