



## PRIVACY & SECURITY

### Updated and Effective as of January 1, 2024

This Privacy Policy applies to any website, application, feature, widget or other online service that is owned or controlled by Doo Aquino LLC, By accessing, using, or otherwise interacting with any part of our Channels, or by otherwise providing personal data to Doo Aquino LLC, you agree to be bound by the terms of this Policy and the applicable [Terms of Use](#) which govern your use of any Channel.

IF YOU DO NOT AGREE TO THE TERMS OF THIS POLICY AND THE APPLICABLE TERMS OF USE, DO NOT ACCESS OR USE THE CHANNELS OR PROVIDE PERSONAL DATA TO US THROUGH ANY CHANNEL.

# YOUR PRIVACY

Please read Privacy Policy

## RESERVATION OF RIGHTS

We reserve the right to request that you remove all links or any particular link to our Website. You approve to immediately remove all links to our Website upon request. We also reserve the right to amend these terms and conditions and its linking policy at any time. By continuously linking to our Website, you agree to be bound to and follow these linking terms and conditions.

This Privacy Policy covers all personal information about you that we collect, use and otherwise process in connection with your relationship with Doo Aquino LLC as a customer or potential customer. Aquino will collect and use your personal information as described in this Privacy Policy and as permitted by applicable laws, including in circumstances where:

- (i) it is necessary to provide or fulfill a service requested by or for you;
  - (ii) you have given us your consent; or
  - (iii) it is necessary for one or more of the following legitimate interests pursued by Aquino LLC:
    - To analyze, profile and monitor customer patterns and better understand the interests and preferences of our key customer audiences so we can consistently improve our products and services.
    - To offer an enhanced customer experience and service, including by ensuring we personalize the Site and Application and (if applicable) Aquino LLC updates and advertisements relating to products, services and events to make them more relevant to our customers' specific preferences.
    - To ensure the proper functioning and security of our services, Site and/or Applications, for example by identifying and preventing fraudulent transactions.
    - To ensure we continue to comply with applicable laws, for example in maintaining the accuracy of our records.
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## **WHAT PERSONAL INFORMATION WE COLLECT AND HOW WE USE IT**

When you register for an account with us (whether online or in-store), place an order, interact with our digital content on your computer or mobile device, visit a Burberry store (or concession), request an in-store service, sign-up to Ready to Wear Body Armor marketing or send us an enquiry, we will collect certain information from you. We will indicate whether this collection involves personal information and, if it does, whether providing your personal information is voluntary or mandatory for the service. Please be aware that where collection is mandatory, we may not be able to provide the relevant products or services to you if you do not provide that information to us. Please select from the different sections of this Privacy Policy to learn more about what personal information we collect and how we use it. If we wish to use your personal information for purposes other than those stated in this Privacy Policy, we will obtain your consent where required by applicable laws.

## **INTERNET AND OTHER ELECTRONIC ACTIVITY:**

Where permitted under applicable laws or with your consent (if so required by applicable laws), we may use information about how you use our Site, Application and any in-store services to personalize our communications to you, tailor the advertisements you are shown and/or the content appearing on our Site and Application and to personalize our in-store service to you, so as to make the Site, our Application and our services and communications more relevant to you and to enable your use of any interactive features of our services. We also use this information to maintain and improve the Site, our Application, and our services.

We may process information about the device you are using to connect to the services on our Site, Applications or any interactive content we may provide. This may include the type of device you use, your internet browser, your location based on the unique identifier for your device such as an Internet Protocol address (“IP address”) or a code for an Application running on your device. When you access online store , we may also use technologies that connect to the functionality on your mobile device (such as Bluetooth and GPS) and collect information based on Wi-Fi, mobile phone masts, beacons and other in-store technology. See further information regarding Wi-Fi usage below.

We use this information to ensure the proper functioning and security of our Site and Application, to optimize our services to you and to better understand how our content

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and services are used and their effectiveness. The information collected in-online store through your mobile device using these technologies also gives us aggregated and anonymous statistics about footfall traffic in our online stores and information about the average gender, size, height, ethnicity and country/region of origin of our visitors but it is not used for, or available to, Aquino LLC at an individual visitor level.

## **LOCATION INFORMATION:**

When you visit our Site we may seek to determine your country-level location in order to direct you to the appropriate domain (internet location) of the Site, based on the region you appear to be visiting the Site from. We will do so using information being transmitted publicly via the internet, including your IP address. Where you request location services provided by us, for example in order to find the nearest store to you or to provide more precise location based content, we will either: \

- (i) do a look up against address information given by you, such as using your post code to find our nearest store;
  - (ii) (ii) look at the country/region in which you are in according to the unique identifier (e.g. an IP address) for your device; or
  - (iii) (iii) if you enable location services on your mobile device, we may establish your real time location relating to the latitude and longitude of your mobile device, through GPS signals, Bluetooth or Wi-Fi connection information including MAC addresses perceived by your device, where this is available. In the case of mobile device location services, you can change your location preferences at any time by managing your device settings.
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