

PRIVACY POLICY AND PERSONAL DATA PROTECTION - Switzerland

ENGLISH VERSION

Version dated 3 April 2026

This privacy and personal data protection policy applies to all activities carried out by Kiabi in Switzerland or on the website <https://www.kiabishop.com/fr-CH>. It provides you with information about the data processing operations carried out by Kiabi in connection with its activities in accordance with the data protection regulations in force.

Kiabi attaches particular importance to the protection of your personal data and undertakes to process it confidentially, securely and in compliance with the applicable legal and regulatory provisions.

Kiabi reserves the right to modify all or part of its privacy and personal data protection policy at any time. You are therefore invited to consult this page regularly in order to stay informed of any changes made. If these changes directly affect your rights, we will notify you directly (by email, in store or on <https://www.kiabishop.com/fr-CH>).

1) Section no. 1: DATA COLLECTION

SOME DEFINITIONS

- **Personal data:** Personal data is any information relating to an identified natural person or to a natural person who can be identified, directly or indirectly, by reference to an identification number or to one or more factors specific to that person. (Surname, first name, address, telephone number, location data, etc.)
- **Processing:** Any operation performed on personal data, such as collection, recording, consultation, modification, disclosure, etc.
- **Data controller:** Entity that determines the purposes and means of processing.
- **Processor:** Entity that processes data on behalf of the data controller.

THE DATA PROTECTION OFFICER

In order to ensure the security and confidentiality of your data, Kiabi has appointed a Data Protection Officer. The Officer maintains a register of the data processing operations carried out by Kiabi.

For any further information, you may contact the Officer at: dataprotectionofficer@kiabi.com

THE DATA CONTROLLERS

Kiabi is a group made up of different legal entities. The following companies are jointly responsible for processing your personal data, which means that they jointly determine the purposes and means of the processing operations defined below.

KIABI Suisse SA, a Swiss public limited company, registered with the Commercial Register of the Canton of Vaud under no. IDE CHE-442.567.929, whose registered office is at Rue de Bourg 16-18, c/o LEGAL INSIGHTS Sarl, 1003 LAUSANNE (Switzerland), KWEB, a simplified joint-stock company, registered with the Lille Metropole Trade and Companies Register under number 312 347 362, whose registered office is at 4A rue du Moulin de Lezennes, 59260 Lezennes (France), and BUNSHA, a simplified joint-stock company, registered with the Lille Metropole Trade and Companies Register under number

312 347 362, whose registered office is at 4A rue du Moulin de Lezennes, 59260 Lezennes (France) (hereinafter: the "Data Controllers" or "Kiabi").

The Data Controllers have signed an agreement between them setting out their respective roles and their relationship vis-a-vis the data subjects. The main points of this agreement may be made available to you on request to the Data Protection Officer.

PROCESSING OPERATIONS CARRIED OUT, PURPOSES AND LEGAL BASIS

Kiabi carries out various processing operations on your data. Below you will find the list of the different processing operations, the type of data collected and a description of their purposes.

Processing operations based on a contract

- Creation and management of the customer account

🔑 Data processed: Title, surname, first name, date of birth, email, telephone number, children's title (optional), children's surname and first name (optional), children's date of birth (optional), IP address, mobile operating system, type of device used. The password is encrypted in the database.

Purpose: To provide you with the services, benefits and tailored experiences included with our customer account (including, if you wish, by providing data about your children). To maintain your member profile, from secure login to updating your data, including order history and membership status. To inform you of updates and important changes to your membership status or to the terms of your membership. To detect and deal with breaches of our general terms and conditions or fraudulent behaviour.

📅 Retention period: The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter.

Login via social networks: You can create an account using your social network data or log in via accounts created on social networks. In such a case, Kiabi does not have access to your social network data. You can deactivate automatic authentication via your Kiabi account at any time.

Legal basis: The processing of your personal data to create and manage your customer account and to provide you with the personalised services included in membership is necessary to perform the membership contract. For any optional data, the processing is based on your consent to provide us with this data so that your customer account can be managed in a personalised way.

📍 Data recipients: Internal: Kiabi's internal departments, such as the web and IT department, the marketing department and customer service. External: Your data is transmitted to processors, in particular for data hosting. (See the "Our use" section for more information.)

🌐 Location of processing: The data is stored in the European Union and we implement all technical and organisational measures to protect it.

- Online ordering and delivery of ordered items

🔑 Data processed: Title, surname, first name, date of birth, email, telephone number, postal address, IP address, mobile operating system, type of device used, loyalty card number, content of customer purchases.

Purpose: To process your orders or service requests and manage payment operations. To manage your

Legal basis: We process your personal data necessary for the performance of an online sales contract concluded between you (the buyer) and us (the seller).

deliveries, complaints, return requests and secure refunds. To contact you if necessary and provide you with information on the status of your order and other essential updates.

§ Retention period: The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter. In accordance with our legal obligations, invoices and information relating to your orders are kept for 5 years after your order.

↗ Data recipients: Internal: customer service, the marketing department, the web and IT departments, store teams (if the order is collected in store) and logistics teams. External: The data is transmitted to processors, in particular for data hosting, and to partners for delivery (see the "Our use" section for more information).

📍 Location of processing: The data is stored in the European Union and we implement all technical and organisational measures to protect it.

– Payment for online purchases

🔑 Data processed: Surname, first name, email, telephone number, postal address, bank card number, IP address, operating system, type of device used.

Purpose: To enable the secure processing of your transactions, the invoicing of your orders and compliance with our legal obligations, with a view to offering you a reliable, high-quality service.

§ Retention period: The data (other than your banking information) is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter. Banking information is retained for 13 months by our payment service provider.

Legal basis: We process your personal data necessary for the performance of a sales contract concluded between you (the buyer) and us (the seller).

↗ Data recipients: Internal: Kiabi customer service. External: Our payment service provider.

Kiabi does not have access to your banking information. This data is processed and stored by our partner, which complies with PCI DSS standards.

📍 Location of processing: The data is stored in the European Union and we ensure that all technical and organisational measures are implemented to protect it.

– Management of the loyalty programme

🔑 Data processed: Title, surname, first name, date of birth, children's first name and age, receipt content (items and quantities purchased, purchase date), card creation date, number of points, electronic signature

Purpose: To provide you with the services, benefits and tailored experiences included in our loyalty programme. To inform you of your rewards and benefits related to your membership, such as offers, promotions and recommendations, services, events and much more, organised by us or our partner companies. To maintain your profile, from secure login to updating your data, including order history and your membership status in our loyalty programme. To inform you of updates and important changes to your membership status or to the terms of your

Legal basis: We process your personal data necessary to provide you with the personalised services included in membership of our loyalty programme. The processing of your personal data is used to provide you with member-only offers, trend alerts, rewards, purchase or birthday vouchers and special invitations to sales and events.

membership. To detect and deal with breaches of our loyalty programme terms and conditions or fraudulent behaviour.

📅 **Retention period:** The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter.

👤 **Data recipients:** Kiabi's internal departments, such as customer service, the marketing department, the web and IT department and store teams.

🌐 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

Processing operations based on consent

- Management of advertising, service and performance cookies.

Please refer to section no. 5: cookies

- Sending commercial offers by email and/or SMS

📄 **Data processed:** Surname, first name, email, telephone number, opt-in / opt-out, date of consent, source of collection, tracking of email opens, tracking of clicks on links contained in offers, web pages visited after clicking the link contained in the email, sending frequency, purchasing preferences, abandoned basket for follow-up (only if cookies have been accepted, see section no. 5 "Cookies and trackers").

Purpose: To generate and send marketing content, such as newsletters, including style and purchasing recommendations or commercial offers.

📅 **Retention period:** The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter.

🌐 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

👤 **Data recipients:** Internal: the marketing department. External: Your data is transmitted to our processors, in particular to manage the sending of emails and SMS messages. (See the "Our use" section for more information.)

- Organisation of prize draws

📄 **Data processed:** Title, surname, first name, date of birth, email, telephone number, photo (if casting), KIABI Newsletter opt-in or opt-in to the named prize draw partner, and prize.

Purpose: To administer the competitions and ensure follow-up, in particular to confirm participation, contact winners, deliver prizes and track their delivery, contact you to provide relevant information about the competitions and give you access to the place where they are organised.

📅 **Retention period:** The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter. If this is a photo casting

🌐 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

👤 **Data recipients:** Internal: the marketing department. External: Your data is transmitted to the processor managing the prize draw. Your data may also be transmitted to the prize draw partner

competition, participants' photos are kept for 3 months from the end of the competition, while winners' photos are kept for 3 years after the end of the competition. expressly mentioned, provided that you have given us your consent.

- Enrichment of the Kiabi database with data from advertising partners for the sending of commercial offers by email (where you have given your consent to the advertising partner for your data to be transferred to us).

🔑 **Data processed:** Title, surname, first name, date of birth, email, telephone number, newsletter opt-in, SMS opt-in, date of consent, advertising partner at the origin of the collection, tracking of email opens, tracking of clicks on links contained in offers, web pages visited after clicking the link contained in the email, sending frequency.

🌐 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

Purpose: To generate and send marketing content, such as newsletters, including style and purchasing recommendations.

📅 **Retention period:** The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter.

👤 **Data recipients:** Kiabi's internal departments, such as customer service and the marketing department.

- Personalisation of online advertising for the benefit of third-party advertisers (audience extension)

KIABI may use data concerning you in order to personalise the advertising shown to you on its website or on external websites (for example on social networks), on behalf of third-party advertisers, provided that you have consented to advertising cookies. No personal data is transmitted to the advertisers concerned.

The purpose of such processing by Kiabi is to improve its customer knowledge in order to establish a profile about you and thus personalise advertising through the combination of your browsing data and the data you provide when interacting with KIABI (you may object to this data processing by sending us an email at dataprotectionofficer@kiabi.com).

Processing operations based on KIABI's legitimate interest

- Measuring customer satisfaction with our services and products

🔑 **Data processed:** Title, surname, first name, date of birth, email, telephone number, newsletter opt-in, SMS opt-in, date of consent, any data collected during satisfaction surveys.

Legal basis: This collection is based on our legitimate interest in assessing customer satisfaction and improving our services, while respecting your rights and protecting your personal data.

Purpose: The information collected during our satisfaction surveys enables us to better understand your experience and continuously improve the quality of our services in order to meet your expectations as effectively as possible.

📅 **Retention period:** The retention period for data collected during a satisfaction survey following a purchase made in store or on the web is 90 days from the date of collection. The retention period for data

👤 **Data recipients:** Internal: Kiabi's marketing department. External: Your data is transmitted to our processors, in particular for the management of

collected when you post a product review on the web is 3 years.

review collection tools. (See the "Our use" section for more information.)

📍 **Location of processing:** Your data may be transferred to the United States or to other countries. Appropriate safeguards for the transfer are put in place in accordance with Swiss data protection regulations. Accordingly, Kiabi uses processors certified as complying with the principles of the Switzerland-U.S. data protection framework.

– Video surveillance in store

📄 **Data processed:** Images of persons, the date, time and place where the images were collected.

Legal basis: This processing is based on our legitimate interest in ensuring the security of persons, property and premises.

📍 **Location of processing:** The data is stored in Switzerland and we implement all technical and organisational measures to protect it

📅 **Retention period:** The images are retained for 1 month from the date they are recorded.

👤 **Data recipients:** Internal: authorised store staff. External: Our service provider responsible for store security (see the "Our use" section for more information). The data may also be transmitted to the authorities in the context of legal proceedings.

– Management of unpaid debts and online payment fraud

In order to protect itself against unpaid debts and fraud, Kiabi uses a transaction monitoring tool, 3D Secure. This tool is triggered automatically according to a certain number of criteria in order to secure the transaction. Kiabi keeps a list of customers with a proven unpaid debt who can therefore no longer place orders on the website. Before you are placed on this list, you will be informed and Kiabi will give you a reasonable period in which to regularise the situation. The processing of your data in these files is carried out as follows:

📄 **Data processed:** Email, date of entry in the file, order date, transaction number, transaction amount, payment method used, delivery department of the order, customer ID, customer IP.

Purpose: to secure payments made on our website, prevent fraud attempts and unpaid debts, protect our customers against unauthorised use of their means of payment, and ensure the proper functioning and reliability of our services.

📅 **Retention period:** If you are registered on this list, the data is kept for 2 years. The data is deleted 48 hours after the unpaid debt has been settled.

Legal basis: This processing is based on our legitimate interest in preventing unpaid debts and fraud, ensuring the security of transactions and guaranteeing the proper functioning of our services, while respecting your rights and informing you in advance if a measure concerning you is taken, in particular before any registration on a list of customers with a proven unpaid debt.

👤 **Data recipients:** The internal payment management and treasury departments, and our external payment service provider.

📍 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

– Customer service management.

🔑 **Data processed:** Surname, first name, email, telephone number, as well as your account data and purchase history; exchanged emails, and the verbatim collected during email exchanges.

Purpose: To respond to your requests, provide technical assistance and handle complaints and questions relating to warranties, and also to improve the customer experience.

📅 **Retention period:** The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter.

Legal basis: We process your personal data necessary for the performance of a sales contract between you (the buyer) and us (the seller) and the warranties resulting from it.

👤 **Data recipients:** Internal: customer service and the department concerned by the complaint. External: Your data is transmitted to our processors, in particular for customer relationship management. (See the "Our use" section for more information.)

🌐 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

– Customer knowledge management and preference analyses

This processing is intended to improve and personalise the communication sent to you as well as improve the customer journey. We analyse your purchasing preferences in order to offer you a personalised experience when you visit the Kiabi website or to send you personalised emails (provided that you have consented to receiving our newsletters).

🔑 **Data processed:** Surname, first name, email, telephone number, customer account data, purchase history in store and/or online, segmentation based on past purchases, and customer journeys (e.g. an interest in baby purchases or in "fashion" purchases).

Purpose: To generate and send marketing content, such as newsletters, including style and purchasing recommendations, push notifications and marketing surveys through several communication channels. To provide you with personalised online content, in particular by sending you advertising. To ensure that the direct marketing communications we send you are effective and consistent with your preferences.

📅 **Retention period:** The data is retained for 3 years after the last contact with Kiabi, for example: the last purchase, the last login or the opening of a link contained in a newsletter.

Legal basis: When we send you direct marketing content, we rely on your consent to receive personalised newsletters and SMS messages. In addition, the use of cookies or similar tracking technologies on your browser/device is based on your consent collected through a cookie banner. For the remainder, the processing of your personal data is based on our legitimate interest as a business.

👤 **Data recipients:** Internal: customer service, the marketing department.

🌐 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

Processing operations based on a legal obligation

– Management of the exercise of customers' rights

🔑 **Data processed:** Surname, first name, email address and, where applicable, proof of identity

🌐 **Location of processing:** The data is stored in the European Union and we implement all technical and organisational measures to protect it.

🕒 **Retention period:** 1 year from the response to the exercise of the right.

👤 **Data recipients:** Data Protection Officer, person originating the request.

THE MAIN TIMES WHEN DATA IS COLLECTED

Data may be collected at different times. Kiabi makes every effort to ensure that this collection is transparent and fair.

- **Collection through the Kiabi loyalty programme**

To register for the Kiabi loyalty programme in store or online, you must provide us with information about yourself. Some of this information is mandatory, such as your surname, first name and date of birth; it will be marked with an asterisk or indicated as such by the sales adviser. Other information is optional, such as your postal address or your children's first names and dates of birth, etc. We also collect data throughout your purchases that enables us to analyse your preferences. Information on the processing carried out and on your rights will be provided to you at the time of collection and we also ask you to refer to section no. 1 "Data collection" for further information.

- **Data collection in store**

When you make a purchase or use a service in store, we may collect certain personal information in order to meet your needs. For example, when alteration services are provided, the sales adviser will need to collect your contact details in order to let you know when your product is available in store. Mandatory information will be marked with an asterisk or indicated as such by the adviser. Information on the processing carried out and on your rights will be provided to you at the time of collection and we also ask you to refer to section no. 1 "Data collection") for further information.

- **Collection on the website www.kiabishop.com/fr-CH:**

We need to collect certain information about you in order to manage your requests, such as your surname, first name or email address. Some of this information is mandatory and is marked with an asterisk. We also collect data that enables us to analyse your preferences. Information on the processing carried out and on your rights will be provided to you at the time of collection and we also ask you to refer to section no. 1 "Data collection") for further information.

- **Collection during prize draws:**

When Kiabi organises prize draws, it must collect certain personal information about you, such as your surname, first name, email address or date of birth, in order to record your participation. Some of this information is mandatory and is marked with an asterisk. Information on the processing carried out and on your rights will be provided to you at the time of collection and we also ask you to refer to section no. 1 "Data collection") for further information.

- **Indirect collection:**

Kiabi may collect some of your data indirectly. This data comes from Kiabi advertising partners to whom you have given your consent for your data to be transferred to Kiabi, for example in order to receive our newsletters.

- **Collection while browsing the website**

We use "cookies" that enable us to obtain information about your browsing. For more information, please refer to section no. 5 "Cookies and trackers".

2) Section no. 2: USE OF DATA

data security

Kiabi takes all precautions to preserve the security of your data, in particular to prevent its disclosure to unauthorised third parties. To this end, Kiabi implements all measures necessary to secure its IT systems and those of its processors.

Recipients of your data

– PROCESSORS

We may transmit your data to processors in order to provide the services offered. In such a case, Kiabi remains responsible for the use made of your data by the processors and ensures that they comply with the applicable standards. In particular, Kiabi makes every effort to ensure their compliance with security standards.

By way of example, below is a non-exhaustive list of categories of processors with whom we work:

- IT and technical processors (maintenance, website hosting, etc.)
- Processors in charge of customer relations (call centres, product reviews, etc.)
- Marketing processors (management of prize draws, sending of newsletters, etc.)
- Support and advisory processors (agencies, etc.)

– PARTNERS

Kiabi may transmit your data to partners in the following cases:

- In the course of our business, in order to ensure the best services for you, such as product delivery, payment of orders, etc.
- Where requested by a competent administrative or judicial authority.

When Kiabi transmits your data to partners, and where possible, it ensures that they comply with commitments that are as stringent as those it imposes on itself.

Transfer of data outside the Swiss Confederation

Your personal data is transferred outside the Swiss Confederation in compliance with the FADP. It is stored in countries of the European Union, which are considered by the Federal Council to provide an adequate level of protection.

As part of certain processing operations, your data may be transferred to countries located outside the European Union. In this case, the appropriate safeguards for such transfers, as provided for by the FADP, are implemented, in particular the European Commission's Standard Contractual Clauses as amended in accordance with the recommendations of the FDPIC.

3) Section no. 3: ADVERTISING AT KIABI

email and SMS

You may receive Kiabi offers (promotions, private sales, competitions, etc.) by email and/or SMS. We will always ask for your consent before registering you to receive these offers. You may withdraw your consent at any time:

- By clicking on the link in the footer of the email "To unsubscribe, click here." or of the SMS
- By contacting customer service at contactks@kiabi.com
- By contacting a sales adviser in store.

You may also receive satisfaction surveys by email following your purchases in store or online. You may object to the sending of these surveys by clicking on the link in the footer of the email or by sending an email with the words "Stop satisfaction surveys" to our DPO at dataprotectionofficer@kiabi.com.

USE OF SOCIAL NETWORKS

List of the advertising partners concerned

Subject to your consent, Kiabi works with the following advertising partners to provide you with offers and advertisements tailored to your interests on social networks:

- Meta
- Google
- Bing (Microsoft advertising)
- Pinterest
- Snapchat
- TikTok
- RTB House

Advertising targeting by audience type

- You may be shown targeted advertising on social networks. Kiabi uses a service that makes it possible to target certain audiences according to predefined themes and according to users' activity on social networks. For example, Kiabi may ask Facebook to show an advertisement about its women's offer to all Facebook users who like women's fashion (for example, who have liked the page of a women's fashion brand). You may object to receiving this type of advertising by going to your profile on the relevant social networks (Facebook / Instagram / TikTok / Google, etc.)

Custom audiences

- Kiabi also uses a service offered by social networks such as Facebook and Google, enabling Kiabi advertisements to be shown on the social network to a population of persons determined according to activity criteria at Kiabi. For example, Kiabi could ask Facebook to show advertisements to its customers who have bought from the women's department in the last 3 months
For this purpose, Kiabi transmits your email address or telephone number to the social network in pseudonymised form (a string of code), and the social network checks whether it also holds this same string of code via a matching key.
If the code strings match, you will see this advertisement. Conversely, if the social network does not detect a match, you will not see this advertisement.
The social network will not be able to obtain your email address or telephone number through this process. Kiabi does not transfer your identifying data to the social network. You may exercise your right to object to being included in these custom audiences at the following address: dataprotectionoffier@kiabi.com

push notifications

If you have consented, you may receive "push" notifications on your computer or mobile device (for example, when your parcel is available at the in-store collection point). You may choose not to receive notifications by refusing them, or you may disable notifications at any time in your device settings.

non-advertising contact

Kiabi may contact you by telephone, email, SMS or post, in particular for the following reasons:

- To follow up or prepare your order
- In the event of product collection
- To organise round tables with customers
- To send you information and/or a benefit related to the EN FAMILLE engagement programme.

4) Section no. 4: your rights

details of your rights

The FADP grants you the following rights and entitlements with regard to your data:

- **Right of access:** this is the right to obtain disclosure of all information concerning you held by the data controller.
- **Right to transmission / right to data portability:** this is the right to obtain that your personal data be transmitted directly to you or to another data controller in a structured and commonly used format.
- **Right to rectification:** this is the right to obtain rectification or deletion of inaccurate information concerning you held by the data controller.
- **Right to erasure:** this is the right to obtain deletion of information concerning you held by the data controller.
- **Right to object / right to withdraw consent:** this is the right to object to the processing of your data and to withdraw your consent at any time.
- **Right to restriction of processing:** this is the right for the data to be processed only for certain processing operations and to prohibit the others.
- **Right to lodge a complaint with a supervisory authority:** if you consider that we have not processed your personal data in accordance with the legislation, you may lodge a complaint with the Federal Data Protection and Information Commissioner (FDPIC).

These rights are not absolute. Kiabi may refuse to comply with them under the conditions set out in the FADP, in particular if the requests are abusive.

In addition, certain requests may have legal consequences for your relationship with Kiabi. For example, if you request the erasure of your data, you will no longer be able to benefit from our engagement programme.

exercise of YOUR rights

You may exercise your rights by email at contactks@kiabi.com and, in case of difficulties, at dataprotectionofficer@kiabi.com, or by writing to KIABI - D.P.O - 4A rue du Moulin de Lezennes, 59260 Lezennes (France) or to KIABI SUISSE - DPO - Rue de Bourg 16-18, c/o LEGAL INSIGHTS Sarl, 1003 LAUSANNE (Switzerland). A response will then be sent to you within a maximum of 30 days following receipt of the request.

To exercise your rights, you must prove your identity by any means. In case of reasonable doubt, proof of identity may be requested.

5) Section no. 5: COOKIES AND TRACKERS

definition

WHAT IS A COOKIE?

Kiabi and its partners use cookies. A cookie is a small text file that is placed on a computer, mobile device or any other device and records data from website visitors in order to make the user data generated there accessible for subsequent processing for the performance of specific functionalities.

ARE COOKIES DANGEROUS?

Cookies do not cause any damage to your computer and cannot carry viruses. They cannot run automatically. In addition, cookies do not collect any information contained on your computer or in your personal files.

THE TYPES OF COOKIES USED BY THE DATA CONTROLLERS

- **Functional cookies:** Functional and technical cookies are strictly necessary in order to provide our services and cannot be disabled. These include, for example, cookies that allow products to be kept in your basket. Some of these cookies are placed by Kiabi partners listed here. For more information on the processing of data collected by these partners' cookies, we invite you to consult their privacy policy available via the indicated links. If you wish to exercise your rights with these partners, please contact them directly.
- **Personalised advertising cookies:** Kiabi uses trackers in order to display personalised advertising according to your browsing and your profile. Some of these cookies are placed by Kiabi's partners listed below. For more information on the use of data collected by Kiabi partners' cookies, we invite you to consult their privacy policy available via the indicated links. If you wish to exercise your rights with these partners, please contact them directly.
- **Performance cookies:** Kiabi uses optimisation and browsing tracking solutions to improve the experience, understand needs and optimise browsing. Some of these cookies are placed by Kiabi partners listed here. For more information on the use of data collected by Kiabi partners' cookies, we invite you to consult their privacy policy available via the indicated links. If you wish to exercise your rights with these partners, please contact them directly.
- **Customer relationship service cookies:** Kiabi provides chats to make it easier for you to search and to answer your questions. We also use forms to collect your level of satisfaction and/or your opinions. These services are subject to cookies, which are placed by Kiabi partners listed below. For more information on the use of data collected by these partners' cookies, we invite you to consult their privacy policy available via the indicated links. If you wish to exercise your rights with these partners, you may contact them directly.
- **Social network cookies:** Our website offers you the possibility to identify yourself using your social network login details. These cookies are placed by Kiabi partners listed here. For more information on the use of data collected by these partners' cookies, we invite you to consult their privacy policy available via the indicated links. If you wish to exercise your rights with these partners, you may contact them directly.
- **Content personalisation cookies:** Our websites and applications use cookies to personalise the display of our products and services according to those that you have previously viewed or purchased. These cookies are created and managed directly by Kiabi.

data collected

Cookies make it possible to collect data while you browse, such as: your cookie or mobile identifier, IP address, pages visited, products viewed, type of device used, your shopping basket data, browsing language or the terms searched for in our search engine.

COOKIE CONTROL

HOW DO YOU DISABLE COOKIES THAT REQUIRE CONSENT?

By clicking on "Manage cookie placement" on our Personal Data page, you will access our platform for managing your consent to cookies and you may accept/refuse the placement of third-party cookies according to their purpose.

The settings for your choices regarding the placement of cookies are themselves stored via a cookie. It will therefore be necessary to configure your choices on each device and each browser that you use to connect to the Kiabi website, and to configure them again if you delete your cookies on one of your devices. We keep your choices for 6 months. You may modify them at any time.

HOW DO YOU DISABLE NECESSARY COOKIES?

Necessary (or essential) cookies function in such a way that accepting or refusing them affects the use of the entire website. You can delete and/or block cookies from your computer directly in your browser settings, but this will make the use of the website impossible.

Although each browser has different settings, cookie configuration is generally carried out in your browser's "Preferences" or "Tools" menu, at the top of your screen. For more information on configuring cookies, you can consult your browser's "Help" menu.

These settings may modify your conditions of access to our services requiring the use of cookies. If your browser is configured to refuse all cookies, you will not be able to use our website. The settings are specific to each browser.

- **For Internet Explorer™**: open the "Tools" menu, then select "Internet Options"; click the "Privacy" tab, then the "Advanced" tab, choose the desired level or find these explanations at the following link: <http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies>
- **For Firefox™**: open the "Tools" menu, then select "Options"; click the "Privacy" tab, then choose the desired options or follow this link: <http://support.mozilla.org/fr/kb/Activer%20et%20d%C3%A9sactiver%20les%20cookies>
- **For Chrome™**: open the settings menu (wrench icon), then select "Options"; click "Advanced options" then in the "Privacy" section, click "Content settings", and choose the desired options or find these explanations at the following link: <http://support.google.com/chrome/bin/answer.py?hl=fr&hlrm=en&answer=95647>
- **For Safari™**: choose "Safari > Preferences" then click "Security"; in the "Accept cookies" section choose the desired options or find these explanations at the following link: <http://docs.info.apple.com/article.html?path=Safari/3.0/fr/9277.html>
- **For Opera™**: open the "Tools" or "Settings" menu, then select "Delete private data"; click the "Detailed options" tab, then choose the desired options or find these explanations at the following link: <http://help.opera.com/Windows/10.20/fr/cookies.html>

ESSENTIAL COOKIES NECESSARY FOR USING THE WEBSITE

- **Cookie family: KIABI**

Cookie	Purpose	Legal basis	Retention period
sessionGuid	This cookie is used because it identifies the basket by means of an ID	Consent not required	1 year
checkoutStateUId	This cookie is used because it analyses the payment status	Consent not required	1 year
visitorID	This cookie is used for product recommendation	Consent not required	Session

HeaderInfo	This cookie is used for product recommendation	Consent not required	Session
Current_store	This cookie is used because it contains the value fr. It is not always present.	Consent not required	Session
CookieLang	This cookie is used to store the display language selected by the user on the website (for example on the KIABI Belgium website: fr/nl)	Consent not required	1 year
hideContacts	This cookie is used because it forces the contact panel to be displayed	Consent not required	Session
phrase_inline_context_editor	This cookie is used because it displays the names of the PhraseApp fields	Consent not required	Session
showSearchInput	This cookie is used to compare pages, in particular for displaying the search bar on mobile	Consent not required	Session
abTestAddToCartBtn	This cookie is used to compare pages, in particular regarding visual changes to the add-to-basket button	Consent not required	Session

- **Cookie family: Reach 5**

Cookie	Purpose	Legal basis	Retention period
_Host-SESSION	This cookie is used so that you can log in to the website.	Consent not required	3 days
_Host-SESSION_LEGACY	This cookie is used so that you can log in to the website.	Consent not required	3 days

- **Cookie family: Analytics**

Cookie	Purpose	Legal basis	Retention period
ladvize-7798-vuid	This cookie is used to generate a unique identifier (vuid) for each website visitor and an identifier for the device used (deviceId), which enables continuity of the conversation if the strong authentication feature is activated, as well as a token.	Consent not required	12 months

- **Cookie family: TagCommander/TrustCommander**

Cookie	Purpose	Legal basis	Retention period
cookielist	This cookie is used to know the origin of your basket. Example: /recherche/Gigoteuse	Consent not required	Session
TC_PRIVACY	This cookie is used to record users' consent choices for cookie categories and partners.	Consent not required	6 months
TC_PRIVACY_CENTER	This cookie is used to allow users' consent choices to be recorded by cookie category.	Consent not required	6 months
TCPID	This cookie is used to identify website visitors, in particular the privacy banner. Statistical measurement remains anonymous until the user gives consent for TCID cookies.	Consent not required	13 months
TCID	This cookie is used as a visitor identifier to calculate de-duplicated statistics by user (campaign tracking, segmentation, etc.)	Consent not required	1 year
WID	This cookie is used to allow identification when the browser is closed in order to divide page views into several functional sessions.	Consent not required	Session

- **Cookie family: Google/Google reCAPTCHA**

Cookie	Purpose	Legal basis	Retention period
_GRECAPTCHA	This cookie is used by Google reCAPTCHA to determine whether the traffic is legitimate	Consent not required	6 months
SOCS	This cookie is used by Google to record cookie preferences	Consent not required	13 months
_Secure-ENID	This cookie is used by Google to save user preferences	Consent not required	13 months

- **Cookie family: Algolia**

Cookie	Purpose	Legal basis	Retention period
_ALGOLIA	This cookie is used to create a user token	Consent not required	6 months

- **Cookie family: Datadog**

Cookie	Purpose	Legal basis	Retention period
_dd_s	This cookie is used to group all events generated from a single user session across several pages. It indicates the current session ID, whether the session is excluded due to sampling, and the session expiry date. The cookie is extended by a further 15 minutes each time the user interacts with the website, up to the maximum session duration	Consent not required	15 minutes - 4 hours

- **Cookie family: AT Internet / Piano Analytics**

Cookie	Purpose	Legal basis	Retention period
_pcid	This cookie is used by AT Internet / Piano Analytics to store the visitor's anonymous ID, which is created from the first visit to the website.	Consent not required	13 months
_pctx	This cookie is used by AT Internet / Piano Analytics to store information about the tracking context.	Consent not required	13 months
pa_privacy	This cookie is used to configure the solution's consent and to store the consent for use.	Consent not required	13 months