

OUR PRIVACY POLICY

This document ("Privacy Policy") provides information about the legal terms and conditions that apply to the usage of www.benetton.com ("Website", "Site", "Mobile Application") by you ("you", "customer", "user"). The Website / Mobile Application is owned and operated by Benetton Group. Benetton Group means Benetton India Private Limited and Benetton Group SRL. ("Benetton", "we", "our" or "us").

Please read this Privacy Policy and the Terms and Conditions <http://app.benetton.co.in/Policy/TermsandConditions> carefully. By accessing or using our Website, you acknowledge that you have read, understand, and agree to be bound to all the terms of this Privacy Policy and the Terms and Conditions <http://app.benetton.co.in/Policy/TermsandConditions> for usage of our Website. If in case you do not agree to these terms, kindly exit this page and do not access or use the Website / Mobile Application.

Overview

We believe the most important details are yours - and to keep the information you share with us as safe as possible, we have this Privacy Policy.

Maintaining the security of your data is a priority at Benetton and we are committed to respect your privacy rights. We are always committed to handling your data fairly and legally. The details you share with us help us reach to you and bring you our latest collection, offers and styles which we think you'll enjoy.

I. Collection of Personally Identifiable Information and other Information

When you use our Website, we collect and store your personal information which is provided by you from time to time. Our primary goal in doing so is to provide you a safe, efficient, smooth and customized experience. This allows us to provide services and features that most likely meet your needs, and to customize our Website to make your experience safer and easier. More importantly, while doing so we collect personal information from you that we consider necessary for achieving this purpose. Such information, should you wish to provide the same, means data relating to your password, financial information such as bank account, debit/credit card or other payment instrument details, physical, physiological and mental health condition, sexual

orientation, biometric information and/or any detail relating to the above-mentioned fields.

In general, you can browse the Website without telling us who you are or revealing any personal information about yourself. Once you give us your personal information, you are not anonymous to us. Where possible, we indicate which fields of information are required and which fields are optional. You always have the option to not provide information by choosing not to use a particular service or feature on the Website. We may automatically track certain information about you based upon your behaviour on our Website. We use this information to do internal research on our users' demographics, interests, and behaviour to better understand, protect and serve our users. This information is compiled and analysed on an aggregated basis. This information may include the URL that you just came from (whether this URL is on our Website or not), the URL that you next go to (whether this URL is on our Website or not), your computer browser information and your IP address.

If you choose to buy on the Website, we collect information about your buying behavior.

If you transact with us, we collect some additional information, such as a billing address, a credit / debit card number and a credit / debit card expiration date and/ or other payment instrument details and tracking information from cheques or money order.

If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities or postings on the Website, we may collect such information into a file specific to you.

We collect personally identifiable information (email address, name, phone number, credit card / debit card / other payment instrument details, etc.) from you when you set up a free account with us. We do use your contact information to send you offers based on your previous orders and your interests.

II. Use of Demographic / Profile Data / Your Information

We use personal information to provide the services you request. We use your personal information to assist sellers in handling and fulfilling orders, enhancing customer experience, resolve disputes, troubleshoot problems, help promote a safe service, collect money, measure consumer interest in our products and services, inform you about online and offline offers, products, services, and updates, customize and enhance your experience, detect and protect us against error, fraud and other criminal activity, enforce our Terms and Conditions <http://app.benetton.co.in/Policy/TermsandConditions> etc.

To the extent we use your personal information to market to you, we will provide you the ability to opt-out of such uses.

In our efforts to continually improve our product and service offerings, we collect and analyse demographic and profile data about our users' activity on our Website.

We identify and use your IP address to help diagnose problems with our server, and to administer our Website. Your IP address is also used to help identify you and to gather broad demographic information.

We will occasionally ask you to complete optional online surveys. These surveys may ask you for contact information and demographic information (like pin code, age, or price range of product you are interested in). We use this data to tailor your experience at our Website, providing you with content that we think you might be interested in and to display content according to your preferences.

III. Sharing of personal information

Your information shall be shared only with our employees and/or, our affiliates, affiliate brands, our third party service providers and agents and other contractual third parties ("Authorized Third Parties"), whether located in India or abroad, who may need access to your information in order to provide you operational, marketing, advertising and promotional information, materials and/or documents relating to us and our affiliate brand(s) products, services and activities.

The aforesaid disclosure may be required for us to provide you access to our services, for fulfillment of your orders, or for enhancing your experience, or to comply with our legal obligations, to enforce our Terms and Conditions <http://app.benetton.co.in/Policy/TermsandConditions> to facilitate our marketing and advertising activities, or to prevent, detect, mitigate, and investigate fraudulent or illegal activities related to our services.

We may disclose your personal information if required to do so by law or in the good faith belief that such disclosure is reasonably necessary to respond to summons, court orders, or other legal process. We may disclose personal information to law enforcement offices, third party rights owners, or others in the good faith belief that such disclosure is reasonably necessary to: enforce our Terms and Conditions <http://app.benetton.co.in/Policy/TermsandConditions> or this Privacy Policy; respond to claims that an advertisement, posting or other content violates the rights of a third party; or protect the rights, property or personal safety of our users or the general public.

IV. Security Precautions

Our Website has stringent security measures in place to protect the loss, misuse, and alteration of the information under our control. Whenever you change or access your account information, we offer the use of a secure server. Once your information is in our possession we adhere to strict security guidelines, protecting it against unauthorized access.

V. Choice/Opt-Out

We provide all users with the opportunity to opt-out of receiving non-essential (promotional, marketing-related) communications from us on behalf of our partners, and from us in general, after setting up an account. You may also withdraw the same at any time by communicating to us at the given below Contact Information.

Prior to the collection of your personal information, we also provide you with the option to not provide the information sought to be collected. Further, at any time while availing our services or otherwise, you have the option to withdraw consent, as may have earlier been given to us.

We also provide you the ability to review the information, as provided by you, to ensure that all personal information is accurate and not deficient. It is clarified that Benetton is not responsible for the authenticity of any information, as may be provided by you].

VI. Your Consent

By using the Website/Mobile Application and/or by providing your information, you consent to the collection and use of the information you disclose on the Website/Mobile Application in accordance with this Privacy Policy, including but not limited to your consent for sharing your information as per this Privacy Policy.

If we decide to change our Privacy Policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

VII. Cookies

To view our policy on usage of Cookies, please click here

<http://app.benetton.co.in/Policy/Cookies>

VIII. Grievance Officer

Under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, any grievance or complaint with respect to processing of information or any concern or grievance by any user or any victim who suffers as a result of access or usage of computer resource by any person in violation of the Information Technology Act, 2002 and Rules framed thereunder may be intimated to our Grievance Officer, Mr. Vinay Sharma (“Grievance Officer”) who may be reached at 0124-4323333 (Extn- 462).or Benetton India Private Limited, B 25, Infocity, Sector 34, Gurugram (Haryana) – 122001, India. The complaint shall be acknowledged within twenty four hours and shall be disposed of within a period of 15 (fifteen) days of its receipt.

IX. Contact Information

Customer Care

E-mail id: c.services@benetton.co.in

Registered Office: B-25, Infocity, Sector-34, Gurgaon, Haryana-122001

Phone: 18001024276

Contact Days:

Monday to Friday (9:30 a.m. to 6:30 p.m.)