



## Survey Privacy Notice pursuant to art. 13 and 14 of EU Regulation 2016/679



### 1. Data Controller and Data Protection Officer



We are **Guess Europe Sagl**, with registered offices at Strada Regina 44, CH-6934 Bioggio (Switzerland) and, for the purposes described in this Notice, we are the **Data Controller** of your **Personal Data** within the scope of the survey ("**Survey**") aimed to gather feedback from Customers regarding Products and Events at "Pitti Uomo" (hereinafter "**Guess**", "**we**" or "**us**") is constantly striving to protect the privacy of those whose **Personal Data** are collected ("**Data Subject(s)**").

This document (the "**Privacy Notice**") has been drafted to enable you to understand how your **Personal Data**, as further defined below, will be processed by Guess during Our Survey activities.

You may contact Guess:

- by ordinary mail, to the address of the registered office indicated above;
- by e-mail, by writing to the DPO at the following e-mail address: [dpo.privacy@guess.eu](mailto:dpo.privacy@guess.eu).

Any information or **Personal Data** you provide to Guess or that is otherwise collected by Guess for the purposes of the Survey, will be processed in accordance with the internationally recognized principles of lawfulness, fairness, transparency, purpose and storage limitation, data minimization, accuracy, integrity, and confidentiality.

In this document, you will find some examples of how we process **Personal Data**, and Definitions referring to more detailed explanations (at the end of this Privacy Notice) for the capitalized terms herein.



### 2. What data we collect and process

As part of the Survey, the **Data Controller** will process your **Personal Data**, which may consist - should you decide to take part in the Survey - of an identifier such as your email address. Your **Personal Data** may be collected either because you voluntarily provide them (e.g. when participating in the Survey).

The **Personal Data** processed are the following:

- Identifying (e.g. first name, last name, etc.).
- Contact details (e.g. e-mail address).
- Other information (e.g. company name, country of origin, content of answers given to Survey (hereafter only "**Personal Data**").



### 3. Why we collect and process your Data?

Guess will process your **Personal Data** for the following purposes:

1. to enable you to participate in the Survey, to manage the activities related to the Survey ("**Survey participation**")
2. to comply with legal obligations that require Guess to collect and/or further process certain types of **Personal Data** ("**Compliance**");
3. to prevent or detect any abuse against Guess, or any fraudulent activity and thus enable Guess to defend itself in the courts ("**Abuse/Fraud**").

The provision of your **Personal Data** is not mandatory, but in the absence, we will not be able to fulfill the aforementioned purposes.

### 4. Legal basis

In accordance with the purposes set forth above, Guess uses the following legal bases to process your **Personal Data**:



- 1) **Survey Participation:** The processing of your **Personal Data** is based on your specific consent you can express at the bottom of this Privacy Notice. The provision of your **Personal Data** to Guess for these purpose is not mandatory, but otherwise you will not be able to participate in the Survey;
- 2) **Compliance:** The processing of your **Personal Data** is necessary to fulfill any legal obligations. Guess will process your **Personal Data** in accordance with the applicable legislation. This may also require the storage and disclosure of your **Personal Data** to the relevant Authorities for accounting, tax, or other obligations.
- 3) **Abuse/Fraud:** Any information collected for this purpose will be used on the basis of Guess's legitimate interest solely to prevent and/or detect any fraudulent activities or abuse and therefore allows Guess to defend itself in the courts.



#### 5. How we use your Data (method of processing)

**Personal Data** collected for the purposes indicated above are processed both manually and via automated processing.



#### 6. How we may disclose your Data

Your **Personal Data** may be shared, for above mentioned purposes, with (the “**Recipients**”):

- subjects who typically act as **Data Processors**, i.e.: i) persons, companies or professional firms that provide assistance and advice to Guess in accounting, administrative, legal, tax, financial and debt recovery matters; ii) entities we interact with to enter into the Contract or execute it (e.g., hosting providers or email platform providers); iii) entities delegated to perform technical maintenance activities (including maintenance of network facilities and electronic communication systems);
- persons authorized by Guess to process **Personal Data** necessary to carry out activities strictly related to its business including in connection with the Survey, who have committed to confidentiality or have an appropriate legal obligation of confidentiality (e.g. employees of Guess);
- persons, entities, or authorities to whom it is mandatory to disclose your **Personal Data** for purposes of Compliance, Abuse/Fraud, or by order of the authorities.



#### 7. Where your Data is located

Your **Personal Data** shall be stored, accessed, used, processed, and disclosed within Switzerland and the European Economic Area (EEA). The transfers of your **Personal Data** from EU to Switzerland are based on the EU's decision, which recognizes Switzerland as a country that ensures an adequate level of protection of personal data. In some cases, your **Personal Data** may be stored, accessed, used, processed, and disclosed to Recipients that could be located outside the European Economic Area. We take steps to ensure that the processing of your **Personal Data** by our Recipients is compliant with the applicable data protection laws, including EU law to which we are subject. Where required by EU data protection law, transfers of your Data to Recipients outside of the EU will be subject to adequate safeguards (such as the relevant EU standard contractual clauses for data transfers between EU and non-EU countries), and/or other legal basis according to the EU legislation. For more information on the adequate safeguards, we have implemented with regard to **Personal Data** that is transferred to third countries, please to the **Data Controller’s** contact details on the signed contract. For more information on the adequate safeguards we have implemented with regard to **Personal Data** that is transferred to third countries, please write to: [dpo.privacy@guess.eu](mailto:dpo.privacy@guess.eu).



## 8. How long we retain your Data

**Personal Data** processed for the purpose of Survey Participation shall be retained by Guess for as long as is strictly necessary to achieve such purpose, and in any case, until your consent is revoked. However, as such **Personal Data** are processed for the purpose of enabling you to participate in the Survey Guess may retain such **Personal Data** for a longer period, in particular as it may be necessary to protect Guess's interests from possible liability relating to the Survey.

**Personal Data** processed for **Compliance** purpose will be retained by Guess for the time prescribed by specific legal obligations or applicable regulations.

**Personal Data** processed to prevent **Abuse/Fraud** will be retained by Guess until it is strictly necessary to protect itself in court, to communicate such data to the competent authorities, or, eventually, until you decide to object.



## 9. How to control your Data and manage your choices



At any time, you can ask to:

- **Access your Data:** we will provide the **Personal Data** we have related to you and, if applicable, the source of your **Personal Data** (if, for example, it was disclosed to us by a third party).
- **Exercise your right to portability of your Personal Data:** where applicable, we will provide you with an Excel file containing the **Personal Data** we have about you.
- **Correct your Data:** for example, you can ask us to modify your e-mail address or telephone number if they are incorrect.
- **Limit or object the processing of your Personal Data:** for example, when you think that the processing of your **Personal Data** is unlawful or that processing based on our legitimate interest is not appropriate; In the latter case, Guess reserves the right to examine such an application, which may not be accepted if compelling legitimate grounds for processing override your interests, rights and freedoms.
- **Delete your Data:** for example, if you do not want us to keep your **Personal Data** and there is no other reason for keeping it.

You can exercise your rights by writing to the DPO at the following e-mail address: [dpo.privacy@guess.eu](mailto:dpo.privacy@guess.eu) or to Guess's physical address indicated above.

In accordance with EU data protection law, we will reply to your request within one month of its receipt (extendable for two further months in case of particular complexity). In some cases, it is possible that our feedback may be delayed, limited or excluded based on national legislation. In these cases you can address your request directly to the Supervisory Authority listed below.



At any time, you may also:

- have the right to lodge a complaint in front of the competent Supervisory Authority or to appeal before the Judicial Authority if you consider that the processing of your **Personal Data** is in contrast with the applicable legislation .

## 10. Changes to the Privacy Policy

This Privacy Notice entered into force on the date indicated at the beginning of this document. We reserve the right to modify or update this Notice, in full or in part, at our discretion or as a consequence of changes in applicable regulations. You will receive a message informing you of any substantial changes we may make to the Privacy Notice.

## 11. License

The icons illustrated in this Privacy Notice are "[Data Protection Icons](#)" by [Maastricht University European Centre on Privacy and Cybersecurity \(ECPC\)](#) [CC BY 4.0](#).



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## 12. Definitions

**Data Controller:** refers to the legal person, public authority, service or other entity which, individually or collectively determines the purposes and means for processing your Personal Data.

**Data Processor:** refers to an entity that we engage to process your Personal Data solely on behalf of and pursuant to the written instructions of Guess.

**Personal Data:** means any information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identify of that natural person.

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