

Global Privacy Policy

The purpose of this Global Privacy Policy (the "Policy") is to describe how Louis Vuitton Malletier SAS, a French company with registered office at 2 rue du Pont Neuf, 75001 Paris, France and/or its affiliates ("LV"), each in their role as controller, process personal information about its clients and prospects in order to provide you with the best possible service.

You can get the name and address of the entity acting as data controller in your jurisdiction, [here](#). In the UK, the controller is Louis Vuitton UK Limited whose registered office is at C/O Browne Jacobson LLP, 6 Bevis Marks, London, EC3A 7BA.

Louis Vuitton Malletier and/or your responsible local LV entity, as described in this Policy (hereinafter: "we", "our", or "us") collects, stores, processes, uses and discloses personal information about you in connection with your use of LV websites, LV apps, your use of our connected products (if and when available), or when you visit our stores or our social media pages, in your jurisdiction.

1. What type of personal information do we collect?

We collect your personal information either directly from you (e.g., if you create an account on one of our sites/apps or make a purchase or otherwise interact with our client advisors in stores or with our LV Client Services), indirectly (e.g., through tracking tools like browser cookies), or from third parties (e.g., through social media platforms especially when you create an LV account using their social log in, or through partners such as cafe restaurants Louis Vuitton).

For the purposes described further below in this Policy, LV may collect the following categories of personal information:

1. When you, make an order for products and services, sign up for an online account or fill out a customer information card in store, participate in an event, make a purchase, subscribe to our newsletter, make a return or exchange, or when you request the repair of a product you purchased or received as a gift, we may collect:
 - a. **identification information** such as your: name, first name, date of birth and address,
 - b. **contact information** such as your: phone number, e-mail address and communication language,
 - c. **payment information** such as your: credit card details, bank account number, PayPal account details or other required payment details, and
 - d. **purchase information** such as: products purchased, their category, their quantity and their prices.
2. When you request a "click and collect" service in store, to verify your identity, we may consult your:
 - a. **ID information.**
3. Where required to comply with international sanction, we may also collect:
 - a. **identification information**
4. When you request a VAT-refund for which you are eligible, we may also collect:

- a. **passport information.**
5. If you use our websites, we may also collect:
- a. **device information** such as: information about the browser you are using and the device with which you visit our website, and
 - b. **usage information** such as: your browsing behaviour.
6. If you use our mobile app, we may also collect:
- a. **device information** such as: GPS location (subject to your consent, when required) and information about the browser you are using and the device with which you visit our website, and
 - b. **usage information** such as: browsing behaviour, how often you use the app and where you downloaded it from.
7. If you use our connected products, we may collect **information regarding your use of such products** (such as which features on our product you use the most, or battery level information), as well as **geolocation information** if necessary to provide you the service you requested.
8. We may also collect the following types of data in the context of your relationship with us:
- a. **demographic information** such as your: civil status,
 - b. **image or video footage** through in-store CCTV,
 - c. **voice recordings** when you call LV Client Services,
 - d. **preferences and interests** which you may choose to disclose in the course of your confidential contacts or encounters with our client advisors or Client Service. This may include your preferences about our collections or other luxury brands, your size, your lifestyle or basic information on your family circle,
 - e. **health information** related to possible adverse effects caused by our cosmetic products, and
 - f. **information you submit or post in a public space**, such as on a third-party website, regarding LV products and services, on our social media pages, or on our websites, for example for a product review.
9. If you use our online virtual try-on service or our shade recommendation service "Shade Finder" offered for our beauty products, you consent to the use of your webcam solely for the purpose of the service. The experience takes place within your browser, and neither LV nor any third parties retain your image after the virtual try-on session or Shade Finder session. If you consent, your image may be stored for training and improvement purposes of the Shade Finder service and will then be deleted within ten days.

If you choose not to submit any personal information when necessary to perform a contract or service, or when required by law, you will not be able to receive the product or service you ordered or otherwise register on our websites, apps, or other media.

2. How do we use your personal information?

Legal Bases

We will only collect, use and share your personal information where we have an appropriate legal basis to do so. The legal bases we use include:

1. performance of a contract,
2. legitimate interest,
3. legal obligations, and
4. consent.

Purposes of processing

The types of personal data within the categories described above may be used for the purposes specified at the time of collection or hereafter in this Policy under the legal bases as described in the table below. Not all categories of personal data listed are used for every activity described under each purpose. Only the data strictly necessary for the specific activity will be processed.

No.	Purpose	Categories of personal data	Legal basis
1.	To process your order or repair request.	Identification information Contact information Payment information Purchase information	Performance of our contract with you.
2.	To , respond to your requests or questions, or communicate with you about your account or our relationship (including in relation to service updates or to feedback) or about this Policy or website terms.	Identification information Contact information Demographic Information Payment information Purchase information Your use of connected products	Performance of our contract with you.
3.	To carry out statistical segmentation studies, to improve our understanding of your interests, concerns and use of our products. To make our website, apps and products/services better, to customise your experience and to tailor our marketing activities to fit your needs and interests.	Identification information Contact information Demographic Information Purchase information Preferences and interests Information regarding your use of connected products Device Information Usage Information	For analysis and improvement of products, services, and digital environment; and for personalised marketing to existing customers about similar products/services (with opt-out): Our legitimate interest to better serve you and respond to your individual needs.

			For personalised marketing to prospects; and for processing more intrusive data such as geolocation, as well as for the use of statistical analysis cookies, cookies to personalize your experience on our website and advertising and social media cookies : Explicit consent.
4.	To protect our company, customers, associates, websites and apps against fraud, theft or any wrongdoing which may affect our business.	Identification information Contact information Payment information Purchase information Device information Usage information Image or video footage Voice recordings	Our legitimate interest to ensure the security of our activity online and offline.
5.	To record and retain telephone conversations where necessary for quality and training purposes and for the establishment, exercise or defense of legal claims, including in connection with actual or potential litigation, arbitration or administrative proceedings.	Identification information Contact information Voice recordings (only where strictly necessary	Our legitimate interest in establishing, exercising or defending legal claims.
6.	To manage the possible adverse effects caused by our cosmetic products in accordance with our legal obligations as a cosmetic manufacturer.	Identification information Contact information Payment information Purchase information Health information	Legal obligations and for reasons of substantial public interest. In relation to a claim regarding an adverse effect, our legitimate interest to manage your claim and to establish, exercise, or defend legal claims.
7.	For anti-counterfeiting purposes, and our fight against illegal resale channels for LV products in violation of LV's general terms and conditions of sale and LV's exclusive distribution network.	Identification information Contact information Payment information Purchase information Device information Usage information Image or video footage	Legal obligations. Our legitimate interest to protect against online counterfeiting and preserve our distribution network.

		Information you submit or post in a public space	
8.	To enable you to benefit from VAT refund, if you are eligible, in connection with your order and to prevent fraud aimed at obtaining VAT refund without eligibility.	Identification information Contact information Payment information Purchase information Passport information	Our legitimate interest in preventing fraud.
9.	To provide our online virtual try-on service or our shade recommendation service "Shade Finder" offered for our beauty products. The experience takes place within your browser, and neither LV nor any third parties retain your image after the virtual try-on session or Shade Finder session. If you consent, your image may be stored for training and improvement purposes of the Shade Finder service and will then be deleted within ten days.	Webcam footage	Consent
10.	For marketing purposes: to send you offers and information about our products, services and events that may interest you, via email, phone (SMS, instant messaging), or personalised ads on online platforms (such as Google and Facebook), with your consent where required.	Identification information Contact information Demographic information Purchase information Preferences and interests Usage information Device information Your use of connected products	For prospects and for the use of non-essential cookies: Explicit consent For existing customers in relation to similar products/services (with opt-out): Our legitimate interest to promote our business, products, offers and services. For personalized ads on online platforms (Google, Meta): consent
11.	To organise and run an event or promotion together with our business partners.	Identification information Contact information	Consent
12.	To analyse the e-reputation of LV or our products or services.	Information you submit or post in a public space	Our legitimate interest to preserve LV's image.
13.	To measure the effectiveness of our online or offline campaigns or events.	Device information Usage information	Our legitimate interest to analyze the effectiveness of

			our marketing campaigns When using non-essential cookies: consent.
14.	To comply with our legal obligations in accordance with applicable laws and regulations (e.g. anti-money laundering and compliance with international sanctions).	Identification information	Legal obligations.
15.	To maintain a record of transactions and other business documents for legal and administrative purposes as well as to meet the needs of, and our obligations towards, our insurers and auditors.	Identification information Contact information Purchase information Passport information (where legally required, e.g. VAT refund processes and AML)	Legal obligations. Our legitimate interest in supporting insurance claims, responding to audits and maintaining business continuity and accountability.
16.	To optimise and ensure the proper functioning and access of our website, app and connected products, enhancing their security, reliability and user experience.	Device information Usage information Your use of connected products	Performance of our contract with you. Our legitimate interest to manage maintain, secure and optimise our platforms of communication with our customers including improving the overall user experience. When using non-essential cookies: consent..
17.	To share information with actual or potential buyers in the context of a business transfer or sale.	Identification information Contact information Purchase information Passport information Device information Usage information Demographic information Image or video footage Voice recordings Preferences and interests Health information	Our legitimate interest in sharing information necessary for the purpose of business transactions.

		Information you submit or post in a public space Information regarding your use of connected products	
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3. Who do we share your personal information with?

We do not disclose or otherwise share your personal information we collect, except:

1. With our parent and affiliated companies within the Louis Vuitton Group of Companies. Only authorised personnel with a need to know will have access to this information and will be using such information for the purposes of internal audit, billing or administration and to provide you with the same level of services around the world. Please find a list of our affiliates [here](#).
2. With service providers and agents 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.
3. With banks or other online payment services companies.
4. With our service provider for fraud prevention (Riskified Ltd., established in Israel), to the extent necessary for fraud prevention. You can find information on the processing of your personal data by Riskified Ltd. in their privacy policy which is available [here](#).
5. Subject to your consent, with our business partners. For example we will share information with third parties who jointly sponsor an event or promotion with us.
6. With the online platforms you use (such as Google, Facebook) in order to display our personalised ads to you. For more information on the processing of your personal data by these platforms for personalised advertising purposes, please refer to their privacy policies (including the settings available for ad display).
7. With any third party as part of any business restructuring or reorganisation (including dissolution or liquidation). This includes if we merge all or part of our business or our assets are transferred, assigned or sold.
8. When we are required to do so in order to comply with applicable law, to respond to a court order, or more generally to respond to any request from a competent authority.
9. With legal advisors in order to manage your complaint, establish, exercise, or defend legal claims.

4. Tracking tools and use of cookies

We may collect certain information through cookies, web beacons and other automated means. A cookie is a text file which is stored in a dedicated area of your device's hard drive, for instance when you visit an online service, when you read an email or while installing or using a mobile app. A cookie allows its sender to identify the device on which it is stored during the period of validity of consent, which does not exceed 13 months.

What type of cookies do we use?

We use first- and third-party cookies the difference between the two lying in who controls the cookies. First-party cookies, then, will be installed by LV and managed by Us, while third-party cookies will be installed on your device by a third party, and we will have no control over access to the data gathered. Third party cookies are subject to said third party privacy policies. We hereby inform you about the purpose of these cookies and how you can manage them, to the extent we are aware thereof. If you wish to obtain detailed information about how third-party cookies function, please turn to each operator's policies below.

The types of cookies We use are detailed below:

1. **Functional cookies:** These cookies are required for optimum operation of the website and cannot be configured. They allow us to offer you the key functions of the website (language used, display resolution, account access, shopping bag, Wishlist, etc.), and provide you with online advice. We also use cookies to ensure security of online transactions/purchases through device fingerprinting, which allows us to identify certain aspects of the equipment used to place an order and secure our website against any attempted fraud.
2. **Statistical analytics cookies:** Other cookies also collect information on your behaviour by collecting referring URLs (where our visitors come from, which banners they clicked on and which directed them to our website), pages accessed, and times of websites visits. Such information will allow us to enhance our websites and apps. We also use cookies for web analytics to measure the websites activity and determine the areas of the websites which are the most visited, hence improving visibility of our content.
3. **Cookies to personalised Louis Vuitton experience:** These cookies allow us to have a better understanding of the products and services you would prefer, and offer you more personalised communications and/or more personalised content on our website (e.g., personalised assistance and recommendation from our client service through our "Chat" functionality) or our applications.
4. **Advertising and social media cookies:**

These cookies are used for Louis Vuitton advertisements displayed on third-party websites, including social media, and are tailored to your preferences and to help us measure the effectiveness of our advertising campaigns. Our websites or apps may contain third party cookies (delivered by advertising agencies, analytics providers, social media, etc.) enabling them to collect browsing information on your devices, including to display advertising campaigns on third party websites on these third-parties website and social media and measure their efficiency.

We may include in our website or apps the possibility to share content with third parties or to let other persons know you browsed our website. Such is the case for instance of "Like" and "Share" functionalities offered by social network platforms ("Facebook", "Twitter", etc). Social networks which offer these functionalities may identify you even though you do not use these functionalities on our website. Indeed, such functionalities allow social network platforms to track information about your browsing on our website whenever your social network account is active while browsing our website. We do not control how these platforms collect your personal data while you are browsing our website. We invite you to read the privacy policies of these social networks to find out how they use information they collect (including for advertising purposes) through these buttons. These privacy policies should provide you information about how to manage your preferences on your social network accounts.

For a full list of the cookies that we use on our site, [click here](#).

Acceptance of cookies

Except for those cookies that are strictly necessary for the operation of the Site, such as functional or security cookies, we will only use cookies if we have your explicit consent to use them, as the use of cookie on a Device depends on the user's choice, which can be made and modified freely and at any time. That is, if you have given your consent to a cookie, you may withdraw your consent at any time.

You can manage consent or reject categories of cookies either here or by accessing the cookie management center, at any subsequent time in the section "Cookies" of the Site.

Settings that you make may change your internet browsing capacity and may sometimes alter your ability to access certain services that require the use of cookies. Such is also the case if you refuse the cookies required for remote "chat" assistance, this functionality will not be available, or if we or one of our business partners can no longer recognize the type of browser your device is using, such as language, display settings or country / region of connection. We cannot be held liable for the minimised access to our services as a result of cookies you previously deleted or rejected.

How to manage cookie settings in your browser?

You may also set your browser to accept or reject cookies on your Device. Each browser has its own cookie management system, as described in the "Help" menu of your browser, where you will be provided with all necessary information about how to set your preferences.

For Edge:

1. Select "Settings" menu, then "Cookies and site permissions"
2. Then, select "Manage and delete cookies and site data"

For Mozilla Firefox:

1. Go to "Tools" then "Options" menu
2. Click on the "Privacy" settings
3. Select your preferred option on the "Cookie" menu

For Opera:

1. Go to "Files", then > "Preferences"
2. Click on the "Privacy" settings
3. Select your preferred options

For Android browser:

1. Click on the upper right button
2. Go to "Settings" then "Privacy & security menu"
3. Select your preferred option

For Google Chrome:

1. Click on the Chrome menu on the browser toolbar
2. Select "settings" then click "on the "Privacy and security" section

For Safari on iOS:

1. In the "Settings" app, go to "Safari" menu
2. Go to "Accept cookies" entry under "Privacy"
3. Select your preferred option

3. Go to the "Third-Party Cookies" or "Clear Browsing Data" or "Ad Privacy" section, you can select your preferred options

If you use any browser other than those listed above, please check the cookies management options provided with the browser.

If you share your device with other people and the device operates several browsers, we cannot guarantee that personalised services and advertisements designed to match your personal use of the device (if such personalised services and advertisements are available) will correspond to your own use and rather than someone else's.

5. Transferring your personal information

Information we collect about you including through the use of cookies and other tracking tools, may be transferred to, stored and processed in countries / regions where a LV entity is located to ensure you may benefit from better services wherever you visit us and for the purposes defined in this Policy. You may obtain a list of these countries / regions [here](#).

We may also transfer your personal information to the service providers involved in the maintenance of our websites, apps or social media or any other tool used for the processing of our clients' or prospects' information.

These recipients may be established in a third country for which an adequacy decision from the UK exists (e.g., countries in the EU). A list of the adequacy decisions is available [here](#).

Some recipients, however, are located in third countries / regions which are not considered to provide the same level of data protection as in the UK.

When we transfer your information to recipients in third countries / regions that do not provide for the same level of data protection as given in the UK, we will ensure adequate protection for the transfer of your personal information to these recipients by, for example, ensuring that we use standard contractual terms approved for use in the UK which give the transferred personal data the same protection as it has in the UK or any other valid transfer mechanisms.

You can obtain a list of the relevant third countries / regions and copy of these safeguards upon request using the contact details below.

6. Retention period

Your personal information will not be kept in a form that allows you to be identified for any longer than is reasonably considered necessary by LV for achieving the purposes for which it was collected, processed, or as is established in applicable laws related to data retention periods. By way of example:

- personal information processed for the purpose of fraud prevention shall be retained for up to four (4) years;
- if you are a prospect (*i.e.* you have not made any purchase with us but you have expressed an interest in purchasing LV products and/or services) we shall retain your personal data for three (3) years since the creation of your account; and

- if you are a client (*i.e.* you have made a purchase of our products or services) we shall retain your personal data for the duration of your commercial relationship with LV and 10 years thereafter.

Some processing activities have a specific retention period, for example:

- the images collected in stores by CCTV systems are retained for the period specified within the relevant store;
- telephone conversations with our Client Services are stored for the applicable legal retention periods; and
- certain personal data may be archived for the statute of limitation period and used in the event of a litigation or dispute.

If a judicial action is initiated, the personal information may be stored until the end of such action, including any potential periods for appeal, and will then be deleted or archived as permitted by applicable law.

Where your information is no longer required, we will ensure it is anonymised or deleted in a safe manner. In some circumstances we may need to store your personal information for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax or accounting requirements.

7. Your rights

Subject to certain exemptions, and in some cases dependent upon the processing activity we are undertaking, you have certain rights in relation to your personal information. The rights include:

1. **Right of access:** You may request access to the personal information we maintain about you. If you request such access, we will provide you with the information as required by law on the source of your personal information, the purposes and legal basis of the processing, the categories of data processed, the categories of recipients, data retention periods, the controller's identity, etc.
2. **Right to rectification or erasure:** You may request that we rectify inaccurate personal information. We may seek to verify the accuracy of the personal information before rectifying it.

You may also request that we erase your personal information in limited circumstances where: (i) it is no longer needed for the purposes for which it was collected, (ii) you have withdrawn your consent (where the processing was based on consent), (iii) you have successfully exercised your right to object, (iv) it has been processed unlawfully, or (v) such erasure is necessary to comply with a legal obligation to which LV is subject. LV will take reasonable steps to inform the other entities of the LV group of such erasure.

We are not required to comply with your request to erase personal information where: (i) such processing is necessary for compliance with a legal obligation, or (ii) for the establishment, exercise or defence of legal claims.

3. **Right to restriction:** You can request the restriction of the processing: (i) in the event the accuracy of your personal information is contested to allow LV to check such accuracy, (ii) if you wish to restrict your personal information rather than deleting it despite the fact

that the processing is unlawful, (iii) if you wish LV to keep your personal information because you need it for your defence in the context of legal claims, or (iv) if you have objected to the processing but LV is verifying whether it has legitimate grounds for such processing which may override your own rights.

4. **Withdraw consent:** When your information processing is based on your consent (for instance when you accept to receive communication materials), you may withdraw any consent you previously provided to us at any moment, without affecting the lawfulness of processing based on your consent before withdrawal.
5. **Object:** You have the right to object to the processing of personal information where: (i) we are relying on legitimate interest as the legal basis for that particular use of your data, if our legitimate interest may be overridden by your interests and freedoms, or (ii) we use your personal information for direct marketing purposes.
6. **Data portability:** You may also obtain a copy of any personal information that we hold about you in our records in a structured, commonly used and machine-readable format to allow you to exercise your right to data portability where: (i) the processing is based on your consent or on the performance of an Agreement between you and us, and (ii) the processing is carried out by automated means.
7. **Right to complain to us:** you can complain to us if you believe we haven't handled your personal data properly under data protection law, including if you think we haven't respected your other data subject rights.
8. **Lodge a complaint with the ICO:** You also have the right to lodge a complaint with the Information Commissioner's Office ("ICO") if you have any concerns about how we are processing your personal information or about our response to any complaint submitted to us. We ask that you please attempt to resolve any issues with us first, although you have a right to contact the ICO at any time.

To exercise any of these rights, please contact us at: personaldata@louisvuitton.com.

8. Children

Our websites and apps are not directed to children. We do not knowingly collect personally identifiable information from children without permission from a parent or guardian, unless permitted by applicable law.

You must be at least sixteen years old to provide us with your personal information and eighteen years old to engage in transactions on our store, websites, or apps. By engaging in transactions with us, you affirm that you are at least eighteen years old and are fully able to enter into and be legally bound by such transactions.

If we are notified (by contacting Us at personaldata@louisvuitton.com) or learn that a minor has submitted personal data to us through our media or otherwise, we will delete such personal information.

9. Third party sites

We may link to third party sites or services we do not control and which are governed by their own privacy policy. 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.

10. Changes to this policy

Our Policy may change from time to time to reflect changes in our processing of your personal information. We will notify you of any material changes as required by law and post an updated copy on our site.

11. Contact us

If you would like us to update the information we have about you or your preferences, or if you have any questions about the protection of your personal information please contact us by email at personaldata@louisvuitton.com.

Last update on 01/06/2026