

PRIVACY POLICY OF FASHION TECHNOLOGY ACCELERATOR

This policy details the data protection policy (the "**Privacy Policy**") of Fashion Technology Accelerator S.r.l., an Italian company, located at Via Forcella n°13, 20144, Milan, Italy, registered with the Chamber of Commerce of Milan under number 08341880964 ("**FTA**" or "**we**"), with regard to the processing of personal data (the "**Personal Data**") provided on the website at the following address: www.circularityideathon.com (the "**Website**") by candidates ("**you**").

The Website is used by FTA for the organisation of the "Ideathon" (the "**Contest**"), whose purpose is to support the fashion luxury companies to accelerate their responsible innovation journey developing innovative solutions towards circularity.

The rules (the "**Rules**") governing the Contest are accessible on the Website.

The Privacy Policy describes the processing of Personal Data we implement (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.

If you do not agree to this Privacy Policy, please do not take part to the Contest. We may, from time to time, make changes to our Privacy Policy and will update this page and, where appropriate, we will email you or otherwise notify you on the updates. Please check back frequently regardless to see any updates or changes to this Privacy Policy.

1. Personal Data

Personal Data refers to any information or pieces of information that could identify you either directly or indirectly. It may also include unique identifiers like your computer's IP address or your device's address or data regarding your navigation on our Website.

2. Data controller responsible of the protection of your Personal Data

A data controller is an entity that determines the purposes and means of the processing of your Personal Data and is responsible to you for compliance with data protection regulations.

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

Fashion Technology Accelerator S.r.l.

Via Forcella n°13, 20144, Milan, Italy

C.F./P.IVA 08341880964

Email: milan@ftaccelerator.it

FTA has appointed a Data Protection Officer (DPO).

For the purposes of your participation to the Contest on the Website and developing business opportunities, FTAs DPO may be reached by mail at the following address: FTA Data Protection Officer, Via Forcella n°13, 20144, Milano, Italy.

3. Why and how do We use your Personal Data

3.1 How do We collect your Personal Data

We collect your Personal Data directly from you when (i) you apply, through email, to the Contest, (ii) you further participate in the Contest and (iii) to develop business opportunities.

We may also from time to time collect your Personal Data indirectly, when We take pictures of you, during the workshops (the "**Workshops**"), which take place online and the "Ideathon" (the "**Event**") which take place in Milan on May 6th, with your express prior consent.

3.2 What Data do We collect

FTA collects several types of Personal Data about you:

- last name and first name,
- email address,
- telephone number,
- your date and place of birth.

The Personal Data, which are essential for FTA to satisfy the purposes described above, shall be pointed out on the Website. If you do not fill out these mandatory fields, you may not be able to join the Contest or to take advantage of any business opportunities.

3.3 On what legal grounds and for which purposes do We use your Personal Data

In accordance with current personal data protection regulations, We only process your Personal Data when We have a legal basis to do so.

We process your Personal Data based on legitimate interest, for the following purposes:

- to manage your subscription to, and participation in, the Contest and, where applicable, granting the award and inviting you to the Event;
- to inform you about business opportunities within FTA.

We may also store your Personal Data when the law requires Us to do so or to exercise or defend our rights.

3.4 Who has access to your Data

Your Personal Data are processed by FTA for your registration the Contest, your further participation in the Workshops, the Contest and the Event and for the purpose of developing business opportunities.

Your Personal Data will also be accessible to third parties, namely: (i) to the partner organising the Contest (VF company), the public relations agencies in charge of routing the invitations and the communication, (ii) incidentally, for technical and logistical reasons, to FTA's subcontractors, (iii) to FTA's affiliates, which can be part of the Final Jury (iv) your

Personal Data may be transferred to a third party in case of a restructuring of FTA including in case of a total or partial assignment of assets, merger, absorption-acquisition, demerger and, more generally, any reorganization transaction.

Lastly, FTA 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.

3.5 Where we store your data and international data transfers

The recipients of your Personal Data may be located abroad, 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.

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. Upon request, We can provide you with a list of countries where your Personal Data may be stored, processed or transit, inform you of the safeguards used on a case-by-case basis and, where applicable, provide you with a copy of the contractual safeguards.

3.6 How long do We store your Data

The Personal Data collected and processed by FTA relating to (i) all Candidates (as this term is defined in the Rules) and the Winner (as this term is defined in the Rules) will be retained for a maximum period of two (2) year after the Event; (ii) the Winner will be retained for the whole duration of the potential business relationship between FTA and the Winner (and in the absence of business relationships between FTA and the Winner, for a maximum period of two (2) years after the Event).

After the expiry of the above mentioned timescales, FTA may get in touch with you to find out whether you wish FTA to keep your Personal Data for the purpose of notifying you of

any relevant business opportunities that may match your activity. 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 Rules concerning the assignment of your rights over your image. Notwithstanding the foregoing, FTA shall not be required to record or store your Personal Data related to the management of a potential business relationship, even if you agreed to such use.

4. What are your rights in relation to your Personal Data

4.1 Access, rectification and portability

In accordance with current regulations, you have the right to access your Data. You may also request correction of your Personal Data should they be inaccurate. Depending on the purpose of processing, you also have the right to have incomplete Personal Data completed.

To respond to your request, we may ask you to provide Us with a proof of your identity. We may also need to ask you for additional information or supporting documents. We will make every effort to respond to your request as soon as possible.

You may, to the extent provided for by law, exercise your right to Data portability which allows you to retrieve, in an interoperable format, the Personal Data that you provided to Us.

4.2 Right to erasure of your Personal Data and to limitation of the processing of your Data

You may request erasure or limitation of the processing of your Personal Data if:

- You believe that our processing of your Personal Data is no longer necessary for your participation in the Contest or your use of the Website,

- You believe that the processing is unlawful, or you contest the accuracy of the Personal Data We process about you.

Please note that despite the exercise of your right to erasure or processing limitation, We will store some of your Personal Data when the law requires Us to do so or to exercise or defend your rights.

4.3 Procedure to exercise your rights in relation to your Personal Data

You may exercise your right to access, rectification and/or erasure of your Personal Data by contacting Us directly at the email address milan@ftaccelerator.it or by sending a request by registered letter with acknowledgment of receipt to Fashion Technology Accelerator S.r.l., to the attention of Fashion Technology Accelerator S.r.l., Via Forcella n°13, 20144, Milan, Italy. You may be asked to provide proof of identity.

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

5. How is your Personal Data secured?

FTA uses technical and organisational measures that comply with Italian and EU legal and regulatory requirements, to keep your Personal Data secure and confidential.

However, FTA does not control all risks related to the operation of the Internet and draws your attention to the inherent risks of using any website.

6. Cookies

We only use strictly necessary cookies for the proper functioning of the Website. These technical cookies do not store any of your Personal Data.

7. Third party websites

There may be links to third-party websites that We do not control, and which are governed by their own confidentiality and personal data protection policies. This Privacy Policy does not apply to third-party websites. Please review the confidentiality and personal data protection policies of the third-party websites that you visit to understand how they process your Personal Data. FTA shall not be liable for any use of your Data by any third parties.

8. How can You contact Us if You have queries or complaints

For any questions concerning this Privacy Policy or for any queries or complaints regarding your Personal Data, please contact Us any time at milan@ftaccelerator.it.

VIDEO/PHOTOGRAPH RELEASE FORM

I hereby grant Fashion Technology Accelerator Srl and VF Company respectively the "Organizer" and the "Partner" the irrevocable right and permission to use photographs and/or video recordings of me during the Workshops and the Event without any compensation to me.

I understand and agree that such photographs and/or video recordings of me may be placed on the Internet by the Organizer and/or the Partner. I waive the right to approve the final product. I agree that all such portraits, pictures, photographs, video and audio recordings, and any reproductions thereof, and all plates, negatives, recording tape and digital files are and shall remain the property of the Organizer and of the Partner.

I hereby release, acquit, and forever discharge the Organizer and the Partner, its current and former trustees, agents, officers, and employees of the above-named entities from any and all claims, demands, rights, promises, damages and liabilities arising out of or in connection with the use or distribution of said photographs and/or video recordings, including but not limited to any claims for invasion of privacy, appropriation of likeness or defamation.

I hereby warrant that I am eighteen (18) years old or more and competent to contract in my own.