

# Privacy Information Notice

This Privacy Information Notice provides you with information on how Louis Poulsen A/S collects and processes your data. Depending on your location, various data protection laws may apply to the processing of your personal data, and different information may be required to be provided to you.

If you are in:

- the People's Republic of China: please refer to the [Privacy Notice](#) and the [Privacy Notice for PRC Residents](#)

**louis poulsen**

# Privacy Notice

This privacy notice (“Notice” or “Privacy Notice”) describes how Louis Poulsen A/S (“Louis Poulsen”) processes your personal data collected through, *inter alia*, the website [www.louispoulsen.com](http://www.louispoulsen.com), (the “Site”), in Louis Poulsen directly operated stores (the “Stores”) or through its Affiliates (the “Stores”), and events to which Louis Poulsen and/or an Affiliate takes part.

In this Notice:

“Affiliates”	means Louis Poulsen A/S affiliated entities listed in the <a href="#">Louis Poulsen Companies annex</a> below
“Applicable Data Protection Laws”	means Regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (“GDPR”), and any other applicable data protection legislation or equivalent provision
“Group” or “companies of the Group”	means the group of companies to which Louis Poulsen and its Affiliates belong. An updated list of the companies of the Group will be provided to you upon request
“Personal Data”	means any information relating to an identified or identifiable natural person
“you” or “your”	refers to you as the natural person whose Personal Data are collected, when you either purchase a product through the Site or in a Store, or use a service offered by Louis Poulsen A/S and/or its Affiliates or visit the Site

## 1. Data Controller and Processing activities

Each of the following sections describes the processing activities carried out by Louis Poulsen, detailing:



the data controller



the categories of Personal Data



the purposes of processing and the relevant legal basis



the applicable retention period

### 1.1 When you purchase our products or services



Controller



Categories of  
Personal Data



Purpose and legal basis of  
the processing



Retention  
period

<p>For purchases on our Site:</p> <p>Louis Poulsen</p>	<ul style="list-style-type: none"> <li>• Personal information (name, surname, tax code)</li> <li>• Country of residence</li> <li>• Zip code and postal address</li> <li>• Contact details (e.g. phone number, e-mail address)</li> <li>• Type of user (B2B or B2C)</li> </ul>	<p>Sale of products and provide sale and connected services, such as delivery services.</p> <p>Legal basis: performance of a contract. If you do not provide the data, the company will not be able to fulfil the contract.</p>	<p>Up to 10 years (for invoicing and accounting purposes) after the end of the contractual relationship.</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>
<p>For purchases in Store:</p> <p>Louis Poulsen</p>	<ul style="list-style-type: none"> <li>• For B2B customers: Profession, e-mail address, work e-mail address, work telephone number, name of the company/business/organization you work for</li> <li>• Invoice data</li> <li>• Payment data</li> </ul>	<p>Provision of after-sale services including fraud prevention, returns, guarantee and customer support.</p> <p>Legal basis: performance of a contract. If you do not provide the data, the company will not be able to fulfil the contract.</p>	
<p>For after-sale services:</p> <p>Louis Poulsen</p>		<p>Provision of customer satisfaction questionnaires and surveys.</p> <p>Legal basis: legitimate interest of the company to assess customer satisfaction, adequately balanced with your interests in light of the limits of the data processing. You may object to this processing, by writing to the contact details indicated in paragraph 6.</p>	<p>1 year following completion of the purchase.</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>

## 1.2 When you create an account, contact us or request/subscribe to a service

 <p>Controller</p>	 <p>Categories of Personal Data</p>	 <p>Purpose and legal basis of the processing</p>	 <p>Retention period</p>
<p>Louis Poulsen</p>	<ul style="list-style-type: none"> <li>• Personal information (name, surname)</li> <li>• Contact details (e-mail address, phone number, address)</li> <li>• Type of user (B2B or B2C)</li> <li>• Country of residence</li> <li>• For B2B customers: Profession, e-mail address, work e-mail address, work telephone number, name of the</li> </ul>	<p>Create and manage your personal account on the Site; manage your requests and/or manage your subscription to our services.</p> <p>Legal basis: performance of a contract. If you do not provide the data, the company will not be able to provide the service or handle your request.</p>	<p>Until you request the deletion of your account, or you unsubscribe to the service or as far as necessary to fulfill your request, depending on which is applicable.</p> <p>At the end of the retention period, data may be alternatively</p>

<p>company/business/organization you work for</p> <ul style="list-style-type: none"> <li>In case of requests: any other information you may share with us necessary to handle your request</li> </ul>	<p>deleted or irreversibly anonymized.</p>
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### 1.3 When you take part or consider to take part in a business project

If you interact with us in connection with your work/business (B2B user), the following applies to the processing of your Personal Data when you participate (or consider to participate) in a contract business project with Louis Poulsen (directly or through its Affiliates).

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	<ul style="list-style-type: none"> <li>Qualification and type of B2B user. Profession</li> <li>Personal information (name, surname)</li> <li>Country of residence</li> <li>Contact details (e.g. phone number, e-mail address)</li> <li>Name of the company/business/organization you work for</li> <li>Interactions with you and any other information shared in the context of the contract business project</li> </ul>	<p>Execute, manage and oversee the ongoing or potential contract business project with you</p> <p>Legal basis: performance of a contract, including pre-contractual phase and related negotiations carried out upon your request. If you do not provide your Personal Data, the company will not be able to enter or continue the business project.</p>	<p>Data are retained up to 10 years after the conclusion of the contract business project.</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>

### 1.4 To promote our business opportunities

If you share your Personal Data to explore a possible partnership, collaboration or business project with us, (B2B user), the following applies to the processing of your Personal Data for the promotion of business opportunities within the Group.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	<ul style="list-style-type: none"> <li>• Qualification and type of B2B user. Profession</li> <li>• Personal information (name, surname)</li> <li>• Country of residence</li> <li>• Contact details (e.g. phone number, e-mail address)</li> <li>• Name of the company/business/organization you work for</li> <li>• Interactions with you and any other information shared in the context of the contract business project</li> </ul>	<p>Foster business opportunities between yourself and the other companies of the Group, on a business project basis, also by <a href="#">sharing your data with other companies of the Group</a>.</p> <p>Legal basis: legitimate interest to enhance the business opportunity within the Group, adequately balanced with your interests considering the limits of the data processing. You may object to this processing, by writing to the contact details indicated in paragraph 6.</p>	<p>Data are retained up to:</p> <p>In case of B2B individuals that have an ongoing business relationship with us (e.g., involved in a business project): 7 years from the end of the business relationship.</p> <p>In case of B2B individuals that have expressed in written form (even via e-mail) an interest in entering into business with us: 7 years from the data collection.</p> <p>In case of B2B individuals who met us otherwise (e.g., in-person meetings, networking meetings, etc.): 18 months from the last interaction with such B2B individual (e.g., exchange of emails).</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>

## 1.5 When you register to an event or otherwise meet us

The following applies when you register to an event of Louis Poulsen and/or its Affiliates or in which Louis Poulsen and/or an Affiliate participate, either via an online form on the Site or directly on-site at the event or otherwise meet us (e.g., in-person meetings, networking events) and provide us with your business card or contact information for potential professional collaboration.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	<ul style="list-style-type: none"> <li>Personal information (name, surname)</li> <li>Contact details (e-mail address, phone number, postal address)</li> <li>Type of user (B2B or B2C)</li> <li>Country of residence</li> <li>In addition for B2B customers: Profession, name of the company/business/organization you work for</li> </ul>	<p>Manage your registration to the event.</p> <p>Legal basis: performance of a contract. If you do not provide the data, the company will not be able to register you to the event.</p>	<p>For the duration of the event.</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>
Louis Poulsen	<ul style="list-style-type: none"> <li>Image captured in photos and/or videos taken during the event</li> </ul>	<p>Use of your image, captured in photos and/or videos taken during the event, for the purposes specified in the release form for image usage that you signed or is made available to you.</p> <p>Legal basis: performance of a contract (release form).</p>	<p>For the duration established by the release form for image usage.</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>
Louis Poulsen	<p>In case of B2B individuals, when you register to an event or meet us otherwise (e.g., in-person meetings, networking events) for a possible professional collaboration:</p> <ul style="list-style-type: none"> <li>Qualification as B2B user</li> <li>Personal information (name, surname)</li> <li>Contact details (e-mail address, phone number, postal address)</li> <li>Country of residence</li> <li>Profession</li> <li>Name of the company/business/organization you work for</li> <li>Interactions with the individual</li> </ul>	<p>Limited to B2B/professional individuals: contact you to enhance or start business opportunities on a project-specific basis.</p> <p>Legal basis: legitimate interest of the controller. You have the right to object to this processing, by writing to the contact detail indicated in paragraph 6</p>	<p>In case of B2B individuals who registered to an event: 7 years from the data collection</p> <p>In case of B2B individuals who met us otherwise (e.g., in-person meetings, networking meetings, etc.): 18 months from the last interaction with such B2B individual (e.g., exchange of emails)</p> <p>At the end of the retention period, data may be alternatively</p>

		deleted or irreversibly anonymized.
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## 1.6 When you send your application/CV

The following applies when you submit your CV or send an application through the career section of the Site to Louis Poulsen or one of its Affiliates, or in any other ways (e.g., via LinkedIn, via e-mail, headhunter agencies, etc.).

As part of the application and selection process, we do not normally ask you to provide us with Personal Data that may reveal your health conditions, religious beliefs, sexual orientation, trade union membership, political opinions, criminal record or criminal charges. You are invited to not provide us with this kind of data.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	<ul style="list-style-type: none"> <li>Personal information (name, surname)</li> <li>Contact details (e-mail address, phone number, postal address, country of residence)</li> <li>Data relating to your qualifications, education and professional career</li> <li>Photograph/personal portrait (if contained in CV)</li> <li>Date and place of birth (if contained in CV)</li> <li>Other personal information included in the CV/application you sent us</li> </ul>	<p>Manage the application/CV received via the Site or another channel for the selection process.</p> <p>Legal basis: performance of pre-contractual activities. If you do not provide the data, the company will not be able to handle your application process.</p> <hr/> <p>Share the application/CV with other companies of the Group to enable them to consider the application/CV for the selection process within their entities.</p> <p>Legal basis: legitimate interest to optimize the selection process by companies of the Group, adequately balanced with your interests in the light of the limits of the data processing. You may object to this processing, by writing to the contact details indicated in paragraph 6.</p>	<p>2 years from the date of collection, save for the applicability of the data retention period provided by the privacy information notice for employees and officers, if the candidate is hired.</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>

## 1.7 Marketing and profiling purposes

The following applies to marketing and profiling activities carried out in relation to you.

We may collect this data directly from you or from our partners or other third-party entities, in compliance with Applicable Data Protection Laws requirements.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	<ul style="list-style-type: none"> <li>• Qualification as B2C or B2B user</li> <li>• Personal information (name, surname)</li> <li>• Country of residence, zip code and postal address</li> <li>• Contact details (phone number, e-mail address)</li> </ul>	<p>Marketing activities (<i>i.e.</i>, newsletter, promotional communications via e-mail, SMS, and ordinary mail, surveys, market searches) relating to products, services and initiatives.</p> <p>Legal basis: your consent. If you do not provide your consent, you will not receive marketing communications.</p>	<p>7 years from the consent</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>
	<ul style="list-style-type: none"> <li>• Invoice data</li> <li>• Your preferences and interests</li> <li>• Your previous purchases and activities (including attendance to events) on the Site and in Store</li> </ul>	<p>Profiling activities.</p> <p>Legal basis: your consent. If you do not provide your consent, no profiling activities will be performed.</p>	<p>7 years from the consent</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>
	<p>Broad and non-invasive categories, including:</p> <ul style="list-style-type: none"> <li>• Geographic area where you are located</li> <li>• Sales/purchase volume</li> <li>• Whether you are a consumer or a professional client</li> </ul>	<p>Perform customer segmentation based on non-invasive categories of data.</p> <p>Legal basis: legitimate interest to understand the users' preferences and, if marketing consent has been given, provide communications of products /services/events that may be of interest to the consumer, based on a high-level and non-intrusive customer segmentation that adequately balances the interests of the subjects. You have the right to object to this processing, by writing to the contact details indicated in paragraph 6.</p>	<p>7 years from the data collection</p> <p>At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.</p>

## 1.8 Social plug-ins and cookies

The Site allows interactions with third-party websites and social networks (e.g., Facebook, Instagram) through hyperlink, sharing buttons, social plug-ins and other similar instruments. For the data processing activities carried out on third-party websites, please refer to the privacy information notices published therein.

The Site can also collect certain browsing information (e.g., IP address, device and browser, navigation on the Site) via cookies and other tracking technologies, also of third parties.

These data may be collected:

- to ensure the proper functioning and security of the Site;
- to improve the Site and for analytics purposes;
- for tracking and profiling purposes.

For more information on how these data are collected, please refer to the [Cookie Policy](#).

Louis Poulsen may also request to share pictures posted by you on social media in our channels, including our Site, in our newsletter, ads, store environment, social media etc. upon your consent.

For more information: [Louis Poulsen Community](#).

## 1.9 Comply with legal obligations, exercise/defend our rights and other purposes

This paragraph describes the processing operations carried out by Louis Poulsen for the purpose of exercising its rights before a competent authority or to comply with legal obligations imposed on it.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	Personal Data collected according to the previous sections.	Exercise and/or defense of a right before a competent authority (e.g. judicial, administrative)  Performance of business operations (e.g., mergers and acquisitions)  Internal auditing, reporting and other business/organizational purposes  Legal basis: legitimate interest of the company. You have the right to object to this processing, by writing to the contact detail indicated in paragraph 6.	Statute of limitations, time strictly necessary to perform internal auditing, reporting and other business/organizational purposes (whichever shorter) and, in any case, retention shall not exceed 10 (ten) years from the termination of the contractual relationship, unless further retention is necessitated by ongoing disputes and/or retention period established for the fulfillment of the purposes listed in the previous sections
	Personal Data collected according to the previous sections.	Compliance with a legal obligation  Legal basis: need to comply with a legal obligation.	Time necessary for the purpose of complying with the legal obligation

## 2. How your Personal Data are processed

Your Personal Data are processed through computer, automated and/or paper forms in compliance with the principles and provisions of the Applicable Data Protection Laws.

Personal Data are collected, elaborated, transferred and stored by using appropriate security measures (physical, logical and organizational) to protect them from possible breaches (such as destruction, loss, alteration, unauthorized disclosure or accidental or unlawful access to such personal data) and to ensure that processing is carried out only for the purposes described in this Notice.

## 3. Who your Personal Data can be disclosed to

Your Personal Data may be disclosed to third parties, where strictly necessary for each purpose of processing described in the previous paragraphs, in particular:

Service providers	Companies of the Group	Payment service providers	Other third parties
<p>Companies of the Group and third-party entities providing specific support activities/services in the marketing, market research, IT management and support, logistics, administrative, e-commerce, purchasing, customer care, events and public relations, compliance, insurance, HR, accounting area and business projects (e.g., IT consultant and system integrators, e-commerce and CRM platforms, customer care service providers, providers of reserved areas in the websites, etc.).</p> <p>These third parties have been appointed <u>data processors</u>.</p>	<p>Companies of the Group interested in fostering business opportunities with you, on a business project basis.</p> <p>Companies of the Group interested in receiving CVs/applications you sent us.</p>	<p>Providers of payment services or payment gateways/platforms used to purchase products through the Website (e.g. PayPal, Adyen, credit card service providers, banks, financial intermediaries, etc.).</p>	<ul style="list-style-type: none"><li>• Our direct or indirect shareholders;</li><li>• Third parties in the context of mergers /acquisitions/other extraordinary transactions that may involve the companies of the Group;</li><li>• Independent professionals, such as lawyers and auditors;</li><li>• Judicial and/or administrative authorities, law enforcement agencies.</li></ul>

You may request more detailed information on those subjects to whom your Personal Data may be disclosed by writing to the contact details as indicated in paragraph 6 (“*How to exercise your rights*”).

## 4. Transfer of Personal Data outside the EEA

For the purposes of the processing described in this Notice, your Personal Data may be transferred to countries outside the European Economic Area (“EEA”), including the United States, the People’s Republic of China and Singapore.



If that is the case, we ensure that all possible transfers outside the EEA will be made in such a way as to guarantee full protection of your rights and freedoms. If no adequacy decision has been taken by the European Commission, the data transfers will be carried out by relying on appropriate safeguards, including conclusion of Standard Contractual Clauses.



Please note that the United States, Japan, the United Kingdom, Switzerland and South Korea, countries in which some of the companies of the Group are established, benefit from adequacy decisions of the European Commission and therefore your data can be shared with those jurisdictions based on the adequacy decision.

## 5. Your rights

In accordance with the Applicable Data Protection Laws, and in particular with the provisions of the GDPR, your rights in relation to the Personal Data that we process under this Notice are the following:

	<b>Access</b>	you can obtain information about the processing of your Personal Data and a copy of that Personal Data.
	<b>Rectification</b>	if you believe that your Personal Data is inaccurate or incomplete, you may request that such data be corrected or modified by following your instructions.
	<b>Erasure</b>	except as provided for by applicable laws, you have the right to request the erasure of your Personal Data, when: (i) the data are no longer necessary for the purposes for which they were collected and processed; (ii) you withdraw your consent to the processing if processing is based on your consent; (iii) you object to the processing for direct marketing purposes or to the processing carried out for other purposes and there are no overriding legitimate grounds to continue with the processing; (iv) your data are processed unlawfully; (v) the erasure is required by law.
	<b>Restriction</b>	you may request the restriction of the processing of your Personal Data where: (i) you contest the accuracy of the Personal Data for the period necessary to verify their accuracy; (ii) the processing is unlawful and you request the restriction of their use instead of erasure; (iii) the controllers no longer needs the Personal Data for the purposes of the processing, but you require them for the establishment, exercise or defense of legal claims; (iv) you have objected to processing pursuant to Article 21(1) pending the verification whether the legitimate grounds of the controller override yours.
	<b>Object</b>	on grounds relating to your particular situation, you have the right to object to the processing of your Personal Data based on the legitimate interest of the controllers and the controllers will continue to process your data only if there are compelling legitimate grounds for the processing which override your interests, rights and or for the establishment, exercise or defense of legal claims. Your right to object to direct marketing purposes can be exercised at any time. Your objection to processing carried out through automated means is also valid for processing carried out with traditional means.
	<b>Withdrawal of consent</b>	if the processing of your Personal Data is based on consent, you have the right to withdraw your consent at any time.
	<b>Data portability</b>	where the processing is based on consent or on a contract and is carried out by automated means, you have the right to obtain in a structured format, commonly

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used and machine-readable format the Personal Data you provided us with and, where technically feasible, to have them transmitted to another data controller.

## 6. How to exercise your rights



To exercise your rights, and for any query or clarification on how your Personal Data are processed and used pursuant to this Notice, you can contact [privacy@louispuulsen.com](mailto:privacy@louispuulsen.com)).



You may also at any time lodge a complaint with the Competent Data Protection Authority or bring an action before the competent national courts.

## 7. Changes to this Notice

This Notice is subject to periodic updates. To this end, we indicate the last update date at the beginning of this Notice, and we recommend to regularly consult this Notice. If you have already submitted your Personal Data, any change that substantially affects the processing of Personal Data, will be communicated to you through the appropriate channels to ensure that you are effectively aware of the way your data is processed, with a view to full transparency of the processing operations and full and adequate protection of your rights.

# Louis Poulsen Companies

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## 4. Louis Poulsen A/S

with registered office at Kuglegårdsvej 19-23, DK-1434, Copenhagen (Denmark) and its Affiliates:

- Luminous Designs Investment ApS, Kuglegårdsvej 19 - 1434 Copenhagen (Denmark)
  - Louis Poulsen Germany GmbH, Grünstraße 15, D-40212 Düsseldorf – c/o Mindspace Germany GmbH (Germany)
  - Louis Poulsen Sweden AB, Box 23013 S-104 35 Stockholm (Sweden)
  - Louis Poulsen Norway AS, Drammensveien 130, 0277 Oslo (Norway)
  - Louis Poulsen Finland Oy, Kyllikinportti 2 FIN-00240 Helsinki (Finland)
  - Louis Poulsen Japan Ltd., 3F/4F AXIS Bldg., 5-17-1 Roppongi, Minato-ku, Tokyo, 106-0032, Japan
  - Louis Poulsen Holland BV, J.A. van Seumerenlaan 7, 1Hg, 1422XS Uithoorn, Nederland (The Netherlands)
  - Louis Poulsen Switzerland AG, c/o Berater & Partner AG, Töpferstrasse 5 - CH-6004 Lucerne (Switzerland)
  - Louis Poulsen USA, Inc., 36 East 31st Street, Floor 4, New York NY 10016, USA
  - Louis Poulsen UK, Ltd., c/o Goodwill Limited, 20 Red Lion Street, WC1R 4PS, London (UK)
  - Louis Poulsen Asia Pte Ltd, 5 Purvis Street, #01-02, Singapore 188584 (Singapore)
  - Louis Poulsen Korea, LLC, 9th Floor, 428, Seolleung-ro, Gangnam-gu, Seoul, South Korea
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# Privacy Notice for PRC Residents

In this section (the “PRC Notice”), Louis Poulsen A/S (“we”, “our” or “us”) provides information about how we process personal data of residents (an individual customer or an individual professional of an enterprise customer, collectively “You” or “Your”) of the People’s Republic of China (“PRC”, for the purposes of this notice excluding Hong Kong SAR, Macau SAR, and Taiwan), in order to provide you or the organization you work for with our products and services in the PRC, through our Chinese website [www.louispoulsen.com](http://www.louispoulsen.com) (the “CN Website” or the “Website”), apps, mini-programs and any other platforms and channels now existing or that may arise in future (the “Other Channels”, and, together with the CN Website, the “Sites”).

Terms in this PRC Notice are set out in addition to and from an integral part of the Notice. In the event of any conflict or inconsistency between the Notice and this PRC Notice, the terms of this PRC Notice shall govern and prevail the data processing relating to PRC residents.

## 1. Data Controller, Processing activities and Categories of Personal Data Collected

The following table describes the processing activities carried out by Louis Poulsen A/S in PRC, detailing:



the scenario/processing activity



the data controller



the categories of Personal Data



the purposes of processing and the relevant legal basis

 Scenario	 Controller	 Categories of Personal Data	 Purpose
When you create or log into an account on our CN Website, contact us or request a service/book an appointment through the CN Website	Louis Poulsen A/S	<ul style="list-style-type: none"><li>• Personal information (name, surname)</li><li>• Contact details (e-mail address, phone name)</li><li>• Type of user (B2B or B2C) and title</li><li>• Country of residence</li><li>• In case of requests: any other information you may share with us necessary to handle your request</li></ul>	Create and manage your personal account on our Website and manage your requests submitted through the Website or the contact details available on the Website

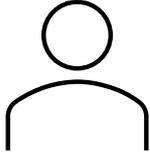
 Scenario	 Controller	 Categories of Personal Data	 Purpose
<p>When you apply for a job through the CN Website</p>	<p>Louis Poulsen A/S</p>	<ul style="list-style-type: none"> <li>• Personal information (name, surname)</li> <li>• Contact details (e-mail address, phone name, postal address, country of residence)</li> <li>• Data relating to your qualifications, education and professional career</li> <li>• Photograph/personal portrait (if contained in CV)</li> <li>• Date and place of birth (if contained in CV)</li> <li>• Other personal information included in the CV/application you sent us</li> </ul>	<p>Manage the application/CV received via the Website or another channel for the selection process</p> <p>Share the application/CV with the Group Companies that will process them in compliance with the terms of this Notice to enable them to consider the application/CV for the selection process within their entity</p>
<p>Marketing and profiling activities for personal data collected through the CN Website</p> <div data-bbox="225 1469 512 1977" style="background-color: #f0f0f0; padding: 10px; border: 1px solid #ccc;">  <p>Note: If you do not want to receive our newsletters and other forms of promotional communications, you can opt-out at any time through the unsubscribe function provided in the corresponding product or service.</p> </div>	<p>Louis Poulsen A/S</p>	<ul style="list-style-type: none"> <li>• Qualification as B2C or B2B user</li> <li>• Personal information (name, surname)</li> <li>• Country of residence</li> <li>• Contact details (phone number (optional), e-mail address)</li> <li>• In case of B2B user: name of the company/business/organization you work for</li> </ul> <ul style="list-style-type: none"> <li>• Invoice data</li> <li>• Your preferences and interests</li> <li>• Your previous purchases and activities (including attendance to</li> </ul>	<p>Marketing activities (i.e., newsletter, promotional communications via e-mail, SMS, and ordinary mail, surveys, market searches) relating to products, services and initiatives.</p> <p>Profiling activities</p>

 Scenario	 Controller	 Categories of Personal Data	 Purpose
		events) on the Site and in Store	
		Broad and non-invasive categories, including: <ul style="list-style-type: none"> <li>• Geographic area where you are located</li> <li>• Sales/purchase volume</li> <li>• Whether you are a consumer (B2C) or a professional client (B2B)</li> </ul>	Perform customer segmentation based on non-invasive categories of data
Comply with legal obligations, respond to governmental inquiries, exercise/defend our rights and other purposes	Louis Poulsen A/S	Personal data collected according to the previous sections	Exercise and/or defense of a right before a competent authority (e.g. judicial, administrative) Compliance with a legal obligation Performance of business operations (e.g., mergers and acquisitions) Internal auditing, reporting and other business/organizational purposes

## 2. Processing of Sensitive Personal Data

Sensitive personal data refers to personal data that, if leaked or illegally used, may easily infringe upon the human dignity or harm the personal or property safety of a natural person, including information such as biometrics, religious belief, specific identity, medical health status, financial accounts, and the person's whereabouts, as well as the personal data of a minor under the age of 14 years.

For the purposes specified in the PRC Notice, we may collect certain types of sensitive personal data only when permitted or required by applicable data protection laws, such as:



- Unique personal identifiers, *and* payment data, for the purpose of sale of products and providing sale and connected services, such as delivery services; and provision of after-sale services including fraud prevention, returns, guarantee and customer support.
- Geographic area where you are located, for the purpose of performing customer segmentation.

### 3. Social Plug-ins and Cookies

When you visit the CN Website, we may collect the following browsing information:

- technical information, including IP address;
- information about the devices, browser and operating systems, etc. you use;
- information about navigation on the CN Website, including URLs of the pages visited and activities that are performed on the page, dates and times of navigation, time spent, clickstream.

This information is collected for the proper operation, management, maintenance and improvement of the Website, as well as to ensure that your browsing is safe and to enable us to establish liability in the event of security breaches. This information may also be used to allow us to obtain statistics on the use of the Website with the possibility of analyzing the data in aggregate form.

You are always free to decide whether to provide us with browsing data, for example by choosing to disable cookies through the settings of your browser. However, refusal to provide information necessary for navigation purposes may make it impossible to carry out activities strictly related to navigation itself and, therefore, also to consult and interact with the Website.

We keep these data only for the time strictly necessary for the purposes for which they are collected.

### 4. The Legal Basis for Processing Your Personal Data



We will only process your personal data where we have a legal basis for doing so. In many cases, we process your personal data based on your consent. You understand that, in accordance with applicable laws and regulations, we may collect and use your personal data based on other lawful basis in lieu of obtaining your consent in the following situations:

- the processing is necessary for the conclusion or performance of a contract, or where it is necessary for carrying out human resources management under an employment policy legally established or a collective contract legally concluded;
- the processing is necessary for us to perform our statutory duties or obligations;
- the processing is necessary for us to respond to a public health emergency, or for protecting the life, health or property security of a natural person in the case of an emergency;
- your personal data is reasonably processed for news reporting, media supervision, and other activities conducted in the public interest;
- your personal data has been made public by you or has otherwise been lawfully made public, the processing is done pursuant to the PIPL and the extent the processing is reasonable;
- Other circumstances as provided by laws or administrative regulations.

## 5. Who Your Personal Data is Shared With

Your personal data may be shared with third parties, where strictly necessary to each purpose of processing described in the previous paragraphs, in particular:

Service providers	Companies of the Group	Other third parties
<p>Companies of the Group and third-party entities providing or that may provide specific support activities/services in the marketing, market research, IT management and support, logistics, administrative, purchasing, customer care, events and public relations, compliance, insurance, HR, accounting area and business projects (e.g., IT consultant and system integrators, customer care service providers, providers of reserved areas in the websites, etc.).</p> <p>These third parties have been appointed data processors (either through intragroup data transfer agreement (with respect to Companies of the Group), or specific agreements (with respect to third parties)).</p>	<p>Companies of the Group interested in fostering business opportunities with you, on a business project basis.</p> <p>Companies of the Group interested in receiving CVs/applications you sent us.</p>	<ul style="list-style-type: none"><li>• Our direct or indirect shareholders;</li><li>• Third parties in the context of mergers /acquisitions/other extraordinary transactions that may involve, <i>inter alia</i>, Louis Poulsen A/S</li><li>• Independent professionals, such as lawyers and auditors;</li><li>• Judicial and/or administrative authorities, law enforcement agencies.</li></ul>

## 6. Retention of Your Personal Data

We only retain your personal data for the minimum period necessary for the fulfillment of the purposes stated in this PRC Notice.



We will also preserve your personal data in adherence with the mandatory retention requirements arising under applicable laws. For instance, under the E-commerce Law of the PRC, your purchase information including the details of your purchased products or services shall be kept for no less than 3 years from the date of purchase. Upon the expiration of any such retention period, we will delete or anonymize your personal data as required by applicable laws.

## 7. International Transfer of Your Personal Data

As Louis Poulsen A/S is a globally operating company with affiliates and business partners all over the world, your personal information may be accessed or transferred outside the PRC (including the countries where Louis Poulsen A/S is located, as clarified in paragraph 1 of this PRC Notice).

Your personal data will only be transferred or accessed outside of the PRC for the purpose of providing you with products or services, fulfilling our agreements with you, or for other purposes based on your consent (as further set out in this Privacy Policy). Louis Poulsen A/S may also engage third parties to act as our service providers and to perform certain tasks on our behalf, such as processing or storing personal data for the purposes described above. Our service providers are obligated to process personal data only in accordance with this PRC Notice and our instructions.



If that is the case, we ensure that all possible transfers outside the PRC will be made in such a way as to guarantee full protection of your rights and freedoms.

## 8. Your Rights

PRC privacy and data law grant you certain rights relating to your personal data as set forth below:

	Right to be informed, restrict handling and object to handling	You have the right to be informed, the right to make decisions on the processing of your personal data, and the right to restrict or refuse the processing of your personal data by others, except as otherwise provided by laws or administrative regulations.
	Right to access and duplicate	You have the right to access and duplicate your personal data, except where laws or administrative regulations require confidentiality or provide no requirement for such notification.
	Right to rectify	You have the right to request us to rectify or supplement your data, if you discover that your personal data is incorrect or incomplete.
	Right to withdraw consent	You have the right to withdraw consent. The withdrawal of consent shall not affect the validity of processing activities conducted based on consent before such withdrawal.
	Request to delete	You have the right to request the deletion of your personal data if we fail to erase the data in any of the following circumstances: (i) the purposes of processing have been achieved or cannot be achieved, or such data is no longer necessary for achieving the purposes of processing, (ii) we cease to provide products or services, or the storage period has expired, (iii) the individual withdraws the consent, (iv) we process personal data in violation of laws, administrative regulations, or agreements, or (v) other circumstances as provided by laws and administrative regulations.
	Right to require explanations	You have the right to request us to interpret our personal data processing rules.
	Rights related to automated decision-making	You have the right to request clarification from us where a decision that may have a significant impact on an individual's rights and interests is made through automated decision making, and the right to refuse to have us make the decision only through automated decision making.

We do not charge fees to process your reasonable requests made pursuant to the above. But repeated or excessive requests may incur fees and we will charge such fees as appropriate. We may reject your requests that are unreasonably repetitive, require excessive technical work, present risks to the legal interests of others or are unrealistic.

Under applicable laws, we will not be able to respond to your requests in the following circumstances:

- the request is directly related to national security or national defense;
- the request is directly related to public security, public health or compelling public interests;
- the request is directly related to criminal investigation, prosecution, judgment or execution of judgment;
- there is sufficient evidence to prove your subjective malice or abuse of rights;

- response to your request will cause severe damage to the legal interest of you or other people or organizations;
- the request involves any trade secret; and
- other circumstances required by laws and regulations.

Submitting Requests. You may exercise the above rights by contacting us at the information set forth in section 10 “How to exercise your rights”.

## 9. Processing personal data about minors

Our products and services are mainly adult oriented. A child under the age of 14 should not create his/her own account without consent of his/her parents or guardians. We do not knowingly collect personal data from any children without the consent of their parent or guardians. Children’s personal data that is collected with the consent of their parents or guardians will only be used or publicly disclosed when it is permitted by applicable data protection laws, explicitly consented to by their parents or guardians, or is essential to protecting the children. If we find that a child’s personal data has been collected without his/her parents’ prior consent, we will delete the relevant information as soon as possible.

## 10. How to exercise your rights



To exercise your rights, and for any query or clarification on how your personal data are processed and used pursuant to this PRC Notice, you can contact [privacy@louispoulsen.com](mailto:privacy@louispoulsen.com).