

# **PRIVACY AND COOKIES POLICY- CANADA**

## **PRIVACY POLICY- CANADA**

**Effective date:** December 20, 2024.

At **ITX Canada Ltd** and **Industria de Diseño Textil, S.A. (Inditex, S.A.)**, we protect the privacy of our customers and their information. It is important for us to be transparent, and this **Privacy Policy** offers you information regarding the types of personal information we collect, how we use that information, whom we disclose it to, and the grounds and purposes for such collection, use, and disclosure. We also want you to be informed about your rights regarding your privacy and its protection.

This **Privacy Policy** applies to customers who communicate with us, uses our services, purchases our products, visits our websites or uses our mobile applications (referred to as "**Platform**"), or, and to our activities across Canada.

When we speak about our Platform, we refer, in general, to any of the channels or means, digital or in person, you may have used to interact with us. The main ones are:

- Our Website.
- Our App, this is, including both the mobile application you installed on your device and others we may use in our Platform.
- In person, in any of our Brick-and-Mortar Stores.

### **1. WHAT CATEGORIES OF PERSONAL INFORMATION DO WE COLLECT?**

Personal information is any information which relates to a natural person and directly or indirectly allows that person to be identified. We limit the collection of personal information to what is reasonably required to fulfill the purposes for which it was collected.

Depending on your interaction with us, we may process the following personal information:

- your **identification** information (for example, your name, surname, phone number, email, postal address, language and country from which you interact with us, etc.);
- **financial and transaction** information (for example, your payment or card information, information on your purchases, orders, returns, etc.);
- **connection, geolocation and/or browsing** information (for example, the location information, the device identification number or the advertising ID, etc.);
- **marketing** information (for example, if you have subscribed to our newsletter);
- **image** (for example, video images collected by our surveillance cameras on our premises);
- information about your **tastes and preferences**; and

- **other** information you may provide to us when you interact with us from time to time.

## 2. HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect personal information in a variety of ways:

**a. Directly from you**

We may collect your personal information directly from you, such as when:

- we provide a service to you;
- you purchase our products;
- you visit our Platform or when you become a registered user of our Platform;
- you communicate with us; or

**b. From third parties**

In specific cases, a third party may have provided us with information about you by using a feature or service on our Platform, for example by sending you a gift card or shipping an order to your address. In these cases, we only process your information where relevant to this feature or service, as stated in this Privacy Policy.

If you provide us with personal information of third parties or if it is necessary that we request them for a third party to collect an order in your name, you confirm that you informed them of the purposes and of the manner in which we need to process their personal information and that you have obtained their prior consent.

**c. Through our Platform**

We may also automatically collect the following information relating to your access to and use of our Platform through cookies and other similar technologies, such as: your domain name; your browser type and operating system; your type of computer or mobile device; pages you view; links you click; your IP address; the length of time you visit or use the service, and how you use the service.

## 3. HOW DO WE USE YOUR PERSONAL INFORMATION?

We may use your personal information for the following purposes or otherwise:

**a. To manage your **registration** as a user of our Platform**

We may use your personal information to manage your registration as a user of our Platform, for instance, to identify you as a user of our Platform and grant you access to its various functionalities, products and services available to you as a registered user. You may cancel your registered user account by contacting us through Customer Service.

We hereby inform you that the information we gather regarding your activity, which has been collected through the different channels of the Platform and which include your purchases, shall remain linked to your account so that all the information can be accessed together.

**b. For the **development, performance and execution of the purchase or services contract** that you executed with Us on the Platform. This purpose includes processing your information mainly, for:**

- Provide the products and services you purchase and request.

- To communicate with you regarding updates or informative notices related to the functionalities, products or services you are using, including to send you quality and satisfaction surveys.
- To process orders and payments for products you have purchased.
- To manage potential exchanges or returns.
- To prevent and detect unauthorized uses of the Platform (for example, during the purchase and returns process) as well as potential fraud being committed against you and/or against us.
- For invoicing purposes and to make available to you the tickets and invoices of the purchases you have made through the Platform.
- To ensure that you are able to use other available functionalities or services,

c. To meet requests or applications that you make through the **Customer Service** channels.

- If you contact us via telephone, the call may be recorded for quality purposes and so that we can respond to your request.
- If it is available, and if you choose to use WhatsApp as a channel to communicate with Customer Support, we will share your telephone number with WhatsApp Inc.
- If it is available and you choose to communicate with Customer Support through the chat service of a social network or another collaborator, some of your personal information such as your name or user name, will be imported from your social network or collaborator account.

**d. For marketing purposes**

We may use your personal information for marketing purposes, such as to:

- Personalize offers to you and give you recommendations based on your interactions with us on our Platform and on your user profile (for example, based on your purchase and browsing history), when you have activated the necessary functions.
- Manage your subscription to our Newsletter, including to send customized information and suggestions on our products or services through various means (such as email, SMS, or push notifications if you have activated them on your device). You may unsubscribe from the Newsletter and our marketing communications at any time without cost through the "Newsletter" section of our Platform. If you do not want to receive push notifications, you can deactivate this option in your device.
- Show you ads on the Internet which you may see when visiting websites and apps, for example, on social media. The ads you see may be random, but on other occasions they may be ads related to your preferences or purchase history. We may share your personal information to our service providers, such as social media platforms, so that they can show you our ads on their platforms. Note that you can adjust your preferences and disable personalized ads in the settings section of your device.
- To improve our understanding of your needs and preferences related to our products and services.
- To perform promotional actions (for example, for the organization of contests or to send the list of items stored to the email you designate) on different media such as social networks or the Platform itself.
- To publish your photographs and pictures on our Platform and on our social networks' channels, provided that you gave us consent to do so.

**e. For using the Assistant and Try On Functionality;**

We use your personal data including those you provide into the Assistant (such as text, images, or voice) in order to respond to your requests in a personalized way, and to enhance your browsing and shopping experience.

Also, we use your personal data to respond to your request.

If you choose to use Try On functionality, we use your personal data (images) you submit to us to create an avatar and show you a simulation of how certain products may appear on you.

#### **f. To improve our services**

We may use your personal information when you access our Platform for analytic and statistic purposes. We occasionally perform **quality surveys and actions** to know the degree of satisfaction of our customers and users and detect those areas in which we may improve.

## **4. HOW DO WE SHARE YOUR PERSONAL INFORMATION?**

We may share your personal information to **entities of the Inditex Group** and to **third parties** for the purposes set out in the Privacy Policy. Service providers who may be provided with personal information include:

- **financial** institutions,
- **anti-fraud detection and prevention** entities,
- **technological and analytical** service providers, some of which offer support for features such as the Assistant and Try On,
- providers and partners of services related to **logistic, transport** and **delivery** and/or their partner establishments,
- providers of **customer support**-related services,
- service providers and collaborators related to **marketing and publicity**, such as advertising agencies, advertising partners or social media.

Some of these providers may be located outside of your province and outside of Canada (this includes our affiliates and third-party service providers who may be based in Europe and in the United States). All the service providers who will be processing your information only for the purposes stated in the agreement and to give it the same level of protection we provide. Where personal information is located outside of province or outside Canada, it is subject to the laws of that jurisdiction which may differ from those in your jurisdiction and any personal information transferred to another jurisdiction will be subject to law enforcement, regulatory, and national security authorities in that jurisdiction.

Where required by law or where encouraged by public authorities, we may disclose certain information about you to public authorities, but only to the extent necessary to carry out their duties, and in accordance with applicable data protection laws.

## **5. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?**

We keep your personal information only as long as it is reasonably needed or relevant for the identified purposes in accordance with our retention policy, or as permitted or required by law. Once no longer required, your personal information will be securely destroyed or anonymized, in compliance with applicable laws.

In case of use the artificial intelligence (AI) features available to you: We will process the personal data you provide in the Assistant only for the time necessary to provide you with the requested service, as indicated below. In the case of the product search engine, personal data will be kept exclusively for the duration of

your active session, after which it will be automatically deleted. For Customer Service inquiries, we will retain your data for the time required to process your request or application.

In the case of the Try On functionality, the images you upload will be processed solely for the creation of your avatar during the creation process and will be automatically deleted once the avatar has been created.

The avatar generated for viewing products will be stored as follows:

- i. For registered users: If you have a Zara user account, your avatar will be stored in your account for a maximum period of one (1) year. After this period, your avatar will be automatically deleted, unless you have consented to its storage for an additional year; or in any case when you decide to delete it from your account
- ii. For unregistered users: If you do not have a Zara account, your avatar will only be stored up to 24 hours. After this period, the avatar will be automatically deleted, and you will need to create a new avatar to continue using our service

## 6. HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

We take appropriate measures and controls aimed at safeguarding your personal information. These measures include administrative, technical, and physical safeguards to protect personal information collected or received through the Platform or that you otherwise communicate to us.

We maintain policies and practices which ensure the protection of your personal information. Depending on the volume and sensitivity of the information, the purposes for which it is used and the format in which it is stored, we implement a combination of measures to protect your personal information, including:

- Internal policies and procedures that define the roles and responsibilities of our employees throughout the information life cycle and limits their access to such information on a “need-to-know” basis;
- A privacy framework governing the protection of personal information throughout its life cycle. This framework defines, among other things, the roles and responsibilities of our personnel, provides a process for handling privacy complaints, and addresses the retention and destruction of personal information;
- When information is collected or stored in electronic format, technical safeguards such as encryption, firewalls, passwords, antivirus software and similar measures;
- A designated Privacy Officer and a Global Data Protection Officer to monitor compliance with applicable privacy laws;
- Employee privacy and data security training;
- Procedures for receiving, investigating and responding to complaints or inquiries regarding our information handling practices, including any security incidents involving personal information;
- A framework governing the retention and destruction of personal information;
- Contractual protections and other measures to ensure that service providers with whom we share personal information maintain adequate privacy protections and standards. For example, we generally require our service providers to limit their use and retention of personal information to what is necessary to provide their services and to notify us in case of any actual or suspected security incident. We also try to monitor and audit their compliance with these requirements.

## 7. WHAT ARE YOUR PRIVACY RIGHTS?

You may have the following rights:

- You may **access** your personal information and request the correction of your information that is inaccurate, incomplete or no longer up to date.
- You may also **withdraw your consent** to our collection, use and disclosure of your personal information in accordance with this Privacy Policy at any time, subject to legal or contractual restrictions. The withdrawal of your consent may affect our ability to continue to provide you with the products and services that you have or would like to receive because the continued use and disclosure of your personal information is a necessary part of making the product or service available to you.
- You may also **unsubscribe from receiving promotional communications** from us in your account settings on the Platform or by following the “unsubscribe” link in any electronic communication or by contacting us at the information provided below. Please note that even if you have indicated your choice not to receive commercial electronic communications from us, we may still communicate with you in connection with the services or products you ordered, in accordance with applicable laws. In addition, it may take several days for us to register a change of preference across all our systems.
- Depending on the province where you reside, you may also have the **right to receive** the personal information that you made available to us in a **structured, commonly used and technological format**, to be able to transmit them to another entity directly without impediments on our part.
- Please note that if you are a registered user on our Platform, you may also access the relevant personal information section of your online account to change or update your personal information. You must provide us with **true and accurate** information and must notify us of any change or modification of your information.

You may exercise these rights **free of charge** by writing an email to our **Privacy Officer** at: [dataprotection@zara.com](mailto:dataprotection@zara.com) or as otherwise indicated in the “**HOW TO CONTACT US**” section below. We may need to verify your identity when you exercise these rights.

In addition, we may offer you with the possibility to exercise your rights and set your privacy preferences when using some of our services, or by making available specific channels within our Platform.

## 8. PRIVACY OF CHILDREN

We do not knowingly collect personal information from children under 14 years of age without the consent of their legal guardian. If we learn that we have collected or received personal information from a child without required parental or guardian consent, then we will delete that information unless the parent or guardian provides the required consent. If you reasonably believe we might have any information from or about a child where parental or guardian consent was required, please contact our Privacy Officer using the “**HOW TO CONTACT US**” information below.

## 9. INFORMATION ON COOKIES

We use cookies and similar technologies to enhance your experience on our Platform, understand how you interact with us and, in certain cases, to be able to show you advertisements in accordance with your browsing habits. Please read our Cookies Policy to understand with greater detail the cookies and similar technologies that we use, their purpose, how to manage your preferences, as well as other information of interest.

## 10. CHANGES TO THE PRIVACY POLICY

We may change this policy from time to time. When required, a notice will appear on our websites and by any other appropriate means through which we contact you.

## **11. HOW TO CONTACT US?**

If you have any questions or complaints about how we handle your personal information or if you want to exercise any of your privacy rights, please contact us as indicated below:

- By mail at: Privacy Officer, 1200 McGill College, Suite 1550, H3B 4G7, Montreal, QC, Canada.
- By email at: [dataprotection@zara.com](mailto:dataprotection@zara.com) – **indicating in the object of the email that the email is for the Canadian Privacy Officer.**

## Cookies Policy

### BEFORE YOU START...

In this Cookies Policy you will find information on how we use cookies and similar devices installed on the terminals of our customers and users. The use of cookies may sometimes be related to personal data processing, therefore we recommend you consult our Privacy Policy, available on our Platform, if you would like information on how we use the personal data of our customers and users, how to exercise your rights, or the terminology we use to refer to our Platform (Website, App or Physical Stores).

### INFORMATION ABOUT COOKIES

#### 1. What is a Cookie?

A cookie is a small text file that a website, app or other platform stores on your computer, tablet, smartphone or any other similar device, with information on your browsing and use, like a tag that identifies your device. Cookies are necessary, for example, to facilitate browsing and understand how users interact with platforms so they can be improved. They are also useful to provide advertising according to user preferences, as well as for other purposes detailed below. Cookies do not damage your computer or device.

By "Cookies" we are also referring to other, similar technologies used to install and/or collect information on or from your device such as flash cookies, web beacons or bugs, pixels, HTML5 (local storage), and SDK technologies for apps. The term Cookies also applies to the use of fingerprinting, in other words, techniques used to combine information that help us identify your device. These technologies sometimes run alongside cookies to collect and store information, either to provide you with certain features or services on our Platform, or to display third-party advertising according to your browsing.

This explanation is a general overview of what Cookies means and is for informational purposes only. The specific Cookies we use are detailed in the cookies settings panel on our Platform.

#### 2. What type of Cookies are there?

Please check this section which provides an overview of the type of Cookies that can be used in an online environment.

Cookies can be classified as follows, depending on the owner:

- a. First-party cookies: Are sent to the user's computer or device from a computer or domain managed by the editor, and which provides the platform or service requested by the user.
- b. Third-party cookies: Are sent to the user's computer or device from a computer or domain not managed by the editor, but rather by another entity that processes data obtained from the cookies.

Cookies can be classified as follows, depending on the purpose:

- a. Strictly necessary cookies (technical): The cookies that allow the user to browse a website, platform or app, and use the various options or services on it. For example, control traffic, identify data or session, access restricted access sections or content, remember the elements of an order, complete an order purchase process, manage payment, control fraud related to service security, use security elements during browsing, complete an application to register or participate in an

event, store content for publishing videos and audio, enable dynamic content (for example, loading animation of a text or image) and share content on social media. As they are strictly necessary, technical cookies are downloaded by default when they are needed to display the platform or provide the service requested by the user.

- b. Functionality or customisation cookies: These cookies are needed to remember information so that the user can access the service or platform with specific characteristics that can differentiate their experience from that of other users. For example, language, number of results displayed when the user runs a search, appearance or content of the service based on the type of browser used, or the region from where the service is accessed, etc. Not accepting cookies may cause slow website performance or poorly adapted recommendations.
- c. Analysis cookies: These cookies can quantify the number of users, sections visited on the platform and how users interact with it to carry out statistical measurement and analysis on use, in order to implement improvements based on the analysis of data on how users use the platform or service.
- d. Behavioural advertising cookies: Are those which store information on user behaviour obtained from continuous observation of their browsing habits, which allows us to develop a specific profile for displaying advertising adapted to these habits. These cookies allow for the most effective management possible of any advertising space the editor has included directly or in collaboration with third parties.

### **3. What are Cookies used for on our Platform?**

Cookies are an essential part of our how Platform works. The main goal of our Cookies is to make your browsing experience as easy and efficient as possible. For example, they are used to remember your preferences (language, country, etc.) when browsing and during future visits. We also use our Cookies to continuously improve our services and Platform, and to offer customised advertising according to your browsing habits.

Information collected on Cookies also allows us to improve our Platform by making estimates on statistical data and patterns of use (number of visits, most visited sections, visit time, etc.), gain a statistical understanding of how users interact with the Platform so as to improve our services, and to adapt the Platform to your individual interests, accelerate searches, etc.

We may sometimes use Cookies to obtain information that enables us to display advertising, from our Platform, third-party platforms or any other means, based on an analysis of your browsing habits (products visited, sections consulted, etc.).

In any case, the Cookies we use never store sensitive information such as passwords, credit or debit card details, etc.

### **4. How can I manage the use of Cookies on this Platform?**

In the Cookies settings panel, available at all times on our Platform, you can find all the information on the Cookies used by this Platform, along with information on the purpose, duration and management (first or third-party) of each Cookie, so you can enable or disable the use of Cookies that are not strictly necessary for Platform functioning.

When you disable cookies, whenever possible, the affected cookies are deleted from your browser and, in any case, when you reject a cookie but it is not possible to delete it, we always proceed to block it. Therefore, we will never use the cookies you reject and we will do our best to delete them (please note that certain deletion mechanisms are beyond our control, as they depend on the third party responsible for the cookie).

Alternatively, if you are browsing the Internet, you can disable the use of Cookies on your browser, also in relation to third party cookies that you have accepted and subsequently wish to reject. Here is how to do this on the most popular browsers:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari](#)

You can prevent the use of Cookies at any time.

Please remember that both managing the Cookies settings panel and opting to reject Cookies is specific to each browser you are using. Therefore, if you configure Cookies one way on one device and want your option to apply equally to another device, you must enable the same option on the other device.

Additionally, regarding third-party Cookies used to provide advertising based on your interests, please note that certain third parties may be members of some of the following self-regulatory programmes for online behavioural advertising, with the relevant voluntary exclusion options:

- Network Advertising Initiative (NAI) - <http://www.networkadvertising.org/choices/>
- Google Analytics - <https://tools.google.com/dlpage/gaoptout>
- Meta - <https://www.youronlinechoices.com/>

## **5. Who uses the information stored on Cookies?**

The information stored on our Platform Cookies is only used by us, except those identified in section 2 as "Third-party cookies", which are used and managed by external entities to provide us services aimed at improving our services and the user experience when browsing on our Platform. More information in the Cookies settings panel available at all times on our Platform.

For more detailed information on how we process your personal data in collaboration with third parties and on data subject to international data transfers, please read our Privacy Policy available on our Platform, and the privacy policies/privacy settings of these third-party collaborators, available on their platforms.

Here are the most relevant third parties we allow to place cookies on our platform. Learn more about how these third parties process your information:

- [Google Business Safety Site](#)
- [Microsoft](#)
- [Meta](#)
- [Pinterest](#)