

## PRIVACY POLICY

---

THIS POLICY DESCRIBES HOW WE TREAT CUSTOMER INFORMATION.

Effective Date: May 20, 2013. Last Updated: March 12, 2014.

This policy describes how we treat the personal information we collect. This includes when you use the Site or visit our stores or call our Client Services group. This also includes when you use our apps or visit us on our social media pages. By interacting with us, you consent to these practices.

WE COLLECT INFORMATION FROM AND ABOUT YOU.

**We collect contact information.**

This may include name, address, telephone number or e-mail address. For example, we might collect this information if you call our Client Services group or sign up for an online account. We might also collect contact information if you make a purchase in a store or fill out a customer information card. We will also collect contact information to process a return or exchange.

**We collect payment information.**

For example, we collect your credit card number when you buy merchandise on our Site.

**We collect information you submit or post.**

We collect the information you post in a public space, on our social media pages or our websites, for example a product review.

**We collect demographic information.**

We may collect demographic information like your gender and birthday on customer information cards.

**We collect information about your purchases.**

We may collect information about the purchases you make online or in stores. This could include the products you purchased and their prices.

**We collect information from and about you.**

We collect other information. If you use our website, we may collect information about the browser you're using. We might look at what site you came from, or what site you visit when you leave us. If you use our mobile app, we may collect your GPS location. We might look at how often you use the app and where you downloaded it. We collect this information using the tracking tools described. To learn about our online tracking, please scroll down to the "Tracking" section at the bottom of this page.

## WE COLLECT INFORMATION IN DIFFERENT WAYS.

### **We collect information directly from you.**

For example, if you create an account on one of our websites or make a purchase, we collect your information. We also collect information if you contact our Client Services group. Please note those calls may be recorded. We also collect information when you fill out a customer information card in one of our stores.

### **We collect information from you passively.**

We use tracking tools like browser cookies.

### **We get information about you from third parties.**

For example, our business partners may give us information about you. Social media platforms may also give us information about you.

## WE USE INFORMATION AS WE DESCRIBE.

### **We use information to improve our understanding of your interests and concerns.**

We may use your information to make our website and products better. We may use your information to customize your experience with us and to tailor our marketing activities to fit your needs and interests. We may combine information we get from you with information about you we get from third parties.

### **We use information to process your order and respond to your requests or questions.**

For example, we use your information to process your order and ship items. Or, we may use your information to send you information you request.

### **We use information for security purposes.**

We may use information to protect our company, our customers, our associates, and our websites. We also use information to collect and enforce accounts and to protect against fraud.

**We use information for marketing purposes.**

For example, we may use your information to contact you about new products and special offers we think you'll find valuable. These might be third party offers or products we think you might find interesting. We may call you, or send you emails or text messages. We may also use other means as they are developed. We may also use push notifications on our mobile apps.

**We use information to communicate with you about your account or our relationship.**

We may contact you about changes to our website or about service updates. We may also contact you about feedback or about this Policy or our website Terms.

**We use information for other purposes.**

For example, we use information to maintain transaction and other business records. We will do this for as long as we deem necessary. We also use information for internal purposes. This includes administrative and audit purposes. We also use information to meet legal, insurance and processing requirements. We will also use information as otherwise allowed by law, including if we have notified you. In some circumstances, we may seek your permission, for example, if we are legally required to do so.

**WE MAY SHARE INFORMATION WITH THIRD PARTIES.**

**We will share information with third parties who perform services on our behalf.**

For example, we share information with vendors who send emails for us. We may also share personal information with service providers that help us operate our websites or run promotions.

**We may share your information with our parent and affiliated companies.**

For reasons including internal audit, management, billing or administrative purposes. This includes future subsidiaries or affiliates.

**We may share information with our business partners.**

For example, we will share information with third parties who jointly sponsor an event or promotion with us.

**We may share your information with any successor to all or part of our business.**

This includes if we are merged or all or part of our business or assets are transferred, assigned or sold. Your personal information will be disclosed to our successor or assign in these circumstances who can use and disclose your information for substantially the same purpose as set out in this Policy.

**We will disclose your information if we think we have to in order to comply with the law or to protect ourselves.**

This includes compliance with laws outside of the US that might apply to us. For example, we will share information to respond to a court order or subpoena. We may share it if a government agency or investigatory body requests. We might share information when we are investigating potential fraud. This might include fraud we think has happened during a sweepstakes or promotion.

THESE SITES AND CHILDREN.

**Our sites and apps are meant for adults.**

We do not knowingly collect personally identifiable information from children without permission from a parent or guardian. If you are a parent or legal guardian and think your child has given us information, you can send us an email by going to the “Can we help you” section in the top right corner of the louisvuitton.com website and complete the contact form and send. Please mark your inquiries “COPPA Information Request.”

Parents, you can learn more about how to protect children's privacy online at <http://www.onguardonline.gov/topics/protect-kids-online>

WE USE STANDARD SECURITY MEASURES.

**We use standard physical, electronic and procedural security measures.**

We use these measures to protect personal information in our control against loss or theft. We also use these measures to protect against unauthorized access.

While we use standard security measures, the Internet is not 100% secure. We cannot guarantee that any of your personal information stored or sent to us will be completely safe. We encourage you to use caution when using these sites.

WE MAY LINK TO THIRD PARTY SITES OR SERVICES WE DO NOT CONTROL.

**You may be able to access certain third party sites from our sites or apps.**

This includes social media sites. This policy does not apply to those third party sites. We strongly advise you to check the privacy policies of all third party sites you visit to find out how

they are treating your personal information. We are not responsible for these third parties' practices.

WE OR OUR VENDORS STORE INFORMATION IN AND OUTSIDE OF THE UNITED STATES.

**We or our vendors store information in and outside of the United States.**

Information we or our vendors maintain may be stored, processed or accessed both within and outside of the United States. You understand and agree that we may transfer your information to the United States or elsewhere and that the laws of these countries may not afford the same level of protection as those in your country. This site is subject to US law. In the US, local laws may permit government and law enforcement to have access to your information. This may differ from the laws in your country.

WE MAY UPDATE THIS PRIVACY POLICY.

From time to time we may change our privacy practices.

We will notify you of any material changes as required by law. We will post an updated copy on our website. Please check this page for updates.

FEEL FREE TO CONTACT US IF YOU HAVE MORE QUESTIONS.

**We may establish and maintain a file of your information.**

This file is accessible at our offices. Our authorized employees and agents have access to your information to perform their job requirements. To request access to your personal information or to have us correct your information, you may write to us at:

Louis Vuitton North America

Database Marketing Manager, Client Development

1 East 57<sup>th</sup> Street

New York, NY 10022

Email: [contact\\_us@louisvuitton.com](mailto:contact_us@louisvuitton.com)

In Canada you can write to:

Louis Vuitton Canada, Inc.  
c/o Louis Vuitton North America  
Database Marketing Manager, Client  
Development

1 East 57<sup>th</sup> Street  
New York, NY 10022  
Email: [contact\\_us@louisvuitton.com](mailto:contact_us@louisvuitton.com)

You can also contact the Database Marketing Manager if you have other questions about how we use your information. For questions not related to access or correction, you can call us at +1.866.VUITTON.

## TRACKING

### **You can control tracking tools.**

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To control flash cookies, which we may use on certain websites from time to time, you can go to [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html). Why? Because flash cookies cannot be controlled through your browser settings.

If you block cookies on your browser, certain features on our Sites may not work.

Our ads on other websites may be served based on tracking.

We may work with online advertising companies to show you relevant and useful ads. This may include ads served on our websites or apps. This may also include ads served on other companies' sites. These ads may be based on information collected by us or third parties (for example, when you register for a site). These ads may also be based on your activities on our websites or on third party sites. This second type of advertising is called "online behavioral advertising." To learn more about this type of advertising, <http://www.networkadvertising.org/understanding-online-advertising/>.

You can opt-out of online behavioral advertising.

To opt out of having your online behavior collected for advertising purposes, go to <http://www.aboutads.info/choices/>.