



# Brooks Brothers

## PERSONAL DATA PROCESSING POLICY WhatsApp

Brooks Brothers Europe S.r.l. (“**BBE**”) understands the importance of the protection of personal data, in its capacity as Controller. This policy informs BBE’s customers (“**Data Subjects**”) how their personal data willingly provided to the Brooks Brother shops to stay updated on new arrivals and products requested (the “**Service**”) shall be processed in compliance with current laws.

In accordance with Article 13 of Regulation (EU) No 2016/679 (the “**Regulation**”), BBE shall provide the following information concerning the management and the processing of data. It is understood that the personal data provided by the same customers in other circumstances shall be processed according to the privacy statement(s) rendered before their collection.

**1. Categories of data collected.** To perform the Service, BBE shall process the following data of Data Subjects as willingly provided by the Data Subjects (the “**Data**”): *(i)* personal data; *(ii)* contact data; *(iii)* any other data necessary to perform the Service.

**2. Purpose and legal basis of the processing.** BBE shall process the Data for the following purposes:

- a. *to perform the Service.* The legal basis justifying said processing is set out in Article 6(1)(b) of the Regulation, since the processing is necessary for the performance of a contract of which the Data Subject is a part of or for the performance of pre-contractual measures adopted at the request of the latter;
- b. *to discharge obligations laid down by law.* The legal basis justifying said processing is set out in Article 6(1)(c) of the Regulation, since the processing is necessary to fulfil a legal obligation to which BBE is subject;
- c. *to assert or defend a right in court.* The legal basis justifying said processing is set out in Article 9(2)(f) of the Regulation, since the processing is necessary to ascertain, exercise or defend a right in court;
- d. *to send promotional material* to the Data Subject through e-mail messages related to BBE services or products similar to those already purchased and / or requested by the Data Subject provided the Data Subject has not “opted out” of receiving the promotional material. The legal basis justifying said processing is set out in Article 6(1)(f) of the Regulation, since said processing is necessary for the pursuit of the legitimate interest of the BB in the exercise of an economic activity through promotional tools.
- e. *to send advertising material*, exclusively from BBE, to promote a direct sale or to carry out market research by paper mail. The legal basis justifying processing is set out in Article 6(1)(f) of the Regulation, since said processing is necessary for the pursuit of the legitimate interest of the BBE in the exercise of an economic activity through promotional tools.

**3. Period for which the Data are stored.** The Data collected and processed by BBE for the purposes of which 2. a, 2. b and 2. c shall be stored for all the time necessary to perform the Service

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Società con Unico Socio

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Società soggetta ad attività di direzione e di coordinamento da parte di Brooks Brothers Group Inc. con sede in Phoenix Avenue 100  
06083 Enfield CT – USA



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and then immediately removed, with the exception of those necessary to comply with fiscal, accounting and administrative regulations or to fulfill other legal obligations and document the activities performed. In these hypotheses, the data will be deleted in the terms provided for by the aforementioned regulations.

The Data collected for the purposes referred to in Section 2.d and 2.e will be retained for a period not exceeding two years from their provision.

**4. Methods of processing.** The Data shall be processed by staff of the Company that have express authority to do so, by analogue and electronic means, stored on any suitable device and organised in a database. Specific security measures shall be implemented to prevent the loss of the Data, as well as any illegal or incorrect use thereof and unauthorised access thereto. The processing of the Data shall not involve automated decision-making methods.

**5. Provision of Data.** The provision of Data is necessary to perform the Service and therefore mandatory for the purposes referred to in points 2. a, 2. b and 2. c: in default, BBE shall not perform the Service. The provision of Data is optional for any other purposes in points 2.d and 2.e: failure to provide Data, in such cases, will not affect the Data Subjects.

**6. Disclosure of Data.** Data can be disclosed to: (i) subjects having the right and interest to access the personal data of the Data Subjects under national or EU laws; (ii) companies within the Company's group; (iii) companies, associations or professional firms that provide services for the fulfilment of legal obligations as well as services for any other organisational and administrative requirements, on behalf of the Controller as the Processor. The names of the Processors are reported in an updated list available from the Company (to be requested by using the contact details indicated in Sections 9 and 10). The Data shall not be disseminated.

**7. Transfer of data to outside the European Economic Area or to international organisations.** BBE does not transfer the Data processed for the purposes indicated in this statement in countries located outside the European Economic Area or to international organizations.

**8. Rights of the Data Subjects.** The Data Subjects may at any time exercise their rights provided for in the Regulation, including:

- to request information on: (i) the origin of the Data; (ii) the purposes and methods of processing; (iii) the logic applied in the event of the use of electronic devices; (iv) the details of the Controller and of the Processors.

- to obtain: (i) access to, the updating of, or the rectification or integration of the Data; (ii) the erasure, anonymisation or blocking of Data unlawfully processed; (iii) limitation of the processing of Data; (iv) a copy of the Data in standard format.

- to object, in whole or in part, to the processing carried out:

**a) for the purposes of scientific, historical or statistical research, even if pertinent to the collection purpose, if such opposition is based on reasons related to their particular situation;**

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**b) for the performance of a task carried out in the public interest or in the exercise of official authority vested in the Controller or to pursue the legitimate interest of the Controller or of a third party;**

**c) for the purpose of sending promotional materials, advertising and direct marketing;**

- to revoke, at any time, the consent given and on the basis of which the processing has been allowed, without affecting the lawfulness of the processing already carried out on the basis of the consent given before revoking said consent. In the event that they believe that the processing of their Data is against the law, the Data Subjects may submit a complaint to the supervisory authority of the Member State of their habitual residence or work, or to the place in which the alleged violation occurred. The Supervisory Authority can be reached at the addresses on its own website. The Italian Supervisory Authority (*Autorità Garante per la Protezione dei Dati Personali*) can be contacted using the details provided on [www.garanteprivacy.it](http://www.garanteprivacy.it) website.

**9. Data controller.** The Data Controller is Brooks Brothers Europe S.r.l., Via Forcella Vincenzo 3, 20144 – Milan (MI), Italy, acting through its legal representative *pro tempore*. The Company may also be contacted at the e-mail address [europa.info@eu.brooksbrothers.com](mailto:europa.info@eu.brooksbrothers.com). To exercise the rights listed above, the Data Subject may make a request using the e-mail account [europa.info@eu.brooksbrothers.com](mailto:europa.info@eu.brooksbrothers.com) or by contacting the Data Protection Officer at the addresses indicated below. The Company retains the right to update this privacy statement.

**10. Data Protection Officer.** BBE has appointed a Data Protection Officer ("DPO"), who can be contacted by Data Subjects on all matters relating to the processing of their personal data and the exercise of their rights. The DPO can be contacted at the following addresses: [dpo@eu.brooksbrothers.com](mailto:dpo@eu.brooksbrothers.com); Via Forcella Vincenzo 3, 20144 - Milano (MI), Italy

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