

Statement on processing of personal data

Geox S.p.A., as Data Controller, and Geox Retail S.r.l., as Data co-Controller, exclusively limited to the loyalty purpose indicated in the number 1 that follows (hereinafter collectively referred to as “Geox”) hereby inform you that they will process the data you have provided in compliance with the current statutory regulations and with the standards indicated below.

Data processing purposes and methods

Any personal data that you provide will be collected and processed by Geox in accordance with the consent given, whether in written form or by electronic means, for the following purposes:

- 1) to allow you to **join the loyalty program “Benefeet”** – operative (i) in the stores taking part to the program (you can consult the list the shops either on the website www.geox.com or in the program’s informative brochure) and (ii) on the website www.geox.com. – and access to prizes, discounts, promotions and specific initiatives, assigned consequently to the amounts of your purchases. In order to enable the verification and manage of your membership “Benefeet”, you will have at your disposal on the website www.geox.com a reserved area that will allow you to access to specific services, including personal data updating, monitoring points gained with your purchases, checking your purchases, bonus points, etc.
- 2) to contact you **by sending out generic advertising/promotional material** relating to Geox’s products, dedicated initiatives, services and/or offers (by post, e-mail, SMS, MMS, postings, messages or communication of initiatives through Social Networks, etc.);
- 3) to improve our commercial offers, thanks to (i) the **knowledge gathered from** you, and the information you have provided us with about your family members; (ii) **your purchasing preferences**: when giving your name and membership details at the sales counter, purchases can be linked to your name and analyzed; this process enables us to understand your purchasing habits and adjust our commercial offers accordingly;
- 4) to contact you by **sending out personalized advertising/promotional material**, or specifically prepared material based on the knowledge of you and your preferences (by post, fax, e-mail, SMS, MMS, postings, messages or communications of initiatives through Social Networks, etc.);
- 5) to contact you – also by means of telephone interviews or email – for **market surveys** and to **evaluate your level of satisfaction** regarding the quality of the products and services offered to you by Geox.

Please provide all data marked as “required”, thus enabling us to send you advertising/promotional material; failure to supply such data or should the data provided result to be incorrect means Geox shall not be in a position to comply with your requests.

The failure to fill in the “optional” fields will simply prevent Geox from, entirely or in part, pursuing the activities indicated in points 2, 3, 4 and 5.

To process data for the purposes indicated in points 2, 3, 4 and 5 above, we require your explicit consent. You are entitled to give or to refuse such consent and may withdraw your consent at any time, as set out below.

Communication and dissemination of personal data

Your Personal data will not be disclosed other than to the persons named in this paragraph for the purposes mentioned above. In order to allow us to pursue the abovementioned purposes, data may be accessed by persons in charge of the processing of the Marketing Department as well as by external Data Processors such as: (i) companies appointed by Geox for the analysis of your purchases, the creation of promotions and/or commercial communications, and market surveys; (ii) companies entrusted with the despatch of promotional/

advertising material for the purposes indicated in point 1 and point 3 (the latter will be limited to the data required for despatch purposes only); (iii) Geox franchisees (i.e. companies managing our stores); (iv) companies appointed for managing and maintaining our computer archives. For the latter, data may be temporarily transferred abroad, but only where we can ensure an adequate degree of protection for your personal data. The appointed external Data Processors are listed in our website www.geox.com ("Benefeet" area).

The Rights of the data subject

You are entitled at any time to request Geox S.p.A., Via Feltrina Centro n. 16, 31044 Montebelluna (TV), Italy – Marketing Department, tel. +39-0423-2822, fax +39-0423-282125, e-mail privacy@geox.com, to exercise your statutory rights including the right:

- 1)** to obtain confirmation as to whether or not personal data concerning you exists and to receive a copy of such data;
- 2)** be informed: a) of the source of the personal data; b) of the purposes and methods of the processing; c) of means applied to the processing; d) of the identity of data controller and data processors; e) of the entities or categories of entity to whom or which the personal data may be communicated and who or which may get to know said data in their capacity as data processor(s) or person(s) in charge of the processing.
- 3)** for the data to be: a) updated, corrected or integrated; b) deleted, anonymized or blocked if it has been processed unlawfully, including data whose retention is unnecessary for the purposes for which they have been collected or subsequently processed; c) subjected to the actions set out in a) and b) by persons to whom the data has been disclosed, unless this is impossible or manifestly disproportionate to the right in question
- 4)** to withdraw your consent to our processing of your personal data for some or all of the purposes set out above. If you do so we will stop processing your data, however, we may retain the data for our records, where necessary. If you withdraw your consent to our contacting you with adverts, promotional materials [or market research questions], we will no longer contact you for these purposes. Please note that you can choose withdraw your consent to being contacted by certain means (e.g. email, sms, mms, Social Networks, etc) but still agree to be contacted by others (e.g. post or telephone).

Data Controller and Data Processor

The data controllers, each one on the framework of their aims, are Geox S.p.A. and Geox Retail S.r.l., both with registered offices in Via Feltrina Centro n.16, 31044, Montebelluna (TV), Italy.

The person appointed as an internal Data Processor at Geox S.p.A. is the pro tempore Head of Geox Security and Services Department, whose identity, together with an updated list of other Data Processors, can be obtained upon request to the addresses mentioned above.

Geox Retail S.r.l. has nominated Geox S.p.A. such as external data processor for the data processing during execution of fidelity purposes (purpose 1).

Changes to our Privacy Statement

Our Privacy Statement may change from time to time. We will not change the purposes for which we use your data without your express consent, or reduce your rights without your consent. We will provide you (by post, email, or other medium through which you have agreed to be contacted) with notice of changes to this Privacy Policy and, if the changes are significant, ask for your express consent.

Geox S.p.A.
Geox Retail S.r.l.

All consents are optional and not mandatory

I declare that I have read the statement on the processing of personal data and I duly authorize the processing of the personal data provided, relating to myself or as parent or guardian to any children whose personal data I have provided, for the purposes of:

1) Generic marketing: shipping of generic advertising/promotional material relating to products, dedicated initiatives, services and/or offers proposed by Geox (by post, e-mail, SMS, MMS, postings, messages or communication of initiatives on Social Networks, etc.)

YES

NO

2) Profiling: knowledge of customers and analysis of their purchasing preferences for the improvement of your commercial offers

YES

NO

3) Personalized marketing: sending out specially targeted advertising/promotional material, based on knowledge of the customers and of their relative purchase preferences (by post, e-mail, SMS, MMS, postings, messages or communication of initiatives on Social Networks, etc.); (answer only if you have answered YES to question n° 2)

YES

NO

4) Market surveys: conducting market surveys and verifying my level of satisfaction with Geox's products and services

YES

NO