

Through this form you shall have the opportunity to respond to some questions (hereinafter the "Submission") raised by our co-creative directors Miuccia Prada and Raf Simons.

PRADA will select some responses, at its sole discretion, to be potentially published in a collection book or other promotional and editorial materials, if any.

If your response will be selected, your name and location could be publicly disclosed. However, you can decide to send your Submission anonymously.

By making a Submission, you grant PRADA with the exclusive and irrevocable right, but not the obligation, to use, reproduce, publish, edit, distribute and divulge your Submission at a worldwide level and in perpetuity, for any uses either commercial, promotional or editorial, in any and all print and/or digital supports and media, now known or hereafter invented, in the historical/archival section of PRADA publicly available "official" digital channels, all without any compensation to you or to any other person entrusted by you.

PRIVACY POLICY

Prada S.p.A., with registered office in Milan, the holding company of the Prada Group ("PRADA") hereby informs you that any personal information (hereinafter "Personal Data") provided to PRADA to participate in the initiative by submitting a response to our co-creative directors Miuccia Prada and Raf Simons (hereinafter the "Initiative"), shall be processed by PRADA in compliance with the current applicable legislation on the protection of Personal Data and the principles and rules of conduct contained in the Prada Group Code of Ethics.

1. Type and source of Personal Data

PRADA collects and processes the Personal Data you directly and knowingly provide during your voluntary participation in the Initiative. The items of data collected include first and last name, location, city and email address.

Minors

You need to be over 16 years old in order to provide us with your Personal Data.

If you are a minor, you should obtain prior consent from your parent or legal guardian before providing your Personal Data. If PRADA becomes aware that a minor has inadvertently provided Personal Data, without the prior consent of a parent or legal guardian, such data will be deleted or made anonymous.

2. Purpose and legal basis of the data processing

Your Personal Data may be processed and used by PRADA:

- a) within the purposes of the Initiative, to contact you for any communication or information related to the Initiative, and to disclose your name and location if your Submission will be selected by PRADA. The Personal Data provision is necessary to allow the participation in the Initiative.
- b) with your free and optional consent, as a result of your subscription to our newsletter service, to send you (by email) newsletters and other marketing communications regarding Prada and the other brands and initiatives of the Prada Group. You may unsubscribe at any time by clicking the link as set out in all our email correspondence or writing to us at the contact addresses indicated in Section 7. Failure to consent for receiving the newsletter will not affect your participation to the Initiative.

3. Method of processing

Your Personal Data will be processed exclusively for the purposes for which they have been collected and according to criteria of lawfulness and correctness and protecting the security and confidentiality of data

through the adoption of appropriate measures to prevent loss, alteration, cancellation, destruction, unauthorized access, processing or disclosure or processing outside the purposes of collection.

4. Disclosure and dissemination

Whenever necessary and/or instrumental to the abovementioned purposes, Personal Data may be processed by entities (third parties) engaged by PRADA in achieving the abovementioned purposes. These third parties (“Service Providers”) will act on behalf of PRADA as data processors and are under a contractual obligation of confidentiality in respect of the relevant personal information.

The Personal Data transferred to the Service Providers will be retained only to the extent necessary for the purposes of the service provided and to meet any regulatory requirements in accordance with any applicable laws.

As PRADA is part of an international network and uses global services your Personal Data may be transferred abroad in accordance with applicable legislation, including to locations outside the European Union, by adopting all appropriate security measures and safeguards to ensure an appropriate level of data protection and security.

5. Data retention period

The Personal Data will be processed and stored (i) for the duration of the Initiative, (ii) as long as required to carry out the purposes for which the Personal Data was collected or (iii) until you revoke your consent to the processing of your Personal Data, if applicable.

6. Your rights

Please note that you may exercise at any time your rights under the applicable privacy laws, included those under Article 15 to 21 of the European General Data Protection Regulation, Regulation EU 2016/679 (“GDPR”) such as the right to request information as to whether your Personal Data is being processed and as to the characteristics of the processing, the right to rectification and erasure of your Personal Data, to limitation of the data processing, and/or the right to object to the processing and/or to request the transmission of your Personal Data to another data controller and/or to lodge a complaint with the competent supervisory authority or take legal action if you believe there is non-compliance with the provisions of the applicable laws.

7. Data controller and contacts

Prada S.p.A.

Via Antonio Fogazzaro 28, 20135 Milan (Italy)

Group Data Protection Officer

e-mail: privacy@prada.com.

If you have any requests regarding your Personal Data, have any enquiries regarding this Privacy Policy, or you would like to exercise your rights, please contact (free of charge) the Data Controller or its Data Protection Officer by writing to the addresses listed above.

January, 2021