

## Privacy Policy

**MAISON FRANCIS KURKDJIAN places the highest priority in the processing, confidentiality and security of your personal data.**

**This privacy policy aims to inform you in a clear, simple and complete way about the processing of personal data that you provide to us, or that we may collect while you are browsing our "MFK Backstage" Application, about their possible transfer to third parties as well as about your rights and the options you have to control your personal information and protect your privacy.**

MAISON FRANCIS KURKDJIAN, a Simplified Joint Stock Company whose registered head office is located at 41 rue Etienne Marcel 75001 Paris, registered with the Paris Trade and Companies Register under number 508 343 886, is the data controller of the personal data collected on the website [www.franciskurkdjian.com](http://www.franciskurkdjian.com) within the meaning of the applicable regulations on personal data and in particular of the EU Regulation 2016/679 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (hereinafter referred to as the "GDPR").

### **I. What is personal data?**

Personal data refers to any information relating to a natural person who is identified or can be identified, directly or indirectly, by reference to an ID number or to one or more identifiers specific to them, such as surname, first name, date of birth, customer or order number, photograph, etc.

### **II. When may we collect your personal data?**

We may collect personal data when:

- You create your account on our Application;
- You update your profile;
- You win a gift;
- You take part in an event that we organise.

### **III. What personal data may we collect?**

- (i) In the course of our business activities, we may collect certain data directly from you via electronic forms on our Application, for a variety of purposes (see IV for a list of the purposes of processing).
- (ii) The information we collect is:
  - Your identity;
  - Your contact details (e.g. email address);
  - Your postal address;
  - Your point of sale;
  - The country in which you operate;
  - Your photo;
  - Your interactions with our Application: likes, comments, posted publications etc ;
  - Your personal preferences in relation to our Application (language).

The personal data required by MAISON FRANCIS KURKDJIAN is indicated by an asterisk on each personal data collection form on our Application. MAISON FRANCIS KURKDJIAN may not be able to respond to your requests and/or provide you with the requested services if you do not fill in these mandatory fields. The other information is optional and enables us to know you better and to improve our communications and services to you.

Finally, we may collect information relating to the use of our Application, including your browsing (pages visited, links clicked, etc.).

#### **IV. For what purposes is your personal data collected and used?**

MAISON FRANCIS KURKDJIAN processes your data in order to:

- Enable you to create an account on our Application;
- Manage your access to your account on our Application;
- Manage your training course (history of training courses completed, upcoming training courses, time spent per training course, ...);
- Manage the delivery of gifts;
- Allow you to contribute to the content of our Application;
- Manage your participation in the events for which you register.

#### **V. What are the legal grounds for processing your data?**

MAISON FRANCIS KURKDJIAN processes your personal data:

- To execute the contract between you and MAISON FRANCIS KURKDJIAN, in order to manage your access to your account;
- As part of its legitimate interest in securing its digital media (Application) and preventing fraudulent acts.

#### **VI. Who receives your personal data?**

Your personal data is processed by MAISON FRANCIS KURKDJIAN personnel. We ensure that only authorised persons within MAISON FRANCIS KURKDJIAN have access to your personal data when needed to manage our business relationship or our legal obligations.

We may also share your personal data with:

- Other subsidiaries of MAISON FRANCIS KURKDJIAN in Europe or abroad, as well as our parent company MAISON FRANCIS KURKDJIAN;
- Other entities of the LVMH Group, some acting as subcontractors;
- Subcontractors and service providers who are:
  - Responsible for hosting and maintaining the site and our dematerialised solutions for collecting personal data at counters and shops;
  - Responsible for fraud prevention and cybersecurity;
  - Responsible for organising events.

Finally, MAISON FRANCIS KURKDJIAN may be required to disclose your data to third parties in order to comply with legal, regulatory or contractual obligations, or to respond to requests from legally authorised authorities.

#### **VII. How do we ensure the confidentiality of your data?**

We ask our partners and group companies to maintain a similar level of protection for your personal data as we do.

We take reasonable precautions to ensure the confidentiality and security of your data.

We prevent your data from being distorted, damaged, destroyed or accessed by unauthorised third parties.

#### **VIII. Data transfers abroad**

Some recipients of your personal data may be located abroad, including outside the European Economic Area or outside your country of residence.

Any transfer of your data outside of the European Economic Area is carried out subject to appropriate safeguards, including contractual, technical and organisational safeguards, in accordance with applicable data protection regulations.

#### **IX. How long do we keep your data?**

The legal periods of retention defined by MAISON FRANCIS KURKDJIAN respect the recommendations of the Commission Nationale Informatique et des Libertés and/or the legal obligations for which MAISON FRANCIS KURKDJIAN is liable.

We keep your personal data only as long as necessary to achieve the purpose for which it was collected, to meet your needs, or to comply with our legal obligations.

In general, your personal data is kept in our database:

After one year of inactivity, your MFK backstage account will be deactivated, but your data will be retained. Your data will be deleted after 2 years of inactivity on your MFK backstage account.

Your personal data is deleted from our systems and records, or rendered anonymous so that you can no longer be identified, when we no longer need to use it.

#### **X. What are your rights and how to exercise them?**

In accordance with the regulations in force, in particular the GDPR, you have the right to access and rectify your personal data, as well as the right to request its deletion, to object to its processing for legitimate reasons and to obtain its limitation or portability insofar as this is applicable.

For French residents, you also have the right to formulate specific or general directives concerning the conservation, deletion and communication of your data after your death.

These rights can be exercised directly with MAISON FRANCIS KURKDJIAN by email at [dpo.rh@franciskurdjian.com](mailto:dpo.rh@franciskurdjian.com) for MAISON FRANCIS KURKDJIAN employees, or at [dpo@franciskurdjian.com](mailto:dpo@franciskurdjian.com)

You also have the right to file a complaint with the Supervisory Authority in your country.

You can find a list of the Control Authorities in Europe via the following link:

[https://edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://edpb.europa.eu/about-edpb/about-edpb/members_en)

And generally speaking in the world:

<https://www.cnil.fr/fr/la-protection-des-donnees-dans-le-monde?msckid=c5f95037a8f311eca41cc3e4eace1497>

#### **XI. Contact details of the Data Protection Officer (DPO)**

If you have any questions about the collection and processing of your data by MAISON FRANCIS KURKDJIAN, you can contact our data protection officer at [dpo.rh@franciskurdjian.com](mailto:dpo.rh@franciskurdjian.com) for MAISON FRANCIS KURKDJIAN employees, or at [dpo@franciskurdjian.com](mailto:dpo@franciskurdjian.com)