

INDICATIVE LIST OF PROCESSING ACTIVITIES – DIOR COUTURE				
#	Clients data processing	Purposes	Personal Data Details	Indicative Legal basis (as in GDPR)
1	Customer Service Center management	Ensuring the handling of requests from Customers via phone, emails, forms, chats	Identity information, Chat history, contact details of the customers or prospects	Legitimate interest Contract (T&Cs)
2	Customer Relationship Management	Ensuring the Customer data management and update, correction or erasure of such data	Identity information, Communication and marketing preferences, contact details, purchases and transaction history	Legitimate interest Contract (T&Cs)
3	Clients-Retail and e-commerce Management	Ensuring the collection of customer information from specific tools and applications for customer satisfaction/handling	Identity information, Communication and marketing preferences, contact details, purchases and transaction related information	Legitimate interest Contract (T&Cs)
4	Communication and organization of events and other media activities	Ensuring the sending, registration of events registrations or other communication distribution to customers	Preferences, contact details	Consent
5	Customer experience enhancement-(e.g., such as Research activities or Customer Survey)	Ensuring the development of customers data bases, behavior and understanding through research or profiling activities	Preferences, contact details, shared among CDC entities to enhance its clients' profiles and preferences	Consent
6	Client queuing solution	Ensuring the management of appointments to clients	Contact details	Consent
7	CCTV recording and operations	Ensuring security operations in Boutiques	CCTV footage, including video and audio where applicable and depending on deployed material	Legitimate interest
8	Data management synchronisation	Ensuring the handling of various systems and databases inside Dior Couture	Transmission of Identity information and profiles to be adjusted among databases and systems	Legitimate interest
9	Deliveries to clients	Ensuring the delivery of purchased items either in Boutique or online	Identity information, Contact details	Contract of sale
10	Digital management for website, including Cookies handling	Ensuring the maintenance, updates and enhancement of the website plus capture of website journey	Specific categories of trackers enabled upon express consent from webuser (bar strictly necessary)	Consent

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11	ecommerce check out flow and transactions	Ensuring the collection of orders, payments, transactions details necessary for issuing receipts, confirmation or otherwise information necessary to finalize the purchase	Communication and marketing preferences, contact details and transaction information	Contract of sale and precontractual processing
12	e/reputation and branding management	Ensuring the close relationships between CDC and particular customers such as Elite, influencers.	Contact details, communication and marketing preferences	Consent
13	Goods transports and supply of such goods management	Ensuring the provision of necessary goods to production or manufactured items from factories to boutiques, or delivery service to clients	Suppliers/providers contact details, Clients contact details	Contract of sale
14	Goods customization	Ensuring the capacity to personalize by customer a desired item to be purchased later on	Details and customization preferences	Contract of sale
15	In store check out flow	Ensuring the collection of orders, payments, transactions details necessary for issuing receipts, confirmation or otherwise information necessary to finalize the purchase	ID information, purchases and transaction related information	Dior Legitimate interest
16	Legal Consumer and/or relevant Privacy requests handling	Ensuring the right diligence given to legal complaints, request, including the handling of privacy laws related requests	Identity information, Contact details, comments and information related to the request	Dior legal obligations
17	Transaction Fraud Protection	Ensuring the protection of CDC in light of fraud activities, including its reporting to authorities	Identity information, purchases and transaction related information	Dior legal obligations
18	Tax refund management	Ensuring the applicable refund to non EEA based clients when purchasing in EEA	Identity information, purchases and transaction related information	Dior legal obligations
19	Security services	Ensuring the security of boutiques and locations for events, or other activities linked to CDC customer activities	Security service providers details	Dior Legitimate interest
20	Stock management	Ensuring an up to date stock collection between CDC boutiques, factories and warehouses	Order details and clients contact details as per order made to verify stock	Dior Legitimate interest