PRIVACY POLICY

THIS POLICY DESCRIBES HOW WE TREAT CUSTOMER INFORMATION.

Effective Date: May 20, 2013. Last Updated: December 13, 2019.

This Privacy Policy ("Policy") describes how Louis Vuitton North America, Inc. treats personal information we collect on our websites, mobile applications, stores, and other locations where the Policy is located or referenced (the “Platform”).

WE COLLECT INFORMATION FROM AND ABOUT YOU.

We collect contact information.

This may include your name, address, telephone number or e-mail address. For example, we might collect this information if you sign up for an online account or participate in an event. We might also collect contact information if you fill out a customer information card.

We collect payment information.

For example, we may collect your credit card number, billing and shipping address when you buy merchandise on our Platform.

We collect information you submit or post.

We may collect the information you post in a public space on our Platform, such as when you leave a product review. We may also collect information when you send us a message through the “Contact” page, live chat or similar features on our Platform or when you enter a promotion.

We collect social media information.

We may collect information you post on our social media pages. We may also collect your social media profile information and information posted on your page.

We collect demographic information.

We may collect your birthdate, age, gender and zip code. We may also collect information that could identify you and relates to your hobbies, interests and shopping behavior.

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 device information.
For example, we may collect the type of device you use to access our Platform. We may also collect your device identifier, IP address or mobile operating system. If you use our connected products (i.e. products that are connected to the internet in order to transmit data or be controlled remotely; such as our Tambour Horizon Connected Watch) (“Connected Products”), we may collect information regarding your use of such products (such as which feature on your product you use the most), as well as geolocation information if necessary to provide you the service you requested.

**We collect location information.**

For example, we may collect precise location information from your device. This may include information about your exact location when you use our Platform. We may also collect this information in the background when our mobile applications are not in use. For more information about your options related to the collection of your location information, see the Choices section below.

**We collect video surveillance footage in our stores.**

We use video surveillance in our stores in order to detect and address security and safety incidents, shoplifting, other potentially illegal activities, and adequate staffing. If you enter our store, your images may be collected for these purposes.

**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. 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 tracking practices, 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 or make a purchase on our Platform, we collect your information. We also collect information when you fill out a customer information card in one of our stores. We may also collect your information if you sign up for promotional emails or interact with our social media sites.

**We collect information from you passively.**

We collect information about users over time and across different websites, apps and devices when you use the Platform. Third parties also collect personal information this way on our Platform. For example, this may include when you install and use our mobile app or visit and navigate our Platform on any
device. This may also include when you enable location-based features on our Platform or click on sponsored links or third-party advertisements.

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

For example, our business partners may give us information about you.

**We combine information.**

For example, we may combine information that we collect offline with information we collect through our Platform. We may also combine information we collect about you from the different devices you use to access our Platform. We may also combine information we get from third parties with information we already have 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 Platform, products, and services 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 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. In addition, we may use your information to provide you with our Connected Product services.

**We use information for security and legal purposes.**

We may use information to protect our company, our customers, our associates, and our Platform. 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 and our partners may engage in interest-based advertising using information gathered across multiple websites, devices, or other platforms. We may call you, or send you emails or text messages. We may also use other means as they are developed.

**We use information to send push notifications.**
If you use our mobile applications, we may send you push notifications about new products or special offers.

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

We may contact you about changes to our Platform or about service updates. We may also contact you about feedback or about this Policy or our Platform 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 Platform or run promotions.

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

For example, we may share information for reasons including internal audit, management, billing or administrative purposes and to provide you with the same level of services around the world. 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.

**We do not and will not sell your information to third parties.**

We may share information to third parties as disclosed in this Privacy Policy, but we do not, and will not sell your personal information to third parties.

**We may share your information for other reasons we may describe to you, or at your request.**

**YOU HAVE CHOICES REGARDING YOUR INFORMATION.**

You have certain choices about how we use your information. Certain choices you make are browser and device specific.

**Marketing Communications:**

You can opt out of receiving our marketing communications. You can opt-out of receiving our promotional emails or text messages by following the instructions included with the communication. Note that you will still receive transactional messages from us, including information about your account and responses to your inquiries.

**Cookies and Tracking Tools:**

To learn how to manage how we – and our vendors – use cookies and other tracking tools, and to read our [Do Not Track Policy](#), please scroll down to the "Tracking" section at the bottom of this page.

**Mobile Application and Location Based Services:**

- If you have previously opted into the collection and use of location-based information through our mobile applications, you may opt-out by adjusting the settings on your mobile device.
- You may completely opt-out of all location-based information collection by us if you uninstall all of our mobile apps from your devices.

**THIS PLATFORM AND CHILDREN.**

Our Platform is meant for adults.
Our Platform where this Policy is located is meant for adults. We do not knowingly collect personally identifiable information from children under the age of 16. 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 left 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 https://www.consumer.ftc.gov/articles/0031-protecting-your-childs-privacy-online.

SECURITY.
We use standard security measures.
The Internet and information storage are 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. We use reasonable procedures and practices to safeguard personal information under our control. A user id and a password are needed to access certain areas of our Platform. It is your responsibility to protect your username and password.

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.
For example, this may include 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 AND 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 Platform 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 Platform. 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, Inc.
Database Marketing Manager, Client Development
1 East 57th Street
New York, NY 10022
Email: please Email Us here and complete the contact form and send.

In Canada you can write to:
Louis Vuitton Canada, Inc.
c/o Louis Vuitton North America, Inc.
Database Marketing Manager, Client Development
1 East 57th Street
New York, NY 10022
Email: please Email Us here and complete the contact form and send.

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.

CALIFORNIA RESIDENTS - ACCESS AND CONTROL OVER YOUR PERSONAL INFORMATION.

The California Consumer Privacy Act of 2018, California Civil Code Sections 1798.100 et seq. (CCPA) additionally affords rights to you if you are a California resident. For example, California residents may have a right, following a verifiable request, to (1) access—twice in a 12-month period, free of charge—for the 12-month period prior to the request, the categories and specific pieces of personal information we have collected about you, the categories of sources from which the personal information is collected, the business purpose for collecting the personal information, and the categories of third parties with whom we share personal information; and (2) delete personal information under certain circumstances. And of course, we do not discriminate against you users and customers on the basis of their exercising any of their rights afforded by the CCPA, which is further in accordance with California residents’ rights under that title.
To request access to your personal information, delete your personal information, or have us correct your information, you may contact us through any of the following methods:
- via email at lvam_personal_data_ccpa@louisvuitton.com
- via phone at +1.866.VUITTON; or
- online, here visit Email Us to select CCPA Request as the subject of your message and complete and send the contact form.

We will verify your identity using at least two data points you have previously provided to us, including your email address and phone number, or some other identifying information specific to you. Please have this information available so that we can verify your request. You may also authorize an agent to submit a request on your behalf, so long as you provide the authorized agent written permission to request on your behalf, and your authorized agent is able to verify their identity with us.

Should you need access to this policy in an alternative format due to a disability, please contact us through the methods provided above.

**TRACKING**

**We use tracking technologies.**

We collect personal information about users over time and across different websites, apps and devices when you use the Platform. Third parties also collect personal information this way on our Platform. To do this, we use several common tracking tools. Our vendors and partners may also use these tools. These may include cookies. Cookies are small files that download when you access certain websites. To learn more, visit here. We, or our vendors and partners, may also use web beacons, flash cookies, and other tracking technologies.

**We use tracking technologies for a variety of reasons.**

We use tracking tools:

- To recognize new or past users.
- To store your password if you have registered on our Platform.
- To improve our Platform, products, or services.
- To serve you with interest-based or targeted advertising (see below for more on interest-based advertising).
- To observe your behaviors and browsing activities over time across multiple devices or other platforms.
• To better understand the interests of our Platform visitors.

**We may engage in online behavioral advertising.**

We and our partners may display interest-based advertising using information gathered about you over time across multiple websites, devices, or other platforms.

Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave a website, encouraging you to return. These ads may be served after you leave our website, or after you leave the websites of third parties. They also include ads we and our partners think are relevant based on your browsing habits or online activities. These ads might be served on websites or apps. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products.

As described above, we work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information.

**You can control certain 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. These pages also explain how you can manage and delete cookies.

To control flash cookies, which we may use on our Platform from time to time, you can go [here](#); flash cookies cannot be controlled through your browser settings.

**Our Do Not Track Policy: Some browsers have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.** If you block cookies, certain features on our Platform may not work. If you block or reject cookies, not all of the tracking described here will stop.

Certain options you select are both browser and device specific.

**You can opt-out of online behavioral advertising.**

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, click [here](#).
The Digital Advertising Alliance also offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise choices for the companies participating in this tool, download the AppChoices app here.

Certain choices you make are both browser and device-specific.

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