



REGULATIONS AND TERMS AND CONDITIONS OF THE “RECYCLE YOUR DENIM” PROMOTIONAL INITIATIVE

1. PROMOTER

LIU. JO S.p.A., with registered office in Carpi (MO), Viale John Ambrose Fleming 17, Tax ID and VAT number 02322360369, company subject to the management and coordination of the company “MIA S.r.l.”, with registered office in Milan, Via Fratelli Gabba n. 1/a, Tax ID number 03539030365 (hereinafter, the “Promoter”).

2. PARTICIPATING POINTS OF SALE

All “LIU. JO” points of sale, whether they are managed directly by the Promoter (so-called “Direct Stores”) or affiliated and, therefore, managed under other corporate names (so-called “Affiliate Stores”), provided that they join the initiative (hereinafter, collectively, “Participating Points of Sale”). The list of points of sale participating in the initiative can be consulted on the website <https://www.liujo.com/it/recycle-your-denim/recycle-your-denim.html>

3. TERRITORY

The promotional initiative will take place in Italy, Germany, France, Poland, Spain, Portugal, Belgium and Luxembourg

(hereinafter, the “**Territory**”).

4. TYPE OF INITIATIVE

This is a promotional initiative (hereinafter, “**Initiative**”) consisting of the assignment of a discount voucher (hereinafter, “**Voucher**”) to the adult end customer (hereinafter, “**Customer**” or “**Customers**”) who, going to the Participating Points of Sale:

- hand in used denim trousers (hereinafter, “**Denim Item**”);
- register for the Initiative, communicating their personal data (first name, surname, residential address, e-mail address, telephone number);
- give their consent to the processing of personal data, in accordance with the privacy legislation.



Failure to provide the mandatory data will make it impossible to join the Initiative and/or to obtain the Vouchers.

The Promoter reserves the right to extend this Initiative to other denim fabric products, undertaking to publish, in this eventuality, a specific notice on the website <https://www.liujo.com/it/recycle-your-denim/recycle-your-denim.html>.

The Voucher will entitle to the one-off application of a 20% (twenty per cent) discount on the non-discounted sale price of all items belonging to the “Better” class purchased by the Customer through a single transaction. The purchase can be made within 6 (six) months of the delivery date of the Voucher, at the Participating Points of Sale and on the website www.liujo.com. Each Customer may hand in a maximum of 5 (five) Denim Items obtaining up to a maximum of 5 (five) Vouchers during the period of validity of the Initiative.

Vouchers cannot be combined with other discounts, sales, promotions and/or initiatives of the Promoter. Vouchers can only be used for the purchase of items belonging to the “Better” class, identifiable by means of the relative “Better” tag.

Vouchers cannot be used partially or split for multiple purchases.

The Initiative is aimed at recycling in support of ethics and sustainability. The Promoter undertakes to deliver the Denim Items collected to the QUID Social Cooperative (<https://www.quidorg.it/>) that will have the task of transforming them, giving them new life. The Promoter reserves the right to allocate the Denim Items lacking the characteristics deemed necessary to proceed with the transformation to other Associations, undertaking to publish, in this eventuality, a specific notice on the website <https://www.liujo.com/it/recycle-your-denim/recycle-your-denim.html>.

The Promoter also reserves the right to publish the results of the project and details of the new product, created through the processing of collected Denim Items, with a specific notice on the website <https://www.liujo.com/it/recycle-your-denim/recycle-your-denim.html>.



5. DURATION

The Initiative will take place from 11/09/2023 to 05/05/2024.

The Voucher received will be usable by the Customer within 6 (six) months from the date of delivery of the Voucher at the Participating Points of Sale and on the website www.liujo.com. In case of failure to present the Voucher for the purchase within the afore-mentioned period, the Voucher will not give the right to any discount or refund.

6. RECIPIENTS

Recipients of the Initiative are the Customers who join the Initiative in compliance with the provisions of article 4. "TYPE OF INITIATIVE".

7. VOUCHER ISSUE METHOD

Upon delivery of the Denim Item by the Customer to the Participating Points of Sale, the Customer will receive a Voucher, by e-mail or SMS, at the latest within the day following handing over of the Denim Item.

8. MODE OF OPERATION

Failure to identify the holder of the Voucher will prevent use of the same.

The item purchased using the Voucher can be returned in accordance with the law and with the provisions of the Promoter's general terms and conditions of sale, which can be consulted on the website www.liujo.com.

9. INTERRUPTION OF THE INITIATIVE

The Promoter reserves the right to modify, suspend, interrupt or extend the Initiative at any time and at its discretion. Appropriate communication will be provided of such modifications, suspensions, interruptions or extensions by displaying a suitable notice on the website www.liujo.com and/or in Participating Points of Sale.

Without prejudice to any other right provided by law, including the right to compensation for damages, the Promoter may revoke the Customer's right to use the Voucher in the event of use in breach of the terms and conditions set out in these Regulations or in the event of misuse or of use harmful to the "LIU. JO" image and brand. In case of revocation, the Customer will no longer be able to enjoy the advantages of the Voucher.



10. PERSONAL DATA PROCESSING DISCLAIMER

Participation in the Initiative involves use by the Promoter of personal data concerning the Customer.

No data belonging to particular categories (e.g. health data, biometric data) will be collected. The data provided will only and exclusively be used for the recognition of participation in the Initiative and for the usability of the Vouchers obtained unless the Customer has provided their consent for marketing and profiling purposes. The data are processed with automated IT tools, for the time necessary to achieve the purpose for which they were collected. Specific security measures are observed to prevent data loss, illicit or incorrect use and unauthorised access. The Customer can request their definitive deletion or exercise any other right on the processing of data by contacting via e-mail at dpo@liujo.it or by mail to LIU. JO S.p.A. Viale J. A. Fleming 17 - 41012 Carpi (MO). In this case, the right to spend the Vouchers obtained will be lost.

Please read the extended privacy information notice attached hereto.



PRIVACY INFORMATION NOTICE

Your privacy is very important to us.

The personal data you provide above will be the property of **LIU·JO S.p.A.** with registered office in Carpi (MO), Viale J.A. Fleming 17 ("**Liu·Jo**").

Liu·Jo is constantly committed to protecting the privacy of all those who participate and communicate their data during the events organised by it (the "**Events**"). This document (the "**Information Notice**") has been prepared in order to allow you to understand how your Personal Data, as defined below, will be processed in the context of the Events. The Information Notice is aimed at providing you with the information necessary for you to express explicit and informed consent to the processings described below, if you deem it appropriate.

In general, any information or Personal Data that you provide in the context of using the services offered by Liu·Jo (the "**Services**") will be processed according to the internationally recognised principles of lawfulness, correctness, transparency, limitation of purposes, preservation, minimisation of data, accuracy, integrity and confidentiality.

Where during an Event you provide your data to Liu·Jo, we inform you that Liu·Jo will process your Personal Data, which may consist - also depending on your decisions on how to use the Services - of an identifier such as the name, the e-mail address, telephone number and an identification number such as the customer code (hereinafter referred to as "**Personal data**").

The Personal Data processed in the context of the Events are as follows:

a. First name, surname, contact details and other personal identification and contact data

When participating in the initiative, you will be able to provide Liu·Jo (e.g. via paper-based or digital forms) with information such as your name, telephone number, e-mail address, date of birth, country of residence, address, etc.

The Personal Data provided in the forms proposed by Liu·Jo in store, including those voluntarily provided to our sales staff, will be used for the following purposes:

1. to join the initiative and to provide you with any information or additional Service you request ("**Service Provision**");
2. to send you marketing communications, promotions and advertisements, market research and surveys, by e-mail, SMS, push notifications, telephone, banner, postal mail, instant messaging, through an operator and through Liu Jo's official social media pages; the purposes also include activities for the marketing, in the broadest sense, including prize events, games and contests, of products and/or services referring to Liu·Jo and/or to third parties ("**Marketing**");
3. to create a profile of you by collecting and analysing information about the selections and choices you make during the Events. This profile will be used to provide you with information on other products and/or services that Liu·Jo believes may be of interest to you and to show you advertisements that may be relevant to your tastes. All the algorithms involved in this automated or semi-automated process are regularly tested to ensure that you are not offered products that do not interest you ("**Profiling**");
4. to send you marketing communications via e-mail regarding products and services similar to those you have purchased ("**Soft Spam**");
5. to fulfil legal obligations that require Liu·Jo to collect and/or further process certain types



of Personal Data (“**Compliance**”);

6. to prevent or detect any abuse against Liu.Jo or any fraudulent activity and therefore to allow Liu.Jo to protect itself in court (“**Abuse/Fraud**”).

The legal basis for the processing of your data by Liu.Jo is as follows:

For the Provision of the Service: the processing for this purpose is necessary in order to be able to provide you with the Services and, therefore, for the execution of your requests. It is not mandatory to provide Liu.Jo with your Personal Data for this purpose, but otherwise it will not be possible to provide you with any Service.

For Marketing and Profiling: the processing for both these purposes is based on your consent.

For Soft Spam: the processing for this purpose is based on Liu.Jo’s interest in sending you marketing communications via e-mail regarding products and services similar to those you have already purchased from Liu.Jo.

Compliance/abuse and fraud: the processing for these purposes is necessary for Liu.Jo to fulfil legal obligations or to be able to prevent fraudulent activities and to protect itself in court.

For the purposes described above, your data will be accessible to authorised personnel of Liu.Jo and to their subsidiaries or affiliates and service providers on behalf of Liu.Jo who act on our behalf to the extent that each requires such information for services rendered, entities or authorities to which it is mandatory to communicate your Personal Data for purposes of Compliance, Abuse or Fraud, or by order of the authorities;

Regarding the Retention of Personal Data:

Personal Data processed for the purpose of **Provision of Services** will be kept by Liu.Jo for the time strictly necessary for the afore-mentioned purpose. In any case, such Personal Data is processed to provide you with the Services.

Personal Data processed for the purposes of **Marketing** and **Profiling** will be kept by Liu.Jo until you revoke your consent. Once the consent has been revoked, Liu.Jo will no longer use your Personal Data for these purposes but may still keep them, in particular for what may be necessary in order to protect the interests of Liu.Jo from possible claims based on such processings. The detailed data relating to your purchases and preferences, collected for profiling and marketing purposes, will be kept for 24 months from collection.

Personal Data processed for the purpose of **Soft Spam** will be kept by Liu.Jo until you object to this processing through the link at the bottom of each **Soft Spam** e-mail.

Personal Data processed for the purpose of **Compliance** will be kept by Liu.Jo for the period established by specific legal obligations or by the applicable legislation.

Personal Data processed in order to prevent **Abuse/Fraud** will be kept by Liu.Jo for the time strictly necessary for the afore-mentioned purpose and therefore until the moment in which Liu.Jo will be required to keep them to protect itself in court and to communicate said data to the competent Authorities. Given the international presence of Liu.Jo, some of your Personal Data is shared with Recipients who may be located outside the European Economic Area (e.g. in the case of use by Liu.Jo of its own servers currently physically located in Switzerland; the exchange or sending of e-mails via e-mail providers may take place via servers located abroad, mostly in European countries and in the United States).

Liu.Jo ensures that the processing of your Personal Data by these Recipients takes place in compliance with the applicable legislation. Indeed, the transfers are performed through adequate guarantees, such as adequacy decisions and Standard Contractual Clauses approved by the European Commission or others. Further information is available from



Liu.Jo, by writing to the following address: dpo@liujo.it.

Based on the conditions established by the applicable legislation, you have the right to access, update, correct and/or request the erasure of your Personal Data from our database and to request a limitation on the processing of your Personal Data;

You also have the right to request us to provide you or a third party with your Personal Data in a readable digital format;

In all cases in which the processing of Personal Data takes place on the basis of your consent, you have the right to withdraw your consent at any time and you may ask us to transmit such Personal Data to another Data Controller or Data Processor where the applicable law so requires.

You may also unsubscribe from our newsletter or stop receiving soft-spam e-mails at any time using the link found within our communications.

You also have the right to object to the processing of Personal Data where such processing is based on our legitimate interests.

To exercise these rights, or for any question regarding this information or our privacy practices, you can send an e-mail to: dpo@liujo.it or write to LIU.JO S.p.A. – Viale J.A. Fleming 17 - 41012 Carpi MO (ref. DPO), clearly indicating the subject of your request.

You also have the right to lodge a complaint with the Privacy Data Protection Authority if you believe that the processing of your Personal Data is contrary to current legislation.