

### **Identity and contact details of the data controller**

The web site loewecraftprize.com (the 'Site') is operated by LOEWE, (with headquarters in Spain, Madrid, calle Goya 4, 28001, and tax ID A-28003861) and the LOEWE FOUNDATION, registered in the Special Registry for Private Cultural Foundations of the Spanish Ministry of Culture with tax ID number G-78772266 and headquartered in c/Goya, 4. 28001 Madrid, Spain, hereafter referred to as 'LOEWE', without distinction.

### **Data processed, legal basis and purposes of the processing**

Depending on the services provided by the Site and used by you, on your choices and configuration of your terminal (with respect in particular to cookies and other tracers), personal data concerning you (your 'Data') collected and processed by LOEWE mainly includes: your family name, first name, e-mail address, postal address and telephone number, your preferences and interests, navigation patterns as well as your connection logs. This Data shall be collected either with your express consent, or where it is necessary for the execution of your orders (performance of a contract).

Your Data shall be collected in order to:

- manage your application to LOEWE Craft Prize competition,
- subject to your consent, to send you information about our offers, news and events (newsletters, invitations and other publications);
- to make statistics.

The Data that is indispensable for LOEWE to fulfil the purposes that are described above is marked with an asterisk on the various pages of the Site. Should you not fill in these mandatory fields, LOEWE may not be able to consider your application and/or your demands. Other Data is purely optional and allow us to know you better and to improve our communications and services accordingly.

### **Recipients of the Data**

Your Data shall be processed by LOEWE. It shall not be transferred or made accessible to any third party apart from (i) possible subcontractors of LOEWE (carriers, providers of hosting and maintenance services of the Site, payment and fraud management service providers, etc.), for purely technical and logistical reasons, and (ii) in case of a reorganisation of our Maison, including total or partial transfer of assets, merger, takeover, de-merger, and in general any reorganisation operation.

Your Data may be disclosed to the other companies of LOEWE for purposes of management and optimisation of the customer relationship, and, subject to your consent, to send you information about the offers, news and events of our Maison.

Finally, LOEWE may disclose your Data to third parties if such disclosure is required by law, by a regulatory provision or by a court ruling, or if this disclosure is necessary to ensure the protection and defence of its rights.

### **Transfers of Data abroad**

The recipients of your Data may be located abroad, including outside the European Economic Area. Any transfer of your Data outside the European Economic Area shall only take place subject to appropriate safeguards being in place, such as contractual safeguards, in keeping with applicable data protection laws and regulations.

A copy of the safeguards implemented by LOEWE may be obtained by sending a request to LOEWE.

## **Your rights**

In accordance with applicable data protection laws and regulations, you have a right to request access to, rectification or erasure of your Data, or restriction of processing, and to object to said processing, as well as the right to data portability to the extent applicable.

You can also oppose the use of your Data to build up your participant profile; in this case LOEWE may won't be able to consider your application.

These rights may be exercised directly with LOEWE by contacting us in the following link (selecting option 'Privacy and Personal Data') or by sending a letter by regular post to *159, avenue Charles de Gaulle, 92521 Neuilly-Sur-Seine Cedex, France*. You may be asked for proof of identity.

Moreover, you may request at any time that we stop sending you information about our offers, news and events by using the hypertext link earmarked for that purpose in each e-mail that we send you. You can also contact us by regular post by writing to *159, avenue Charles de Gaulle, 92521 Neuilly-Sur-Seine Cedex, France*.

## **Retention period of your Data**

Should you decide to participate in LOEWE Craft Prize, your identification Data shall be kept for five (5) years. After that time, your account shall be closed and your Data shall be destroyed.

The Data that is used for the purpose of sending you information concerning the offers, news and events of our Maison shall be kept for a period of five (5) years as of the date on which it was collected or as of your last contact with LOEWE. Upon expiry of this timescale, LOEWE may get in touch with you to find out whether you wish to continue to receive information about our offers, news and events. Your Data shall be destroyed within a maximum of one (1) month following any request on your part to unsubscribe.

Connection logs that are collected, subject to your consent, using the cookies and other tracers implemented on our Site, shall be kept in accordance with applicable laws and regulations for a period of time that does not exceed twelve (12) months. For more details, see our cookies policy.

Finally, retention period for personal data contained in LOEWE contact list (event management, invitations etc.) is defined in thirty (30) years. After that time, your Data shall be destroyed.

## **Contact details of the data protection officer (DPO) and right to lodge a complaint**

Should you have any question about the collection and processing of your Data by LOEWE, please contact the data protection officer of LOEWE by sending an e-mail to [dataprotection@loewe.es](mailto:dataprotection@loewe.es).

You may also address any complaint to the Agencia Española de Protección de Datos, Calle de Jorge Juan, 6, 28001 Madrid, regarding the way in which LOEWE collects and processes your Data.