

PRIVACY POLICY- CANADA

Effective date: *February 6, 2025.*

At **ITX Canada Ltd** and **BERSHKA BSK ESPAÑA, S.A.**, we protect the privacy of our customers and their information. It is important for us to be transparent, and this **Privacy Policy** offers you information regarding the types of personal information we collect, how we use that information, whom we disclose it to, and the grounds and purposes for such collection, use, and disclosure. We also want you to be informed about your rights regarding your privacy and its protection.

This **Privacy Policy** applies to customers who communicate with us, uses our services, purchases our products, visits our websites or uses our mobile applications (referred to as “**Platform**”), or, and to our activities across Canada.

When we speak about our Platform, we refer, in general, to any of the channels or means, digital or in person, you may have used to interact with us. The main ones are:

- Our Website.
- Our App, this is, including both the mobile application you installed on your device and others we may use in our Platform.
- In person, in any of our Brick-and-Mortar Stores.

1. WHAT CATEGORIES OF PERSONAL INFORMATION DO WE COLLECT?

Personal information is any information which relates to a natural person and directly or indirectly allows that person to be identified. We limit the collection of personal information to what is reasonably required to fulfill the purposes for which it was collected.

Depending on your interaction with us, we may process the following personal information:

- your **identification** information (for example, your name, surname, phone number, email, postal address, language and country from which you interact with us, etc.);
- **financial and transaction** information (for example, your payment or card information, information on your purchases, orders, returns, etc.);
- **connection, geolocation and/or browsing** information (for example, the location information, the device identification number or the advertising ID, etc.);
- **marketing** information (for example, if you have subscribed to our newsletter);
- **image** (for example, video images collected by our surveillance cameras on our premises);
- information about your **tastes and preferences**; and
- **other** information you may provide to us when you interact with us from time to time.

2. HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect personal information in a variety of ways:

a. Directly from you

We may collect your personal information directly from you, such as when:

- we provide a service to you;
- you purchase our products;
- you visit our Platform or when you become a registered user of our Platform;
- you communicate with us; or

b. From third parties

In specific cases, a third party may have provided us with information about you by using a feature or service on our Platform, for example by sending you a gift card or shipping an order to your address. In these cases, we only process your information where relevant to this feature or service, as stated in this Privacy Policy.

If you provide us with personal information of third parties or if it is necessary that we request them for a third party to collect an order in your name, you confirm that you informed them of the purposes and of the manner in which we need to process their personal information and that you have obtained their prior consent.

c. Through our Platform

We may also automatically collect the following information relating to your access to and use of our Platform through cookies and other similar technologies, such as: your domain name; your browser type and operating system; your type of computer or mobile device; pages you view; links you click; your IP address; the length of time you visit or use the service, and how you use the service.

3. HOW DO WE USE YOUR PERSONAL INFORMATION?

We may use your personal information for the following purposes or otherwise:

a. To manage your **registration as a user of our Platform**

We may use your personal information to manage your registration as a user of our Platform, for instance, to identify you as a user of our Platform and grant you access to its various functionalities, products and services available to you as a registered user. You may cancel your registered user account by contacting us through Customer Service.

You have the possibility to use the login or sign in through a social network or another collaborator that enables this service (social login) when it is available on our login/sign in screen, either to link the social login to your account or by registering a new one. In that case, your login credentials, as well as your name and email / phone number (you might need to authorize it), will be imported from your social network or collaborator account. By using this login option, these third parties may send us certain additional information about your public profile, such as: your name, gender, approximate age or profile photograph, according to the terms of use from the social network / collaborator, which we recommend you read carefully. Unless you give us your authorization, we will not retain this additional data. Likewise, the use of this functionality may imply that you provide certain information about your activity to the social network or the collaborator. In any case, we recommend that you review your privacy settings and the privacy policies of the collaborator or social network to learn how these third parties process your data.

We hereby inform you that the information we gather regarding your activity, which has been collected through the different channels of the Platform and which include your purchases, shall remain linked to your

account so that all the information can be accessed together.

- b.** For the **development, performance and execution of the purchase or services contract** that you executed with Us on the Platform. This purpose includes processing your information mainly, for:
- Provide the products and services you purchase and request.
 - To communicate with you regarding updates or informative notices related to the functionalities, products or services you are using, including to send you quality and satisfaction surveys.
 - To process orders and payments for products you have purchased.
 - To manage potential exchanges or returns.
 - To prevent and detect unauthorized uses of the Platform (for example, during the purchase and returns process) as well as potential fraud being committed against you and/or against us.
 - For invoicing purposes and to make available to you the tickets and invoices of the purchases you have made through the Platform.
 - To ensure that you are able to use other available functionalities or services,
- c.** To meet requests or applications that you make through the **Customer Service** channels.
- If you contact us via telephone, the call may be recorded for quality purposes and so that we can respond to your request.
 - If it is available, and if you choose to use WhatsApp as a channel to communicate with Customer Support, we will share your telephone number with WhatsApp Inc.
 - If it is available and you choose to communicate with Customer Support through the chat service of a social network or another collaborator, some of your personal information such as your name or user name, will be imported from your social network or collaborator account.
- d.** For **marketing purposes**

We may use your personal information for marketing purposes, such as to:

- Personalize offers to you and give you recommendations based on your interactions with us on our Platform and on your user profile (for example, based on your purchase and browsing history), when you have activated the necessary functions.
- Manage your subscription to our Newsletter, including to send customized information and suggestions on our products or services through various means (such as email, SMS, or push notifications if you have activated them on your device). You may unsubscribe from the Newsletter and our marketing communications at any time without cost through the “Newsletter” section of our Platform. If you do not want to receive push notifications, you can deactivate this option in your device.
- Show you ads on the Internet which you may see when visiting websites and apps, for example, on social media. The ads you see may be random, but on other occasions they may be ads related to your preferences or purchase history. We may share your personal information to our service providers, such as social media platforms, so that they can show you our ads their platforms. Note that you can adjust your preferences and disable personalized ads in the settings section of your device.
- To improving our understanding of your needs and preferences related to our products and services.
- To perform promotional actions (for example, for the organization of contests or to send the list of items stored to the email you designate) on different media such as social networks or the Platform itself.
- To publish your photographs and pictures on our Platform and on our social networks’ channels, provided that you gave us consent to do so.

e. To improve our services

We may use your personal information when you access our Platform for analytic and statistic purposes. We occasionally perform **quality surveys and actions** to know the degree of satisfaction of our customers and users and detect those areas in which we may improve.

4. HOW DO WE SHARE YOUR PERSONAL INFORMATION?

We may share your personal information to **entities of the Inditex Group** and to **third parties** for the purposes set out in the Privacy Policy. Service providers who may be provided with personal information include:

- **financial** institutions,
- **anti-fraud detection and prevention** entities,
- **technological and analytical** service providers,
- providers and partners of services related to **logistic, transport and delivery** and/or their partner establishments,
- providers of **customer support**-related services,
- service providers and collaborators related to **marketing and publicity**, such as advertising agencies, advertising partners or social media.

Some of these providers may be located outside of your province and outside of Canada (this includes our affiliates and third-party service providers who may be based in Europe and in the United States). All the service providers who will be processing your information only for the purposes stated in the agreement and to give it the same level of protection we provide. Where personal information is located outside of province or outside Canada, it is subject to the laws of that jurisdiction which may differ from those in your jurisdiction and any personal information transferred to another jurisdiction will be subject to law enforcement, regulatory, and national security authorities in that jurisdiction.

In addition, we inform you that we need to share your data with our parent company, Industria de Diseño Textil, S.A. (Inditex, S.A.), Inditex Group holding company, for compliance with the obligations of the parent company.

Where required by law or where encouraged by public authorities, we may disclose certain information about you to public authorities, but only to the extent necessary to carry out their duties, and in accordance with applicable data protection laws.

5. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

We keep your personal information only as long as it is reasonably needed or relevant for the identified purposes in accordance with our retention policy, or as permitted or required by law. Once no longer required, your personal information will be securely destroyed or anonymized, in compliance with applicable laws.

6. HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

We take appropriate measures and controls aimed at safeguarding your personal information. These measures include administrative, technical, and physical safeguards to protect personal information collected or received through the Platform or that you otherwise communicate to us.

We maintain policies and practices which ensure the protection of your personal information.

Depending on the volume and sensitivity of the information, the purposes for which it is used and the format in which it is stored, we implement a combination of measures to protect your personal information, including:

- Internal policies and procedures that define the roles and responsibilities of our employees throughout the information life cycle and limits their access to such information on a “need-to-know” basis;
- A privacy framework governing the protection of personal information throughout its life cycle. This framework defines, among other things, the roles and responsibilities of our personnel, provides a process for handling privacy complaints, and addresses the retention and destruction of personal information;
- When information is collected or stored in electronic format, technical safeguards such as encryption, firewalls, passwords, antivirus software and similar measures;
- A designated Privacy Officer and a Global Data Protection Officer to monitor compliance with applicable privacy laws;
- Employee privacy and data security training;
- Procedures for receiving, investigating and responding to complaints or inquiries regarding our information handling practices, including any security incidents involving personal information;
- A framework governing the retention and destruction of personal information;
- Contractual protections and other measures to ensure that service providers with whom we share personal information maintain adequate privacy protections and standards. For example, we generally require our service providers to limit their use and retention of personal information to what is necessary to provide their services and to notify us in case of any actual or suspected security incident. We also try to monitor and audit their compliance with these requirements.

7. WHAT ARE YOUR PRIVACY RIGHTS?

You may have the following rights:

- You may **access** your personal information and request the correction of your information that is inaccurate, incomplete or no longer up to date.
- You may also **withdraw your consent** to our collection, use and disclosure of your personal information in accordance with this Privacy Policy at any time, subject to legal or contractual restrictions. The withdrawal of your consent may affect our ability to continue to provide you with the products and services that you have or would like to receive because the continued use and disclosure of your personal information is a necessary part of making the product or service available to you.
- You may also **unsubscribe from receiving promotional communications** from us in your account settings on the Platform or by following the “unsubscribe” link in any electronic communication or by contacting us at the information provided below. Please note that even if you have indicated your choice not to receive commercial electronic communications from us, we may still communicate with you in connection with the services or products you ordered, in accordance with applicable laws. In addition, it may take several days for us to register a change of preference across all our systems.
- Depending on the province where you reside, you may also have the **right to receive** the personal information that you made available to us in a **structured, commonly used and technological format**, to be able to transmit them to another entity directly without impediments on our part.

- Please note that if you are a registered user on our Platform, you may also access the relevant personal information section of your online account to change or update your personal information. You must provide us with **true and accurate** information and must notify us of any change or modification of your information.

You may exercise these rights **free of charge** by writing an email to our **Privacy Officer at: dataprotection@bershka.com** or as otherwise indicated in the “**HOW TO CONTACT US**” section below. We may need to verify your identity when you exercise these rights.

In addition, we may offer you with the possibility to exercise your rights and set your privacy preferences when using some of our services, or by making available specific channels within our Platform.

8. PRIVACY OF CHILDREN

We do not knowingly collect personal information from children under 14 years of age without the consent of their legal guardian. If we learn that we have collected or received personal information from a child without required parental or guardian consent, then we will delete that information unless the parent or guardian provides the required consent. If you reasonably believe we might have any information from or about a child where parental or guardian consent was required, please contact our Privacy Officer using the “**HOW TO CONTACT US**” information below.

9. INFORMATION ON COOKIES

We use cookies and similar technologies to enhance your experience on our Platform, understand how you interact with us and, in certain cases, to be able to show you advertisements in accordance with your browsing habits. Please read our Cookies Policy to understand with greater detail the cookies and similar technologies that we use, their purpose, how to manage your preferences, as well as other information of interest.

10. CHANGES TO THE PRIVACY POLICY

We may change this policy from time to time. When required, a notice will appear on our websites and by any other appropriate means through which we contact you.

11. HOW TO CONTACT US?

If you have any questions or complaints about how we handle your personal information or if you want to exercise any of your privacy rights, please contact us as indicated below:

- By mail at: Privacy Officer, 1200 McGill College, Suite 1550, H3B 4G7, Montreal, QC, Canada.
- By email at: dataprotection@bershka.com – **indicating in the object of the email that the email is for the Canadian Privacy Officer.**