



Why this Notice? Your interactions with Christian Dior Couture may involve the collection of personal data. Dior Couture must inform you of the Data Processing conditions: the **Why**, the **How** the **By whom** and **For how long**.

Why: The personal data that we collect (e.g.: *last names, first names, contact preferences*) may be used, for example, to manage your orders, personalized content or Dior communications. We may also use them to analyze your preferences and habits, anticipate your needs from your consumer profile, but only with your explicit consent.

How: This form collects your personal data and your contact preferences into Dior secured CRM systems. They can be shared with other Dior entities, the LVMH Group, or our trusted service providers and partners

By Whom: The dior.com site, the Boutique teams in which you are located, the Consumer or Event teams are the first recipients of your data. Christian Dior Couture's CRM and Digital teams are then the recipients of this information.

The **Data Controller** is Christian Dior Couture SA (registered office), a public limited company under French law whose registered office is located at 30 avenue Montaigne, Paris 8, France, and all the affiliates of Christian Dior Couture with whom you share your information.

For how long : We keep your personal data only for the time necessary for the purpose pursued. For instance:

- Client – 10 years from the last date of purchase
- Prospects – 3 years from the date of last major interaction (e.g.: participation to an event)



How to contact us ? Please contact us as below if you wish to exercise your privacy rights (e.g.: access, erasure) or if you have any questions or complaints regarding the processing of your personal data.

- By email at privacy@christiandior.com
- By online form: https://www.dior.com/en_gb/contact-couture

Access our full Privacy Statement for more information on the processing conditions and your rights on our website www.dior.com, [Data Protection footer](#).