

PRIVACY NOTICE

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Information notice on the processing of personal data pursuant to Articles 13 and 14 of the General Data Protection Regulation (EU) 2016/679 (GDPR) and to Italian Legislative Decree 196/2003 as amended by Legislative Decree 101/2018.

Your privacy

Welcome to our website www.mariocucchetti.it (hereinafter, the "Site").

For Mario Cucchetti Tessuti S.r.l., your privacy and the security of your personal data are very important. For this reason we collect and manage your personal data with the utmost care and adopt specific measures to keep it safe, in accordance with the General Data Protection Regulation (EU 679/2016 – hereinafter the "GDPR").

We also invite you to read the Site's "Cookie Policy", which provides detailed information on the terms relating to our services. Some services may be subject to specific legal terms, in which case we will take care to provide you with all the relevant information on a case-by-case basis.

Who is the Data Controller?

Below is the key information on the processing of your personal data carried out by Mario Cucchetti Tessuti S.r.l., with registered office at Via Novara 14 – 21053 Castellanza (VA) (Italy), Italian Tax Code and VAT no. 00181680125, as Data Controller.

For any clarification, question or request relating to your privacy and to the processing of your personal data you may contact us at any time by sending a request to info@mariocucchetti.it.

What data do we process and why?

The personal data that Mario Cucchetti Tessuti S.r.l. processes is the data we collect while you browse or use the services offered on the Site. Mario Cucchetti Tessuti S.r.l. may therefore collect data about you such as identifying data (first name and surname), browsing data and your purchasing habits.

Your personal data is processed for the following purposes:

- to provide you with the Site's services, such as newsletter subscription;
- to handle requests submitted to our Customer Service.

In the cases above, the processing of your personal data is lawful as it is necessary to perform a contract with you or to provide the service you have specifically requested.

We also carry out statistical surveys and analyses with aggregated data to understand how users interact with and use the Site, in order to improve our offer and our services.

Who will process your data?

Your personal data is processed by duly instructed personnel of Mario Cucchetti Tessuti S.r.l. as Data Controller. For organisational and functional needs related to the provision of the Site's services, your data may also be processed by our suppliers. The latter have been assessed and selected by Mario Cucchetti Tessuti S.r.l. for their proven reliability and competence. Some of these parties may also be based in States outside the EU; in such cases the transfer of your personal data to those countries is carried out in compliance with the safeguards provided by the GDPR.

How long do we keep your data?

We keep your personal data for a limited period of time that depends on the purpose for which it was collected, at the end of which your personal data will be deleted or otherwise irreversibly anonymised. The retention period varies depending on the purpose of processing: for example, the data used to send you our newsletter is kept until you ask us to stop sending it (and in any event for no longer than five years).

What are your rights?

At any time, depending on the specific processing, you may: withdraw consent to processing, learn what personal data we hold about you, its origin and how it is used, request its updating, rectification or integration and, in the cases provided by current law, its erasure, the restriction of processing or object to processing. If you wish, you may request to receive the personal data Mario Cucchetti Tessuti S.r.l. holds about you in an electronically readable format and, where technically possible, we may transfer your data directly to a third party indicated by you.

If you believe that the processing of your personal data has been carried out unlawfully, you may lodge a complaint with one of the supervisory authorities competent for compliance with personal data protection rules. In Italy, the complaint may be lodged with the Italian Data Protection Authority (<http://www.garanteprivacy.it/>).

This notice may be amended and supplemented over time; you are therefore invited to check its contents periodically. Where possible, we will endeavour to inform you promptly of any changes made.

1. General information

Who is the Data Controller?

Mario Cucchetti Tessuti S.r.l., with registered office at Via Novara 14 – 21053 Castellanza (VA) (Italy), Italian Tax Code and VAT no. 00181680125, is the Data Controller, i.e. the entity that decides how and why to process your personal data.

You may always contact Mario Cucchetti Tessuti S.r.l. by writing to the address indicated above or at info@mariocucchetti.it.

2. What personal data do we collect?

The categories of personal data that Mario Cucchetti Tessuti S.r.l. collects and processes when you browse the Site are as follows:

- we collect your email address when you subscribe to our newsletter service;
- we process the personal data you provide when you contact our Customer Service in order to provide the assistance requested;
- we collect information about your browsing on the Site, such as the pages you visit and how you interact with each page, and we save this information on our servers.

Please note that Mario Cucchetti Tessuti S.r.l. does not process personal data relating to minors. By accessing the Site and using the services offered by Mario Cucchetti Tessuti S.r.l. you declare that you are of legal age.

3. How do we use the personal data collected?

Mario Cucchetti Tessuti S.r.l. collects and processes your personal data for the following purposes:

- managing requests submitted to our Customer Service, which uses the personal data you provide to fulfil your information requests and requests for assistance;
- analysis and statistical surveys. We use some information about your use of the Site to carry out statistical analyses and surveys in order to improve our offer and our services;
- subject to your express consent, we may use the contact details you have provided for commercial communications regarding our products and services, to update you on news, new arrivals, exclusive products, offers and promotions. Furthermore, again subject to your consent, we may use your contact details for market research and customer satisfaction surveys to improve our services and our relationship with our users. These communications will take place exclusively through the channels you choose (via email, SMS, telephone, paper mail).

Should you authorise the activities under point c) and subsequently no longer wish to receive further communications from Mario Cucchetti Tessuti S.r.l. or wish to limit the channels through which you are contacted, you may at any time discontinue such communications simply by clicking on the dedicated "unsubscribe" link at the bottom of each communication, by accessing your account, or by contacting Mario Cucchetti Tessuti S.r.l. in writing at the address indicated above.

Please note that you may receive further communications from us even after submitting your unsubscription request, as some sendings may have already been scheduled and our systems may take time to fulfil your request — in any case, no longer than one month from the request.

In relation to all the activities indicated above, we will process your personal data predominantly through IT and electronic tools; the tools we use guarantee high security standards, in full compliance with current legislation.

4. Legal basis for processing

We process your personal data only where one of the conditions provided by current legislation applies, and specifically:

For the conclusion and performance of a contract to which you are a party.

This basis justifies the processing of personal data carried out in the following activity:

- management of your requests by our Customer Service.

The provision of your personal data for such activities is a contractual obligation. You are free to provide or withhold your data, but failing to provide the requested data will make it impossible to enter into or perform your requests. This means that you will not be able to use the services of Mario Cucchetti Tessuti S.r.l. and that Mario Cucchetti Tessuti S.r.l. will not be able to handle your requests.

5. Who will process your data?

Your personal data will be processed by the internal staff of Mario Cucchetti Tessuti S.r.l. specifically instructed and authorised to process it.

Your personal data will also be communicated to third parties we rely on to provide our services; such parties have been duly selected and offer suitable guarantees of compliance with the rules on personal data processing. They have been designated as data processors and carry out their activities according to the instructions issued by Mario Cucchetti Tessuti S.r.l. and under its control.

The third parties in question belong to the following categories: banking operators, internet providers, companies specialising in IT and telematic services; couriers; companies carrying out marketing activities; companies specialising in market research and data processing.

Recipients identified for the processing activities carried out via the Site

At present, for the processing activities carried out through the Site, Mario Cucchetti Tessuti S.r.l. relies on the following external processors, designated pursuant to Article 28 GDPR:

- **Resend, Inc.** (2261 Market Street #5039, San Francisco, CA 94114, USA) — provider of the transactional email service used to deliver to Mario Cucchetti Tessuti S.r.l. the messages submitted through the form on the Contact page. Categories of data processed: name, company, email address, telephone number, subject and content of the message. Legal basis: performance of pre-contractual measures at the data subject's request and legitimate interest of the Controller in responding to received enquiries (Art. 6(1)(b) and (f) GDPR). Extra-EU transfer: data

may be processed in the United States. The transfer is governed by Resend's certification under the EU-US Data Privacy Framework and, as a fallback, by the Standard Contractual Clauses approved by the European Commission pursuant to Art. 46 GDPR.

- **Google Ireland Limited** (Gordon House, Barrow Street, Dublin 4, Ireland), with possible onward transfer to **Google LLC** (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) — provider of the Google Analytics 4 service used to measure Site traffic in aggregate form. Categories of data processed: browsing data (pages visited, visit duration, device type, approximate geolocation, pseudonymous identifiers stored in analytical cookies). Legal basis: consent of the data subject (Art. 6(1)(a) GDPR and Art. 122 of Italian Legislative Decree 196/2003) collected via the consent banner; consent may be withdrawn at any time from the Cookie Policy. Extra-EU transfer: any transfers to Google LLC in the United States are governed by Google's certification under the EU-US Data Privacy Framework (European Commission adequacy decision of 10 July 2023) and, as a fallback, by the Standard Contractual Clauses. For details of the cookies used, please refer to the Cookie Policy.

Your data may be transmitted to the police and to judicial and administrative authorities, in accordance with the law, for the investigation and prosecution of offences, the prevention of and protection against threats to public security, to enable Mario Cucchetti Tessuti S.r.l. to establish, exercise or defend a right in legal proceedings, and for other reasons related to the protection of the rights and freedoms of others.

6. How long do we keep the data?

We keep your personal data for a limited period of time, which varies according to the type of activity that involves processing your personal data.

Once this period has elapsed, your data will be permanently deleted or otherwise irreversibly anonymised.

Your personal data is retained in compliance with the terms and criteria specified below:

- data related to user requests to our Customer Service: the data useful to assist you will be retained until your request has been fulfilled.

7. Your rights

At any time you may exercise your rights with reference to the specific processing of your personal data by Mario Cucchetti Tessuti S.r.l. A general description and the procedure for exercising them are set out below.

- **Access your data and amend it:** you have the right to access your personal data and to request that it be corrected, modified or supplemented with other information. If you wish, we will provide you with a copy of the data we hold about you.
- **Withdraw your consent:** you may at any time withdraw any consent you have given to the processing of your personal data in relation to any marketing activity. Marketing activities include sending commercial and promotional communications, conducting market research and

customer satisfaction surveys for the personalisation of the website and of commercial offers based on your interests. Upon receiving your request, we will promptly cease the processing of your personal data that is based on such consent, while different processing or processing based on other grounds will continue to be carried out in full compliance with current legislation.

- **Object to the processing of your data:** you have the right to object at any time to the processing of your personal data carried out on the basis of our legitimate interest, providing us with the reasons justifying your request; before accepting it, Mario Cucchetti Tessuti S.r.l. shall assess the reasons for your request.
- **Erase your data:** in the cases provided by current legislation, you may request the erasure of your personal data. Upon receiving and reviewing your request, if legitimate, we will promptly cease the processing and erase your personal data.
- **Request that the processing of your personal data be temporarily restricted:** in this case Mario Cucchetti Tessuti S.r.l. will continue to retain your personal data but will not process it, unless otherwise requested by you and except as provided by law. You may obtain the restriction of processing when you contest the accuracy of your personal data, when the processing is unlawful but you oppose the erasure of your data, when we no longer need your data but you need it to exercise a right in legal proceedings, and when you object to the processing, during the period in which we assess the reasons for your request.
- **Request your data or transfer it to a party other than Mario Cucchetti Tessuti S.r.l.** ("right to data portability"). You may request to receive the data we process on the basis of your consent or of a contract with you in a standard format. If you wish, where technically possible, upon your request we may transfer your data directly to a third party indicated by you.

In order to exercise some of the rights described above you may contact us by writing to the address of the Data Controller indicated above.

To ensure that our users' data is not subject to breaches or unlawful use by third parties, before accepting your request to exercise one of the rights indicated, we will ask you for some information to verify your identity.

8. Security measures

We protect your personal data with specific technical and organisational security measures aimed at preventing your personal data from being used unlawfully or fraudulently. In particular, we use security measures that guarantee: the pseudonymisation or encryption of your data; the confidentiality, integrity and availability of your data, as well as the resilience of the systems and services that process it; the ability to restore data in the event of a data breach. In addition, Mario Cucchetti Tessuti S.r.l. undertakes to regularly test, verify and assess the effectiveness of technical and organisational measures in order to ensure the continuous improvement of processing security.

9. Complaints

If you believe that the processing of your personal data has been carried out unlawfully, you may lodge a complaint with one of the supervisory authorities competent for compliance with personal data protection rules.

In Italy, the complaint may be lodged with the Italian Data Protection Authority (Garante per la Protezione dei Dati Personali). Further information on the submission procedure is available on the Authority's website at <http://www.garanteprivacy.it>.

10. Changes to this notice

The ongoing evolution of our services may entail changes in the characteristics of the processing of your personal data described herein. As a consequence, this privacy notice may be amended and supplemented over time, including in response to new legislative measures regarding personal data protection.

You are therefore invited to check the contents of this page periodically: where possible, we will endeavour to inform you promptly of any changes made and of their consequences.

The updated version of the privacy notice will in any case be published on this page, with an indication of the date of its last update.

11. Legal references and useful links

The processing of your personal data is carried out by Mario Cucchetti Tessuti S.r.l. in full compliance with the legislation provided by Regulation (EU) 2016/679 General Data Protection Regulation, Italian rules on the processing of personal data and the measures of the Italian supervisory authority (<http://www.garanteprivacy.it>).

27 May 2026

The Data Controller

