LEGAL NOTICE. USE OF ARTIFICIAL INTELLIGENCE ON ZARA.COM

This website uses artificial intelligence (AI) technologies in some of its features to improve the user experience. Users should read this information carefully before using these features and, if they do not agree with any of the terms set out herein, they should refrain from using them. **By using the AI features available on this website, users acknowledge that they have read, understood and accepted this legal notice**. Please note that this legal notice forms part of and is subject to the Zara.com Terms and Conditions of Use and Purchase, and to the extent that the provisions of this legal notice cannot be interpreted to apply concurrently with the Zara.com Terms and Conditions of Use and Purchase, the Zara.com Terms and Conditions of Use and Purchase shall prevail.

1. **ASSISTANT:**

   This feature uses AI to help users navigate the website, for example, by interpreting their queries and displaying relevant results when searching for products within the website, possible combinations, accessories, etc. It can also assist users in the product purchase process, including those selected by the user in the shopping basket. This interaction can also take place through different means such as, for example, text formats, voice, image, or other audiovisual formats.

   The Assistant can also answer some queries related to orders placed by users and resolve some doubts about the conditions of use or purchase on the website. However, please note that the only valid and binding content regarding the conditions of use and purchase on the website will be that found in the Zara.com Terms and Conditions of Use and Purchase document and in this legal notice. In this regard, no response from the Assistant shall, under any circumstances, be binding.

   Users will be redirected to one of our agents for the resolution of more complex or specific issues that the Assistant cannot resolve. Likewise, users always have the option of requesting assistance from one of our agents.

   You may use responses generated by the Assistant for your own informational purposes for private, personal use, subject to this legal notice. **The information, recommendations or advice provided to users through the Assistant is not professional or legal in nature and may not be suited to the needs of each user, so it should be used with discretion and at your own risk**. In this regard, users are solely responsible for the prompts they introduce into the Assistant and users warrant and guarantee that such prompts do not infringe any third-party rights (including but not limited to intellectual property rights, data protection and/or confidentiality rights). Additionally, the information or outputs generated by the Assistant may not be free of errors, and users are solely responsible for the uses that they may make of them. Users should carefully read each product's information sheet and check that the products added to their basket meet their needs and are correct according to their choice, before continuing with the purchase process. The responses and outputs are not unique to any user, may be similar or identical to responses provided to other users. We and our licensors retain all rights in the Assistant, the website, our product information, and all related content and materials.

   By using the Assistant, users agree that we are not responsible for any loss, liability, cost, expense or damage arising from its use or from decisions made by users based on the information or recommendations provided by our Assistant, to the greatest extent permitted by law. We do not guarantee or

warrant the suitability of product recommendations for a particular use or specific circumstances. We do not guarantee or warrant that the Assistant will be free from errors, interruptions or technical failures.

2. TRY ON:

This feature allows users to generate an illustrative visualization of how a specific product might look, overlaying the product onto a personalized avatar. The avatar will be generated by AI based on a certain number of images previously provided by the user, showing their own face and body in the required format each time. The user's face and body images may be slightly modified by the AI tool to create the avatar, such as adjusting the lighting in the image, the hair styling, or even the posture. If the user does not provide the photographs according to the instructions given at each moment, it may not be possible to generate an avatar. The generated avatar cannot be modified and, once created, will be used by this feature to generate new images.

This is exclusively a visualization tool for guidance purposes and does not constitute a virtual fitting room or a reliable representation of the proportions, colour, sizes or fit of the product on the user's actual body.

The resulting image is an artificially generated composition using an AI model, based on the facial and body image provided by the user. Although it may appear realistic, it should not be interpreted as an authentic representation of the user or the user wearing the garment, but rather as an automated simulation with no guarantee of aesthetic or functional accuracy. Therefore, users should not make purchase decisions based solely on the image generated with the avatar.

We are not responsible for any discrepancies between the visualisation and the actual experience of the product. We recommend consulting the size guides and product specifications before making a purchase.

In accordance with the above, **the user expressly acknowledges, declares, warrants, and guarantees that they are the legitimate owner of all rights, including, but not limited to, image and intellectual property rights over the image they send us, (including, without limitation, the image, likeness, and other personal characteristics depicted in the image), (the "image") for the provision of the services offered through this feature, and that they have the necessary authorisations, licences, approvals (**including exchange control approval where applicable) **or consents to send it to us and allow us to use it in accordance with this document. In this way, the user expressly acknowledges, declares, warrants and guarantees that the image sent does not violate the law, morality or public order and that, under no circumstances, does it infringe the rights of third parties, including but not limited to copyright, image rights, trademarks or any other rights protected by applicable laws. Users are solely responsible for any content they publish or upload to this functionality, as well as for their use of the results generated by it** to the greatest extent permitted by law.

Likewise, the user grants us a free, worldwide, sublicensable, transferable and non-exclusive licence over the image submitted to carry out the actions necessary for the provision of the services offered through this functionality and for the time necessary to provide such functionality. By way of example, the licence granted will allow us to reproduce, modify or transform the image for the creation and use of the resulting image incorporating the selected product.

The user acknowledges and accepts that the resulting image is a creation generated by AI, (as between the user and us) is owned by us or our licensors, and that we only grant the user a revocable licence for its use for the purpose of testing the product virtually. Thus, the licence granted only allows for private, personal use to evaluate the product and, under no circumstances, commercial use. **Consequently, the user acknowledges that under no circumstances may they distribute, reproduce, publicly communicate, sublicense, sell or commercially exploit the resulting image in any way or by any means. The resulting image may be identical or similar to other resulting images generated for other users and you will not object to the use of such other resulting images by other users.**

In accordance with the above, the user acknowledges that, to the greatest extent permitted by law, they are solely and exclusively responsible for the use they make of the resulting image, and that they will hold us fully harmless from any claim, damage, liability, cost, expense or harm arising from the breach of this legal notice, as well as from any use they make of the resulting image, and, in particular, if our use of the image submitted or the user's use of the resulting image infringes the rights of third parties, applicable regulations, morality or public order.

These AI-based features are voluntary, free to use and designed to assist and enhance your experience, but they are not a substitute for human judgement. Although we make every effort to ensure that the information provided is useful and accurate, **we cannot guarantee or warrant that the responses, resulting images or other outputs will always be complete, valid, accurate or up to date.**

Content moderation. Users must not use AI features for illegal, harmful, abusive or inappropriate purposes, or in any manner that infringes upon the rights of third parties. We use automated systems and human review to detect and manage content that violates our terms, including our Terms and Conditions of Use and Purchase. If we identify any violations, we may remove or restrict the content, limit access to certain features, or suspend or even cancel the corresponding account.

We reserve the right to modify this legal notice at any time. Users should be aware of these modifications to ensure compliance with the new requirements. Modifications will take effect from the moment they are published on the website. Users are advised to review this notice periodically to stay informed of any updates.

If users have any questions or concerns about the use of artificial intelligence on our website, they can contact us through our usual Customer Service channels.

Last update: 28 May 2026