

PRIVACY POLICY

1. PRIVACY

The Chanel companies worldwide (“CHANEL”, “we” or “us”) recognize the importance of safeguarding the privacy of all consumers (“you” or “user”) who visit the websites which CHANEL hosts or sponsors.

We also believe that it is of critical importance to inform you about how we will collect and use your personal information, and to give you choices to decide how this information will be used.

For these reasons, we encourage you to read this Privacy Policy carefully.

This Privacy Policy is directed at and applicable to individuals who visit CHANEL websites targeted at consumers in the People’s Republic of China, including those portions of the CHANEL website accessible by going to www.chanel.com and selecting “Simplified Chinese (China) from “Asia-Pacific”, and individuals who apply for any employment with us through our corresponding career application system. Such accessible websites from the domain names of chanel.cn and chanel.com.cn, third party web platforms, mobile applications, social applications, career application system (via our official website or WeChat recruitment platform), etc. are collectively referred as the “Sites”.

This Privacy Policy applies only to information collected by us via the Sites and does not extend to any other website, including other Chanel language-specific or country-specific pages intended for users outside the People’s Republic of China. Personal information collected over the Sites goes directly to and is stored in the servers hosted within and outside the People’s Republic of China. Thus, we may transfer your personal information to other countries/regions for the purpose stated below.

If you visit the web pages intended for the consumers in the People’s Republic of China from outside the People’s Republic of China, the laws of the People’s Republic of China and the laws of the other countries/regions to which information is transferred may not be subject to an information protection regime as rigorous as the country/region you belong to.

The laws of the People’s Republic of China shall apply to the Personal Information (as defined below in Section 2.a.) collected through the Sites.

2. COLLECTION AND USE OF INFORMATION

A. Information you provide to us

While users can browse Sites in an anonymous manner, we collect identifiable personal information (“**Personal Information**”) about Sites users when they voluntarily register or otherwise sign up with the Sites, contact us via the Sites, or voluntarily provide Personal Information to make purchases from the Sites, as applicable. We will collect and use your following Personal Information out of the purposes below as stated in this Privacy Policy:

(I) Necessary information needed for services we provide to you

When browsing Sites and choosing to register, you are requested by us to provide the following Personal Information. Such information is necessary to fully perform the contract between you and us and to make us comply with our legal obligations. Without such information, we may not provide all the services you request.

- When you register an account, we request you to provide email address, phone number, gender, and name;
- When you choose to subscribe to the latest news, we request you to provide name, gender, address, email address, preferred language.
- When you make the payment, to realize some functions necessitating the payment information (for example, reserve or create a service item) for the purpose of promoting the sales of Chanel products, etc., you may be requested to provide certain financial information (such as your bank account, credit card information, WeChat payment information, Alipay information, etc.) so as to proceed with the payment procedure.
- For the delivery of the product you order, we will record the consignee's name, shipping address, postal code, and consignee's phone number you provide. You may order commodities or services for others through Sites, but you need to provide the foregoing Personal Information of the actual purchaser. Before you provide such Personal Information to us, you need to ensure that you have obtained his/her authorization.
- When you communicate with us by consulting online Beauty Adviser, etc., we will collect your communication information and any information you choose to provide.
- When you follow/subscribe to our social apps, we collect information about your social app account, nickname, avatar, etc.
- When you use our mobile apps, we collect your mobile device number and other system authority that you agree to (such as location information).

(II) Information you choose to provide to us for the purpose of better customer experience.

You may choose to provide extra Personal Information to us, so as to gain better customer experience when using the Sites. However, whether or not such information is provided will not affect your browsing, searching and purchasing through Sites. Such extra information will be dealt with based on your voluntary consent.

- Extra Personal Information. You may choose to provide extra personal material and information as part of your personal materials (for example, the city, address, date of birth, and preference as to ways of subscribing to news, etc. you choose to fill in when registering an account).
- Other information. You may choose to provide other information to us, when filling out the form, searching, updating or adding Chanel account information, answering the survey, posting up any content on the community forum, participating in promotion activities, or using other functions of the Chanel platforms.

The aforesaid information you provide will be deemed as continuous authorization during the period you use this service. After you deregister the account, we will stop using the aforesaid information and delete it. The aforesaid information will be stored within the People's Republic of China. If cross-border data transfer is required, we will comply with relevant laws and regulations and ensure that your aforesaid information is adequately protected the same as that in the territory of the People's Republic of China.

(III) Information you provide to us in the course of your application for employment with us

We may collect personal information of you when you apply for a specific position or show us your interest in working for us, including:

- Your name (forename and surname), contact details (e.g. address, telephone number, e-mail), the way that you hear about the position, education background, employment history, qualifications;

- Your information contained in your CV and its annex as well as other documents you submit to us in the application, and interview data (e.g. personality test result, etc.);
- When our employee refers you, we will collect the information of the referrer and your name and email address provided by the referrer as we understand that the referrer has already obtained consent from you. We may contact you for the purpose of verifying the truthfulness of the information and your interest in the position. We will not continue to keep or use such information without your explicit consent.

B. Automatically collected information

When you visit the Sites, we will collect a certain amount of information. Such information will tell us matters such as how many users visited the Sites and the pages they accessed. Collecting such information helps us tailor Sites to meet the needs of our visitors.

When you visit the Sites to browse, read or download information, we will automatically collect standard equipment information that your browser sends to every website you visit, such as your equipment number, IP address, browser type and language, access times and redirecting website addresses. We generally do not link standard equipment information to anything that will allow us to identify users unless it is for the purpose of compliance with our rules or terms of service or to protect our service, sites, users or others.

We may also automatically collect the following information through “Cookies” or “Web Beacons” as explained below.

Cookies: Cookies are pieces of information that any website may transfer to your browser then stored in your equipment system. Cookies will return the stored information to the website that deposited them when a visitor returns to that site. Cookies tell us, for example, whether a user is a first time visitor or has visited the Sites before and what areas of the websites are of greatest interest to the user. The use of Cookies by the Sites may enhance your online experience by allowing us to save your visit information in Sites. Cookies may also measure the general visiting activity on the Sites, which allows us to determine which areas and features are most popular. Such information allows us to make improvements on Sites.

Most web browsers are set up to accept Cookies by default. You can, however, reset your browser to refuse all Cookies or to indicate when Cookies are accepted. If you choose not to accept Cookies, some of the functionality of the Sites may be impaired.

Web Beacons: also known as pixel tags, network data collection programs or Internet access tags, are small graphic images on a website or in an e-mail that allow us and third party partners to monitor the activity on the Sites or to make Cookies more effective. Web Beacons allow us, or our third party partners, to gauge and enhance the effectiveness of our marketing by assessing the information about how you visit Sites before and after your receiving links in our e-mails or websites. We use log files to store the data that is collected through Web Beacons.

C. Information collected through third parties

We may collect information about you (including Personal Information) provided by other parties during their use of Sites, or from other channels, and integrate such information with the information we collect through website service. We will not control, supervise or respond about the third party who provides your information regarding how to cope with your Personal Information. Any request for disclosure of your Personal Information that is sent to us shall be directly sent to this third party.

(I) Third party service. In order to confirm the transaction status and to provide after-sale and dispute resolution service to you, we may collect such information about your transaction, payment, logistics as related to transaction progress based on your choice of transaction method, payment

organization, logistics company, etc., or share your transaction information with the aforesaid service provider.

(II) Work-related social media. With your consent, we may collect certain personal data from your work-related social media profiles, such as LinkedIn, for the purpose of processing your employment application [and/or engaging with you in respect of a vacancy].

(II) Other sources. To the extent permitted by applicable laws, we may acquire your additional information from a third party service provider and/or partner, such as demographic statistics or fraud detection information, and integrate this information with your information we have. For example, we may obtain background investigation result (with your consent when necessary) or fraud warning from the service provider, in order to prevent fraud and conduct risk assessment. We may obtain your information and information about your participation in relevant Chanel activities from our partners, or your experience and interaction information on our partners' advertising network.

D. Use of information

You fully understand and completely accept that we may use your Personal Information for one or several of the following purposes:

(I) Provide service, upgrade and redesign the Sites. When you log in the Sites, we may verify your identity, confirm your order, recommend nearby stores, send notification (for obtaining regular updates, product information as well as event information and service, responding to survey, participating in games and receiving notifications about other promotion opportunities, etc.), provide other customer services, and operate, protect, improve and optimize the Sites and experience, such as conducting analysis and research;

(II) Help us analyze and know the users' demand through such channels as big data analysis. We will conduct behavioral analysis, set up individual customer profile, simplify your future purchase procedure based on your interaction with Sites, your search and purchase record, your personal material and information and preference, and other contents you provide to us. As a result, we may design new business models, recommend new products to you and other users, or use the same to carry out new business;

(III) Customize, assess and improve our service and other promotional activity effect. According to your preference, we will send preferential text message, marketing, advertisement and other information you may be interested in (including information related to activities and service by Chanel and its partners), as well as social media advertisement on social media platforms (such as WeChat Moments, etc.), and we will also conduct assessment and improvement on our service and promotional activities. Given that we have legitimate rights to carry out marketing activities to provide you with products and services you are interested in, we will dispose of your Personal Information according to the purpose of this provision. Please refer to Section 6 below as to how to opt out of allowing our use of your Personal Information as marketing information;

(IV) Create and maintain a trustworthy and safer environment, inspect and prevent fraud, spam, abuse, security event and other harmful activities, including carrying out security investigation and risk assessment, complying with our legal obligations, solving any dispute between any registered user and us, and implementing the agreement we have with a third party as well as our service terms and other policies. Based on your interaction with Sites, your personal material and information, other contents you provide to us and the information collected from a third party, we may conduct behavioral analysis related to the aforesaid activities. In rare cases, if the automatic procedure finds a certain member or activity as having potential security risk or other risk to Chanel, other registered users, or a third party, it may restrict or stop the access of such member or activity to Sites. We cope with such information based on legally protecting Chanel's rights and interests so as to measure whether we fully fulfil the contract with you and comply with relevant laws.

(V) Other purposes to improve our service and customer experience. We will solicit your consent in advance if we use the information for the purposes other than those have been set forth in this Privacy Policy or use the information collected for particular purposes to other purposes.

(VI) Evaluate your qualifications and fitness for our positions via internal and external experts in the case of your job application.

(VII) Other purposes or methods of use as permitted by laws or regulations.

3. SHARING OF PERSONAL INFORMATION

Subject to the following paragraphs and the disclosures discussed therein, we will use various security techniques and programs to store and protect your Personal Information, and to prevent it from unauthorized access, use, copy and leakage. We will neither disclose nor sell any information about you to any other party without any connection with us, except the following circumstances:

A. Solicit your consent

With your consent, we may share your information (including Personal Information) according to your instruction by consent. For example, when you authorize a third party app or website to access your Chanel account, or when you participate in promotional activities carried out by Chanel's partners or a third party.

B. Comply with the laws, respond to legal requirements, prevent harm and protect our rights

(I) Disclosure or sale as required by the laws or legal proceedings;

(II) Disclosure or sale pursuant to the regulations made by law enforcement authorities or other governmental officials;

(III) Disclosure that we believe is necessary or appropriate to prevent physical harm, financial loss or injury to, or interference with our rights or property or the rights or property of our users or others, or in connection with investigation of suspected or actual illegal activities;

(IV) We reasonably believe that you have used information from the Sites in order to commit unlawful acts or acts that may endanger the health and/or security of the public; and/or

(V) We believe that the law requires such disclosure based on the principle of good faith.

C. Share with affiliated companies

We may also share your Personal Information within Chanel's companies worldwide ("**Affiliated Companies**") to conduct marketing and promotion of the products, services or activities you may be interested in, to help us analyze and know the users' demand through big data analysis etc., to design new business models, to assess and improve our service, to upgrade user experience, etc. For this purpose, your Personal Information may be transmitted to Hong Kong S.A.R. (China), France, and other countries and regions. Depending on the position an individual applies for, we may share your personal data internally to departments responsible for managing or making hiring decisions and/or our local companies and our Affiliated Companies. Any Personal Information transfer shall be subject to the obligations of confidentiality and security.

D. Share with third party service providers

Only to realize the purposes stated in this Privacy Policy, we need to share your information (including Personal Information) with third party service providers to help us provide services and

operate business and to ensure the contract between you and us is fully performed.

Specifically, our service providers are mainly located in China, Japan Morocco and Ireland. We may appoint a third party service provider to administer and/or operate certain functions or services on our behalf, the proper performance of which may require transfer of information submitted by you. The functions or services include, for example, management over the Sites, delivery of marketing or other communications to you about our products, services or special events, dispatch/delivery of products requested or ordered by you (if applicable), and telecommunications or equipment supply/maintenance. Personal information of job applicants may be accessed by third parties who provide us with services relevant to the recruitment. Companies (notably Workday, WeChat, etc.) that host, support and/or maintain the IT systems or applications supporting our recruitment and companies that verify your references, undertake background checks or conducting vetting on our behalf.

To implement these tasks on behalf of us, these service providers will have limited access to your information and we will also urge them to abide by this Privacy Policy. Any such share shall be subject to the obligations of confidentiality and security.

E. Share with social media

To the extent permitted by applicable laws, we may use certain limited amount of your Personal Information (such as email address) and share it with social media platforms (such as WeChat Moments, etc.) to create potential clients and attract visitors to Sites or promote our products and services. Such arrangement is based on our legitimate interests for conducting marketing activities so as to provide you with products or services you may be interested in.

For information on how to opt out of our using your Personal Information for marketing purpose, please refer to Section 6 below. You shall be aware, however, that even if you opt out of our use of your information for market campaigns, we may share certain information with third parties as required by laws. For example, if you have opted out of receiving marketing emails from us, we may have to provide your email address to a third party marketing partner to execute your opt-out request.

4. UNSOLICITED MATERIALS

Through the Sites, we request that you provide to us certain types of information so that we may better serve you. The requested information may include questions and comments on our products. Please do not provide us with the following materials, including but not limited to business, advertising, creative, marketing or any other types of proposals, concepts, know-how, ideas and the like ("**Unsolicited Materials**"). All Unsolicited Materials, including any unsolicited Personal Information (for example, Personal Information provided not in response to a specific request on Personal Information but in a text box of any format), that we receive will not be subject to this Privacy Policy. By submitting any Unsolicited Materials, you agree that we shall have the sole discretion as to how to utilize such Unsolicited Materials, and for such purpose you automatically provide to us a perpetual, royalty-free license to such materials. If any Unsolicited Materials provided by you are protected by third party copyright, trademark or other proprietary rights, you agree to indemnify, defend and hold harmless CHANEL, its parent, subsidiaries and/or associated entities, and its and their respective officers, directors, employees, agents, licensors, representatives and third party providers (collectively, "**CHANEL Indemnitees**"), against any claims or actions brought against any of the CHANEL Indemnitees arising out of or relating to our use or possession of the Unsolicited Materials.

5. INFORMATION SECURITY

Protecting your information is of our primary concern. We will store the information collected by us in secured servers and take any reasonable precautions to safeguard your Personal Information, including but not limited to:

(I) We will use various security techniques and programs to store and protect your Personal Information and prevent unauthorized access, use, copy and leakage. For example, we will use SSL encipherment protection on data exchange (such as credit card information) between your browser and “service” as far as possible; we will provide the secured browsing method, HTTPS (Hyper Text Transfer Protocol over Secure Socket Layer) for Sites as far as possible; we will use encipherment technique to ensure the confidentiality of data as far as possible; we will use trustworthy protection mechanism to prevent data from hostile attack as far as possible; we will deploy the access control mechanism to ensure that only authorized staff can access the Personal Information as far as possible; and we will hold security and privacy protection training courses to reinforce the employees’ awareness of the importance of protecting Personal Information as far as possible;

(II) We will from time to time update relevant contents of the reports about security risk, personal information security assessment, etc.

However, we can neither warrant nor represent that our level of security meets or exceeds any specific standards. There is no guarantee for absolute security or error-free for information transfer on the internet and that the stored information or data has no loopholes. We cannot guarantee the absolute security of Sites, databases or services, nor can we guarantee that the information provided by you will not be intercepted while being transmitted to us over the internet. We are not responsible for any actions of third parties.

You shall value the protection of your Personal Information. If you find your Personal Information has been leaked or is likely to be leaked, which will likely endanger your account security at the Sites, or which will cause other damages to you, you shall notify us at your earliest convenience so that we can take corresponding measures to ensure your account security and prevent the occurrence or aggravation of losses; otherwise, we are not responsible for indemnifying against any or all losses so incurred or relevant thereto.

In case of occurring personal information security incident, we will timely notify you in accordance with the laws and regulations: the basic situation and possible implications of the security incident, the measures we have taken or are about to take, suggestions for you to prevent and mitigate risk, remedies available, etc. We will timely inform you of relevant situation of the incident via any or more of email, letter, phone, notification, etc. We will adopt reasonable and effective methods to make announcements when it is difficult to inform you one by one. In the meantime, we will proactively report the handling of the personal information security incident as required by the regulatory authorities.

6. YOUR PRIVACY RIGHTS

You may contact us through the contact information published in Section 10 of this Privacy Policy to implement any right as stated herein. Please note that before taking further actions per your request, we may request verifying your identity.

A. Manage your Personal Information

You have the right to request the personal information list we may have disclosed to the Affiliated Companies or the non-affiliate third party for marketing purpose. You may contact and request us to provide the general list of the companies that share Personal Information as well as such information is shared with.

You may set up access to and update your Personal Information through your account. If you intend to update your Personal Information, you may access your online personal profile (provided, you have kept a personal profile and have access) and change your input items. You are responsible for timely updating your Personal Information. You have the right to request us to correct your inaccurate or incomplete Personal Information (and the information you are unable to update in your CHANEL account by yourself)

B. Delete your Personal Information

Usually, we only keep your Personal Information during the necessary period when we perform the contract between you and us and comply with the legal obligations. If you apply for employment with us, we may keep your data on file for up to 2 years (from the date you submit the job application). If you no longer want us to use your information, you may request us to delete your Personal Information and/or close your registered account. If we decide to comply with your deletion request, we will also notify the entities that have obtained your Personal Information from us to delete the same in a timely manner, unless otherwise provided by laws and regulations or independent authorization is obtained. Please note that if you apply to delete your Personal Information:

(I) We may retain some of your Personal Information to comply with our legitimate business interests, such as fraud detection and prevention as well as security improvement. For example, if we suspend a certain account due to fraud or security, we may retain some information of such account to prevent such user from recreating a new account in the future.

(II) To comply with our legal obligations, we may retain and use your Personal Information. For example, CHANEL may retain some of your information for the purpose of tax, legal report and audit obligation and/or for aligning with the applicable statute of limitations for claims arising from the recruitment process.

(III) Since we will maintain the CHANEL platform to prevent accidental or hostile loss and damage, the remaining copy of your Personal Information may not be deleted from our back-up system within a limited time.

C. Withdrawal of consent and change of scope of consent

If you have agreed CHANEL to deal with your Personal Information, you may withdraw your consent by altering your account setting or by sending messages to CHANEL at any time, and in the meantime explain which consent you are going to withdraw. After you withdraw the consent, we will no longer deal with corresponding Personal Information. However, such decision will not affect the Personal Information handled based on your prior authorization.

For the collection and use of the information you choose to provide, you may alter the scope of your authorized consent, which may be realized by updating your account setting or contacting us.

D. Opt out of receiving marketing communications

You may opt out of receiving marketing emails by sending email to chinacustomerrelations@chanel.com.cn (limited to fragrance, beauty and skin care products) or contact-cn@chanel.com (limited to fashion, watches and fine jewelries), or by using our unsubscribe link in our marketing email. Please note that any application for unsubscribing requires six to eight weeks to become effective.

If what you wish to unsubscribe is not only email but also other forms of marketing communications, please call 4009555888 (limited to fragrance, beauty and skin care products) or 4001200500 (limited to fashion, watches and fine jewelries).

Even if you opt out of receiving marketing communications, we may contact you to send you important information related to the operation or management of your personal profile or other non-marketing information. Please refer to the legal statement for additional information about the policy of the Sites.

You fully understand and completely accept: this Privacy Policy has fully explained to you how we collect, store, use, protect and share your Personal Information. Unless you inquire us for any doubts or dissent about this Privacy Policy, we have no obligation to separately explain our Privacy Policy to you in any other way. However, if we have separate written statement, which is contradictory or inconsistent with this Privacy Policy, such separate statement shall prevail.

7. CORPORATE CHANGE OF CONTROL

Personal Information collected over the Sites may be transferred as part of any merger, acquisition or sale of company assets, as well as in the event of an insolvency, bankruptcy, or receivership. In the aforesaid circumstances, Personal Information would be transferred to another entity. You fully understand and completely accept that in the foregoing circumstances, another entity receiving your Personal Information still has the right to collect, store, protect, use and share your Personal Information according to this Privacy Policy and other relevant agreements, without obtaining your separate consent.

8. PROTECTION ON CHILDREN'S RIGHTS

Sites are mainly for adults. Children cannot create their own user accounts without the consent of their parents or guardians.

In the case of collecting children's Personal Information with parental consent, we will only use or publicly disclose such information in the circumstances as permitted by laws, with the explicit consent of parents or guardians or with the need to protect children.

Although local laws and customs define children differently, we treat anyone under the age of 14 as a child.

If we find that we have collected children's Personal Information without prior verifiable parental consent, the data will be deleted as soon as possible.

9. CHANGES TO THIS PRIVACY POLICY

Without prejudice to your rights and interests under this Privacy Policy, we reserve the right, in our sole discretion, to modify, alter or otherwise update this Privacy policy at any time, and you agree to be bound by such modifications, alterations or updates. We will post the revised policy and update the date on this page. In terms of significant changes to this Privacy Policy, including business

model, information usage rules, storage areas, contact information, etc., if you have registered with us, we may notify you by sending email to your email address on record. Your continued use (including visiting, browsing and/or using any interactive features) of Sites constitutes your agreement to this Privacy Policy and any updates.

We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting the Personal Information we collect.

10. CONTACT US

If you have any questions or comments about this Privacy Policy, or if you would like us to update any information we have about you, please contact us in the following manners:

Send email to our personal information protection specialist DPOCN@chanel.com.cn, chinacustomerrelations@chanel.com.cn (limited to fragrance, beauty and skin care products) or contact-cn@chanel.com (limited to fashion, watches and fine jewelries).

Call us at 4009555888 (limited to fragrance, beauty and skin care products) or at 4001200500 (limited to fashion, watches and fine jewelries).

Write to us at 50/F HKRI Center One, No.288 Shi Men Yi Road, Jing'An District, Shanghai, China.

Usually, we will reply within 30 days.

If you are not satisfied with our reply, especially if our personal information handling harms your legitimate rights and interests, you may make a complaint to the Consumers' Association for solutions or file a lawsuit to the court of competent jurisdiction.

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