

Hermès Canada Inc. Privacy Policy

Hermès Canada Inc. (“Hermès”) and our affiliates in North America, Latin America, Europe, Middle East, Asia, and Oceania (the “Hermès Group”) recognize the importance of your right to privacy. We are committed to protecting the privacy of any personal information we collect about you. It is an important aspect of the way Hermès conducts its business. We collect information about you in our stores and through our websites connected to this policy. This information is collected in an effort to improve your shopping experience and to communicate with you about our products and services.

This Privacy Policy has been implemented to comply with any applicable provincial and federal legislation, including Canada's Personal Information Protection and Electronic Documents Act ("PIPEDA"). It sets forth the types of information we gather, how we use this information, and when we share it with third parties. Please read this information carefully.

Privacy Officer

Hermès, in its commitment to privacy, has appointed a qualified member of our team as Privacy Officer. The Privacy Officer is available to offer more information on our practices and policy, to ensure compliance and rectify any complaints.

The Privacy Officer will be responsible for reviewing any new processes, procedures or practices affecting the privacy of our employees, our suppliers and our customers to ensure they are compliant with our Privacy Policy.

Hermès is committed to staying aware and knowledgeable about any changes in Canadian privacy legislation.

Openness

This Privacy Policy applies to all personal information collected, maintained or used by Hermès and explains how we manage and safeguard this information in the ordinary course of business. The Privacy Policy as it is presented here is in its most thorough form. Any further information about the policy and practices is available upon request.

What is Personal Information?

“Personal Information” is any information that can be used to identify an individual. This includes your name, age, personal telephone number, address, credit card details, email address and any other personally identifiable information that you choose to provide Hermès. This does not include business information such as name, title or business address or telephone number of an employee of an organization.

Identification, Collection, Use and Disclosure of Personal Information

1. When does Hermès collect Personal Information?

Hermès collects various types of Personal Information from you when you provide it at the time of purchase, when you sign up for our mailing list, or when you require that an item be shipped or repaired.

2. How does Hermès use your Personal Information?

Hermès uses Personal Information to manage our relationship with you and to provide goods and services in the ordinary course of business. We use Personal Information in an effort to: improve your shopping experience, protect you and us from error and fraud, keep you informed of our special events or product offerings, communicate with you regarding orders, arrange delivery of purchases, understand your preferences, recommend particular products or services to meet your needs and to answer your questions.

Personal Information collected by Hermès will only be used or disclosed for purposes described in this Privacy Policy or for other purposes that we have informed you of at the time of collecting that information. We will not refuse to provide a product or service to you if you choose not to provide us with your Personal Information, unless your failure to provide such information makes us unable to provide the product or service.

Personal Information may be stored in servers hosted in various countries, including the United States, the European Union and Canada. Your Personal Information may be subject to the laws of the countries in which it is stored or used. Those countries may have different data protection regimes than the country in which you reside. Under the laws of those countries, in certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your Personal Information. By providing us with any Personal Information, you consent to the transfer of your Personal Information to other countries, such as the United States and the European Union, which may have a different privacy regime than your country of residence.

3. How may Hermès disclose Personal Information?

Hermès may share your Personal Information within the Hermès Group to manage customer relationships and to inform you of other products with which may be of interest to you. When we use trusted third parties to act on our behalf by performing such functions as fulfilling orders, delivering packages, processing credit card payments or providing customer service, contractual or other appropriate means are used to ensure compliance by such third parties with this Privacy Policy and all applicable privacy laws.

In order to manage our database and to distribute our products and services, Hermès may share your Personal Information in the following ways:

- **Hermès Group:** When you provide Personal Information to Hermès Canada Inc., we may share that information within the Hermès Group so they may use and disclose it for the purpose described in this Privacy Policy.
- **Service Providers:** We engage service providers who manage our customer information and perform services on our behalf. We require that our service providers appropriately protect Personal Information and use it only to provide services to us. These service providers are or may be located in the following countries: Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Canada, Caribbean, Chile, China, Czech Republic, Denmark, France, Germany, Great Britain, Greece, Guam, India, Indonesia, Ireland, Italy, Japan, Lebanon, Luxembourg, Malaysia, Mexico, Monaco, Netherlands, New Caledonia, Norway, Panama, Philippines, Portugal, Qatar, Russia, Saipan, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United States, and Vietnam.
- **Third Parties:** We may share Personal Information with consultants and affiliates for our internal business purposes. When the intended use of Personal Information involves releasing it to a third party, we take the reasonable steps to ensure their privacy policy meets our own.
- **Corporate Transactions:** In the unlikely event of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of the business, assets or stock of the Hermès Group or any of our businesses, your Personal Information may be among the transferred business assets and may be shared with other parties.
- **Other disclosures:** The Hermès Group also may disclose Personal Information about you in order to: protect the legal rights, privacy or safety of the Hermès Group or our employees, agents, and contractors; protect the safety and security of visitors to our websites or other properties; protect against fraud or other illegal activity or for risk management purposes; respond to inquiries or requests from government or public authorities in any country in which we operate, including the U.S and the E.U.; permit us to pursue available remedies or limit the damages that we may sustain; enforce our Terms of Use or the terms and conditions applicable to any contest, promotion or program; or comply with the laws or legal process.

Consent

We will collect, use or disclose your Personal Information only with your knowledge and consent, except where required or permitted by law. The method of obtaining consent is appropriate to the type of Personal Information being collected, used or disclosed:

- Hermès will obtain your express consent (e.g. verbal, written or electronic agreement) to collect, use or disclose sensitive Personal Information such as personal financial information;
- Hermès will use implied consent to collect, use or disclose your Personal Information where (i) express consent has previously been given or (ii)

where the purpose of using the Personal Information is reasonably apparent to you.

Such consent is also implied when Personal Information is provided by customers in the stores for purchases, services, requests and/or any other purpose. Hermès will notify and obtain your consent before collecting, using or disclosing your Personal Information out of the ordinary course of business.

You may withdraw consent to the collection, use and disclosure of your Personal Information at any time, subject to legal or contractual restrictions and reasonable notice. Note, however, that such withdrawal may make it impossible for Hermès to provide certain services to you.

Security and Retention

Hermès will take reasonable steps to protect your Personal Information from loss, unauthorized access, use or disclosure. Personal Information shall be protected by security safeguards appropriate to the sensitivity of the information. Hermès will retain Personal Information only as long as necessary for the fulfillment of those purposes for which it was collected.

Access and Verification

You may request access to and/or correction of your Personal Information. Please contact us at the email or mailing address outlined below. Hermès shall amend any inaccuracy or incompleteness of Personal Information as required. Any unsatisfied requests shall be recorded by Hermès. Specific requests for information can be directed to the Privacy Officer, and the information will be released within a reasonable time at minimal or no cost to the individual.

Hermès may not be able to provide you with access to your Personal Information where the information cannot be disclosed for reasons of security or legal privilege. Such reasons for denying access will be provided to you upon request.

Hermès considers the following reasons justifiable reasons to refuse access to Personal Information:

- Solicitor-client privilege
- Litigation privilege
- Security and ongoing fraud investigations
- Proprietary or trade secret information
- Sensitive medical information that could be obtained through other means
- Requests that would prove prohibitively costly to provide
- Requests that could reasonably be expected to threaten the life or security of another individual

This list is not exhaustive and other reasons may be considered justifiable.

Challenging Compliance

If Hermès holds your Personal Information, you have the right to file a challenge about Hermès' compliance with Privacy legislation. Hermès will consider all requests serious and will investigate any complaints thoroughly. To make a challenge please contact the Privacy Officer at the address below.

Contact Us

If you have any questions, comments or concerns about privacy at Hermès or to withdraw your consent for the use of your Personal Information please contact:

Hermès Canada Inc. Privacy Office

130 Bloor Street West, Suite 600

Toronto

M5S 1N5

Or privacyoffice@ca.hermes.com

Limitation of Liability

TO THE EXTENT PERMITTED BY LAW, IN NO EVENT SHALL HERMES.COM, THE STORES OR ANY OF THEIR AFFILIATED ENTITIES OR SUPPLIERS BE LIABLE FOR ANY INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL, EXEMPLARY OR CONSEQUENTIAL DAMAGES, EVEN IF THESE ENTITIES HAVE BEEN PREVIOUSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, WHETHER IN AN ACTION, UNDER CONTRACT, NEGLIGENCE OR ANY OTHER THEORY, ARISING OUT OF OR IN CONNECTION WITH THE USE, INABILITY TO USE OR PERFORMANCE OF THE INFORMATION, SERVICES, PRODUCTS AND MATERIALS AVAILABLE FROM THE SITE.

Additional Information

No transmission of data over the internet is guaranteed to be completely secure. It may be possible for third parties not under the control of hermes.com to intercept or access transmissions or private communications unlawfully. While we strive to protect your Personal Information, neither hermes.com nor any of our service providers can ensure or warrant the security of any information you transmit to us over the internet. Any such transmission is done at your own risk.

Privacy Policy
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