

PERSONAL DATA PROTECTION POLICY OF THE LVMH SHAREHOLDERS' CLUB

The purpose of this personal data protection policy is to provide information to members of the Shareholders' Club (the "Club") about the processing of their personal data, collected in connection with their membership of the Club (the "Data" or the "Personal Data") as well as their rights in connection with the protection of their Personal Data.

1. Identity and contact details of the controller and of the DPO

1.1. Who is the controller?

The controller is the LVMH Financial Communication Department, which determines the purposes and means of the processing, and which is responsible to Club members for compliance with legislation on Personal Data protection.

1.2. Who is the DPO?

The Data Protection Officer (DPO) is your preferred point of contact for any issues in connection with the protection of your Personal Data. The DPO can be contacted:

- by e-mail, at the following e-mail address: dpo.holding@lvmh.fr
- by postal mail, at the following address: Data Protection Officer, 24-32, rue Jean Goujon, 75008 Paris.

2. What Data are processed?

2.1. Where do the Data come from?

Your Data are collected directly from you through the membership form you complete online on the LVMH website. This form is also available upon request, and can be sent by post. Your Data can also be collected automatically using cookies when you access the LVMH website space reserved to the Club (connection data and information about your browsing). For more information about cookies, please refer to our cookie management tool or to the personal data protection policy on the LVMH website and note that you can change your preferences at any time.

2.2. What Data are collected and processed?

The Personal Data collected and processed by LVMH are: your first name, last name, email address, postal address, phone numbers, date of birth, number of shares held, your purchase history on the online boutique and special offers to which you have subscribed, your connection logs and browsing history in the Club space of the LVMH website.

2.3. Why and on what legal grounds are your Data Processed?

Your Data, which you have provided to us on a voluntary basis, are necessary for LVMH to be able to manage your membership of the Club. They enable us to send you specific documents as a Club member and to have you benefit from the different offers and advantages provided to Club members.

Your Data may also be used by LVMH for statistical purposes based on the legitimate interest of LVMH in knowing and analyzing its shareholding structure.

2.4 Who has access to your Data?

Your Data are processed by the LVMH Financial Communication Department for the purposes indicated above. They will not be sold or made available to any third party, excluding the Maisons of the Group offering products to Club members, and any LVMH service providers and their subcontractors who may have access to such Data for technical and logistical reasons only (routers, hosting and maintenance providers, telecommunication providers, cookie management providers and statistical analysis services).

2.5. Transfers of your Data outside the European Economic Area

Your Data are processed by LVMH in France. However, LVMH may rely on some service providers who are located or who rely in turn on subcontractors who are located outside the European Economic Area in countries where personal data protection legislation differs from that applicable within the European Economic Area. Any possible access to your Data outside the European Economic Area by such service providers and their subcontractors is subject to appropriate safeguards in compliance with Personal Data protection legislation.

2.6. How long do we keep your Data?

Your Data are kept as long as necessary to achieve the purposes for which they were collected and will in any event be destroyed once those purposes have been achieved.

Your Data are typically kept for as long as you remain a member of the LVMH Shareholders' Club, unless you expressly request us to erase your Data under the conditions set forth in section 3 below.

Your connection and browsing data are kept for a shorter period, of a maximum of 13 months.

3. What are your rights?

Pursuant to applicable legislation, you have a right of access to and of rectification of your Data, as well as the right to request their erasure, to object to processing and to obtain the restriction of processing or portability to the extent applicable to you, and subject to any overriding legitimate grounds LVMH may have in keeping your Data.

You also have the right to give us specific instructions concerning what should be done with your Data after your death.

Your membership of the Club arising out of a voluntary action on your part, you may withdraw your consent to the processing of your Data at any time, without having to give any reasons, by ending your membership. In such case, you will not receive any further messages from us, including any documentation or offers reserved to Club members.

You can exercise your rights by writing to: dpo.holding@lvmh.fr.

In case you have any complaint about the way in which your Personal Data are collected or processed, you can contact us directly at the above e-mail. You can also, at your election, lodge a complaint with the French data protection authority, la Commission Nationale de l'Informatique et des Libertés (CNIL), 3, place de Fontenoy - TSA 80715 - 75334 PARIS CEDEX 07, phone: 01 53 73 22 22.

4. Changes to the Personal Data Protection Policy of the Shareholder's Club

LVMH may amend this policy. You are invited to check this policy from time to time to make sure you agree to any such changes. We will inform you of such changes either through a special notice on our website, or through a customized warning.