

PERSONAL DATA PROTECTION & COOKIES POLICY

This policy details the data protection policy of LVMH Moët Hennessy Louis Vuitton, a European company with share capital of EUR 152,300,959.50, located at 22 avenue Montaigne, 75008 Paris, France, registered with the Paris Trade and Companies register under number 775 670 417 (“**LVMH**”), with regard to the processing of personal data (the “**Personal Data**”) provided on the website <http://www.lvmhprize.com/> (the “**Website**”) by Candidates or Users (“**you**”) as defined in the Website General Terms of Use and the Prizes General Terms and Conditions.

The Website is used by LVMH for the organization of contests, the “LVMH Prize for Young Fashion Designer” and the “LVMH Prize for Graduates” (individually a “**Prize**” and jointly the “**Prizes**”), whose purpose it is to promote the young creation in fashion. The rules (the “**General Terms and Conditions**”) governing the Prizes are accessible on the Website.

LVMH bestows the greatest importance and takes the greatest care in protecting privacy and the Personal Data. This policy describes the processing of Personal Data we implement (hereinafter the “**Processing**”) within the framework of this Website as well as your rights related to the protection of your Personal Data. By providing your personal information and data, you consent to the use and disclosure of such information as per the terms defined below.

1. IDENTITY AND CONTACT DETAILS OF DATA CONTROLLERS

1.1 The data controller is the entity which determines the means and purposes of the Personal Data Processing.

As regards the Processing of your Personal Data collected via the Website, LVMH is the Personal Data controller:

LVMH Moët Hennessy – Louis Vuitton, A European company with its registered office at 22 avenue Montaigne, 75008 Paris, Registered with the Paris Trade and Companies Registry under number 775 670 417

1.2 LVMH contact information for answering your questions related to the protection of your Personal Data, are: the email address contact@lvmhprize.com or the postal address 22, avenue Montaigne 75008 Paris.

2. DESCRIPTION OF PERSONAL DATA PROCESSING

The applicable conditions may differ, depending on whether they involve information from Website User or Candidate for a Prize.

2.1 Purpose and Legal bases of Processing

2.1.1 Users and Candidates Personal Data

Your Personal Data is collected for the following purposes:

- reviewing and managing your subscription to, and participation in, the Prizes as Candidates, granting the award and, where applicable, inviting you a ceremony event;
- communicating with you including through e-newsletters;
- preparing participation statistics;
- promoting the Prizes;
- subject to your consent, producing internal and/or institutional LVMH communication materials and events, as per the General Terms and Conditions of the Prizes;
- complying with LVMH’s legal and regulatory obligations.

2.1.2 Personal Data Processing

The Personal Data related to you and collected and processed for the purposes described above are:

- For the LVMH Prize for Young Fashion Designer: your first and last names, email address, postal address, telephone number, your date of birth and place of birth in case by signing the sworn statement, employment & professional activity data (CV and awards), financial (financial aid or prizes), press article and images or videos.

- For the the LVMH Prize for Graduates: your first and last names, email address, postal address, telephone number, your date of birth and place of birth in case by signing the sworn statement, education cursus, images or videos.

The Personal Data, which are essential for LVMH to satisfy the purposes described above, shall be pointed out on the Website's various pages. If you do not fill out these mandatory fields, you may not be able to join the Prizes or to take advantage of any prize assignment or potential business opportunities.

2.2 Recipients of your Personal Data

Your Personal Data are processed by the following departments of LVMH:

- LVMH's Institutional Communications Department, as regards communication around the Prizes;
- Fashion Group Department, as regards of promoting the Prizes;
- LVMH's Mecenat Department as regards the Prizes organization.

Your Personal Data may be made accessible to LVMH affiliates throughout the world, including outside the European Economic Area.

For the purpose of the Prizes, your Personal Data will also be accessible to third parties, namely: (i) the public relations agencies in charge of routing the invitations and the communication, (ii) incidentally, for technical and logistical reasons, to LVMH's subcontractors (notably consultants providing services to LVMH in the field of communication and/or digital), (iii) to LVMH's affiliates, which can be part of the Committee Expert or the Jury examination and to Affiliates HR departments for the purpose of the prize assignment and, (iv) to the members of the Experts Committee and the members of the Final Jury who may be third parties, and lastly (v) your Personal Data may be transferred to a third party in case of a restructuring of LVMH including in case of a total or partial assignment of assets, merger, absorption-acquisition, demerger and, more generally, any reorganization transaction.

Lastly, LVMH may communicate your Personal Data to third parties when such communication is required by law, a regulatory provision or a judicial decision, or if such communication is necessary to provide for the protection and defense of its rights.

2.3 Transfers of your Personal Data abroad

Within the framework of the Prizes, the recipients of your Personal Data may be located abroad by (i) the members of the Committee of Experts and the members of the Jury, including outside of the European Economic Area ("EEA") in countries where the legislation on the protection of Personal Data differs from the legislation applicable within the EEA and (ii) your Personal Data may be made accessible to various LVMH affiliates, including outside of the EEA. LVMH's providers or their subcontractors may also be located outside of the EEA.

All transfers of your Personal Data outside of the EEA are made with the appropriate safeguards, notably contractual, in accordance with the regulations applicable to personal data protection. The safeguards implemented within the framework of such transfers are described in the contracts concluded with these providers. A copy of the safeguards implemented by LVMH may be obtained by sending a request to the email address contact@lvmhprize.com or the postal 22, avenue Montaigne 75008 Paris. All transfers of your Personal Data outside of the EEA will be made in compliance with applicable data protection regulations.

2.4 Retention period of your Personal Data

The Personal Data collected and processed by LVMH relating to (i) all Candidates other than the Winners (as this term is defined in the General Terms and Condition of the Prizes) will be retained for the term of the Prizes; and (ii) the Winners Personal Data will be retained for a period of one (1) year after the Prizes or for the whole duration of the potential business relationship between LVMH and the Winners.

However, if Personal Data establish proof of a right or contract, or if it is being stored to meet a legal requirement, or if a judicial authority has required that it be stored, these Personal Data shall be stored for the time set forth in the current applicable legal and regulatory provisions, knowing that this period may, in such case, be longer than three (3) years.

After the expiry of the abovementioned timescales, LVMH may get in touch with you to find out whether you wish LVMH to keep your Personal Data for the purpose of sending you the newsletter on the new editions of the Prizes and on LVMH. If no express and positive reply is received from you within three (3) days, your Personal Data will be deleted. Your Personal Data will be destroyed within a maximum period of seven (7) days following your most recent request in this regard, subject, as applicable, to the provisions of the General Terms and Conditions of the Prizes concerning the assignment of your rights over your image. Notwithstanding the foregoing, LVMH shall not be required to record or store your Personal Data, even if you agreed to such use.

3. YOUR RIGHTS

In accordance with the regulations in force, you have a right of access and of correction of your Personal Data and the right to request the deletion (right to be forgotten), the right to oppose the processing of your Personal Data and the right to obtain the limitation or portability of your Personal Data to the extent that this is applicable, subject to urgent, legitimate grounds LVMH may show to retain your Personal Data.

Such rights may be exercised directly at the email address contact@lvmhprize.com, or by sending a request by registered letter with acknowledgment of receipt to 22, avenue Montaigne 75008 Paris – Prix LVMH. You may be asked to provide proof of identity.

Requests for deletion and objections to processing may, as applicable, prevent you from joining the Prizes or from being able to take advantage of any awards.

Furthermore, you have the right to bring a claim with the French Data Protection Authority (the CNIL), 3 Place de Fontenoy – TSA 80715 – 75334 PARIS CEDEX 07, Tel: 01 53 73 22 22, regarding the manner in which LVMH collects and processes your Personal Data.

4. DATA SECURITY AND CONFIDENTIALITY

LVMH endeavors to take every necessary precaution to protect the confidentiality and security of any Personal Data collected and processed, and to prevent such Personal Data from being altered, damaged, destroyed, or accessed by any unauthorized third parties.

Please be aware that LVMH does not have control over all the risks related to operation of the Internet and that there may be risks related to the use and operation of the Website.

5. COOKIES

Cookies are small text files sent by a webserver to your device to record browsing information related to your session. We use two kinds of cookies:

- so-called “functionality cookies,” and
- “performance cookies.”

LVMH uses cookies to enhance your browsing experience on the Website by recording information such as your email address, log-in and password, and the terms you have searched using the search engine. Such cookies are stored only for the time of your Internet session, *i.e.*, for 20 minutes after the last action performed by you on any Website page.

LVMH also relies on certain browser preferences, such as language preference or JavaScript activation, to enhance your browsing experience on the Website. For example, by detecting your browser's language, LVMH can offer you the most suitable version of the Website.

LVMH uses performance cookies to monitor your use of the Website, including the pages you visit, when you visit them (date/time), your location when you log on, etc. These cookies do not allow us to identify you personally. The data collected is aggregated and assigned to a single, anonymous user. This data helps LVMH determine whether the Website content is relevant and improve it. Pursuant to applicable regulations, such data can be stored for up to thirteen (13) months so that comparative analyses can be conducted over time. LVMH uses Google Analytics for this purpose. You can refuse the use of Google Analytics in the settings of your browser.

LVMH may include in our Website the possibility to share content with third parties or to let other persons know you browsed our website. Such is the case for instance of “Like” and “Share” functionalities offered by social network platforms (“Facebook”, “Twitter”, etc) .

Social networks which offer these functionalities may identify you even though you do not use these functionalities on our website. Indeed, such functionalities allow social network platforms to track information about your browsing on our website whenever your social network account is active while browsing our website. LVMH does not control how these platforms collect your Personal Data while you are browsing LVMH's Website. LVMH invites you to read the Privacy policies of these social networks to find out how they use information they collect (including for advertising purposes) through these buttons. These Privacy policies should provide you information about how to manage your preferences on your social networks account.

Except for functional or security cookies, the use of cookie depends on the User's choice, which can be made and modified freely and at any time.

You can manage cookies by setting your browser to accept or reject cookies on your device, either globally or cookie by cookie. Settings that you make may change your internet browsing capacity and may sometimes alter your ability to access to certain services that require the use of cookies.

You can disable cookies by changing your Web browser's settings as follows:

For Microsoft Internet Explorer 8.0 and more:

1. Go to "Tools" menu, then "Internet Options".
2. Click on "Confidentiality".
3. Select your preferred level of confidentiality .

For Microsoft Internet Explorer 6.0 and above:

1. Choose the "Tools" menu, then "Internet Options."
2. Click on the "Confidentiality" tab.
3. Use the cursor to select the chosen level.

For Microsoft Internet Explorer 5:

1. Choose the "Tools" menu, then "Internet Options."
2. Click on the "Security" tab.
3. Select "Internet," then "Custom Level."
4. Locate the "cookies" section and select the chosen option.

For Netscape 6.X and 7. X:

1. Choose the "Edit > "Preferences" option.
2. Confidentiality and Security.
3. Cookies.

For Mozilla Firefox:

1. Go to "Tools" then "Options" menu.
2. Click on the "Privacy" settings.
3. Select your preferred option on the "Cookie" menu.

For Safari 3.x for Mac OS X

1. Choose the "Edit" menu.
2. Click on the "Preferences" option.

3. Click on the "Security" option.
4. Click on "Allow cookies."

Deleting cookies can alter your browsing experience on the Website and may even make it impossible to access certain services.

6. MODIFICATION OF THE PERSONAL DATA PROTECTION POLICY

LVMH may at any time modify this Policy. We will ensure that you are informed of such modifications either by specifically mentioning it on our Website or by a customized warning.