

# Privacy Policy

## *ABOUT WOMEN'S PAVILION AND THIS PRIVACY POLICY*

Last updated March 2024

Women's Pavilion at Expo 2025 Osaka, in collaboration with Cartier SA has its registered offices at rue André-de-Garrini 3, 1217 Meyrin, Switzerland. In this Privacy Policy, we use the term Women's Pavilion (and "we", "us" and "our") to refer to the head office of the Women's Pavilion at the registered address above, our affiliates and our boutiques.

Please take a moment to read the following policy that explains how we collect, use, disclose and transfer the personal information that you provide to us on our websites and other digital platforms (together referred to as the "Platforms"), when you visit a Women's Pavilion, or when you interact with us over social media platforms. It also explains how we collect information through the use of cookies and related technologies when you use our Platforms.

## *UPDATES TO THIS PRIVACY POLICY*

From time to time we may update this Privacy Policy. When we do, we will publish the changes on this Platform.

## *INFORMATION YOU PROVIDE TO US AND HOW WE USE IT*

We may collect the information from you as detailed below:

- We collect certain information automatically about visitors to our Platform, described in the section headed "Cookies and other information that we automatically collect", below; and
- We will collect information about your location to the extent that we provide any location services, described in the section headed "Location services" below.

We will use the information we collect from you to:

- Deal with your enquiries and requests;
- Send service related communications, including announcements and administrative messages;
- Send you marketing communications (including e-mails and social media audience matching) relating to us and other third party partners and that we think may be of interest to you where we have a legitimate basis to do so (please see the "Your choices" section below for further information about how you can control these updates);
- Conduct market research so that we can continuously improve the services we provide; and

- Understand how our Platform is used so that we can continuously improve our Platform and services and other offerings.

Where you have agreed to a particular use of your information, we process it on the basis of your consent. You may withdraw that consent at any time (for example, for us to send you marketing communications) by contacting us (see the section headed “Contact us” below). We also process your information where this is necessary for the performance of a contract with you or where it is necessary for our legitimate interests of operating, protecting and improving our business.

### ***COOKIES AND OTHER INFORMATION THAT WE AUTOMATICALLY COLLECT***

This website uses cookies according to our Cookie Policy below. This Cookie Policy is available to users on each page of the website linked to this Privacy Policy and on each information banner regarding cookies.

### ***IP ADDRESSES***

We will collect information about your computer or mobile device, including where available your IP address, operating system, log-in times and browser type. We use this information to better understand how visitors use our Platform and for internal reporting purposes. We will anonymise and share this information with advertisers, sponsors or other businesses.

### ***LOCATION SERVICES***

Some of the services that we provide are able to use information about your location. For these services, which are typically available on mobile devices you are provided with the opportunity to provide your consent to the use of location services, which, for example, process information deriving from GPS, sensors, beacons o. Your device will have settings that allow you to turn off these services should you no longer wish to benefit from them.

### ***SHARING YOUR INFORMATION***

We do not share personal information about you with other people or non-affiliated companies except under the following circumstances:

- We will disclose your personal information to any law enforcement agency, court, regulator, government authority or other third party where we believe this is necessary to comply with a legal or regulatory obligation, or otherwise to protect our rights or the rights of any third party; and
- We will disclose your personal information to any third party that purchases, or to which we transfer, all or substantially all of our assets and business. Should such a sale or transfer occur, we will use reasonable efforts to try to ensure that the entity to which we transfer your personal information uses it in a manner that is consistent with this Privacy Policy.

### ***INTERNATIONAL TRANSFERS***

We have implemented standard contractual clauses to ensure adequate safeguards are in place to protect your information where it is transferred to our affiliated companies and boutiques in territories outside the European Economic Area and

Switzerland. Where we share your information with a third party service provider outside of the European Economic Area and Switzerland (as detailed in the section entitled “Sharing your information”), we contractually oblige the third party service provider to implement adequate safeguards to protect your information.

### ***PROTECTING YOUR INFORMATION***

We want you to feel confident about using our Platform, and we are committed to protecting the personal information we collect. We limit access to personal information about you to employees who reasonably need access to it, to provide products or services to you or in order to do their jobs. We have appropriate technical and organisational physical, electronic, and procedural safeguards to protect the personal information that you provide to us against unauthorised or unlawful processing and against accidental loss, damage or destruction. However, where we ask you to choose a password in order to access certain parts of our Platform, you are responsible for selecting a secure password and keeping that password confidential. You should choose a password which you do not use on any other site, and you should not share it with anyone else.

### ***RETAINING YOUR INFORMATION***

We keep your information for only as long as is necessary for our purposes, and in particular to protect ourselves in the event of a legal claim (for example, information relating to a contract with you will be kept for the lifetime of the contract and up to ten years after). After this period it will be deleted or in some cases anonymised. Where we sought your consent to process your personal information and we have no other lawful basis to continue with that processing, if you subsequently withdraw your consent we will delete your personal information. If you request that we no longer send you direct marketing communications, we will keep a record of your request and contact details to ensure that your request is respected.

### ***YOUR CHOICES***

You have the right to ask for access to any personal information that we hold about you in our records, to correct any inaccuracies and to update any out-of-date information. In some circumstances, you have the right to request the erasure of your personal information or a restriction of its use.

You have the right to object to us processing your personal information in some cases. In particular, you can ask us to stop sending you direct marketing communications at any time (however please note that we may continue to send you service-related (i.e. non-marketing) communications, such as e-mail updates on your order status). If you wish to exercise any of these rights, please write to us at the address listed below.

You may unsubscribe from e-mail marketing communications at any time by e-mailing the address below in the section headed “Contact us” or clicking on the ‘unsubscribe’ link in any Women’s Pavilion marketing e-mails.

If you have a concern about how we use your information, as a first step please contact us using the details set out below and we will do our best to resolve your concern. After investigating your concern, we will respond to you in writing within a reasonable time setting out our proposed remedial action. If you think we have processed your personal information in a manner which is unlawful or breaches your rights you also have the right to complain to a European Data Protection Authority in your place of residence or work, or the jurisdiction in which the processing took place.

## *CONTACT US*

If you have any questions or comments about this Privacy Policy, or privacy matters generally, please contact us at the address provided below. You can also use this address if you wish to request access to the personal information we hold about you or to unsubscribe from any further e-mail marketing communications.

If you have any questions about this Privacy Policy or the manner in which your information may be processed, please contact us at:

Email: [womenspavilion@cartier.com](mailto:womenspavilion@cartier.com)

or write to

Cartier SA rue André-de-Garrini 31217 Meyrin Switzerland