

Hermès Canada Inc. ("Hermès Canada") recognizes the importance of your right to privacy. We are committed to maintaining the privacy and security of any Personal Information we collect about you. It is an important aspect of the way Hermès Canada conducts its business.

The purpose of this Privacy Policy is to describe to you the types of information we gather, when and why we collect it, how we use this information, how you can access and update your information and when we share it with third parties.

This Privacy Policy applies to the Personal Information of all individuals, except employees or potential employees. For employees or persons who seek to be employed, such information is covered by the Hermès Canada Employee Privacy Policy.

Your privacy matters to us, so please do take the time to get to know our practices – and if you have any questions, please contact our Privacy Officer at [privacyoffice@ca.hermes.com](mailto:privacyoffice@ca.hermes.com).

### **Privacy Policy Effective for Canada**

It is the policy of Hermès Canada to comply with the privacy legislation within each jurisdiction in which we operate. Sometimes the privacy legislation and/or an individual's right to privacy are different from one jurisdiction to another. This Privacy Policy covers only those activities that are subject to the provisions of Canada's federal and provincial privacy laws, as applicable.

This Privacy Policy has a limited scope and application. Consequently, the rights and obligations contained in this Privacy Policy may not be available to all individuals or in all jurisdictions.

### **What Personal Information do we Collect and When?**

"**Personal Information**" is any information that is about you or could be used to identify you, such as your name, telephone number(s), address(es), credit card number and expiry date, email address, pages viewed on our website, your purchasing history and any other personally identifiable information that you choose to provide to Hermès Canada. We do not collect your age or birth date.

We collect Personal Information about you when you voluntarily provide it at one of our stores, over the telephone, when you subscribe to our mailing list, when you make enquiries by email, when you submit information or make a purchase or enquiry on our website [www.Hermès.com](http://www.Hermès.com), or when you browse our website through the use of Cookies (defined below) .

### **How We Collect Your Personal Information and for what Purpose?**

#### **In Store or on the Phone**

When you visit one of our stores in Canada and fill out a card to receive information from Hermès Canada or Hermès International, or when you call us by telephone to request information, you may choose to provide us with your name, email address, mailing address or telephone numbers, for the purposes of receiving information from Hermès Canada or Hermès International about Hermès and communications in written and electronic email form regarding Hermès products and services, such as responses to enquiries, letters, news, updates and invitations. This Personal Information may be transferred outside Canada to Hermès International and will continue to be subject to this Privacy Policy. We will not disclose this Personal Information to any other third parties except as outlined in this Privacy Policy. Subject to our data retention policy and legal obligations, this Personal Information will be stored by Hermès Canada and Hermès International until such time as you wish to unsubscribe from our contact list.

If you wish to unsubscribe from further communications at any time you may contact our Privacy Officer by e-mail at [privacyoffice@ca.hermes.com](mailto:privacyoffice@ca.hermes.com).

#### **Point of Purchase**

When you complete a purchase or return, either in one of our stores, on the telephone or online on our website, we may collect your name, email address (online only), mailing address(es), telephone numbers, payment card numbers and expiry dates and purchase history for the purposes of processing and completing your purchase or return transaction, processing and collecting your payment, fulfilling

our legal obligations to report to the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC), communicating with you regarding orders, delivery and product repairs, understanding your preferences so that we may serve you better and improve upon our operational efficiencies, to recommend particular products or services to meet your needs and desires and to keep you informed of special promotions, product offerings and events at Hermès. We do not keep or store your payment card numbers or expiry dates. Your payment card information is transferred directly to our payment processor or financial institution for the purposes of processing your payment transaction. To prevent unauthorized resale of our products and fraud, Hermès Canada may require you to provide information to verify your identity to complete a purchase or if you seek to return a product.

Your name, contact information and purchase history may be transferred outside Canada to Hermès International and will continue to be subject to this Privacy Policy. We will not disclose this Personal Information to any other third parties except as outlined in this Privacy Policy. Your name, contact information and purchase information will be stored by Hermès Canada and Hermès International for so long as is reasonably necessary to fulfill our business and legal obligations pertaining to your transactions and our data retention requirements.

## **Website**

When you visit our website you agree to the [Website Terms of Use](#) which includes this Privacy Policy. When you open an account or fill out an electronic form to subscribe to receive information from Hermès Canada or Hermès International, you may choose to provide us with your name, email address, mailing address(es) or telephone number(s), for the purposes of receiving information from Hermès Canada or Hermès International about Hermès and communications in written and electronic form regarding Hermès products and services, such as letters, news, updates, invitations and promotions. This Personal Information may be transferred outside Canada to Hermès International and will continue to be subject to this Privacy Policy. We will not disclose this Personal Information to any other third parties except as outlined in this Privacy Policy. Subject to our data retention policy and legal obligations, this Personal Information will be stored by Hermès Canada and Hermès International until such time as you wish to unsubscribe from our contact list.

We may collect information voluntarily provided by you, via the website or otherwise, for the purposes of recruitment opportunities. Any such information is covered by the Hermès Canada Employee Privacy Policy which can be obtained by contacting our Privacy Officer at [privacyoffice@ca.hermes.com](mailto:privacyoffice@ca.hermes.com).

## **Hermès Cookies**

When you browse our website, small data files known as "**Cookies**" will be sent to your browser and stored on your computer's hard-drive, unless you have disabled Cookies. We use Cookies to facilitate site-navigation, to customize the information that appears on the [www.Hermès.com](http://www.Hermès.com) website, to track your use of our website and preferences, to keep track of items in your online shopping cart and to complete purchases. Most browsers accept Cookies automatically, but can also be configured not to do so or to indicate when a Cookie is being sent. We recommend that you do not disable your browser from accepting Cookies, as it will prevent you from moving freely from page to page and from taking advantage of all of the features of the website. If you disable Cookies, our website may not work correctly and you will not be able to complete online purchases. Our Cookies do not contain any personally identifying information other than your IP address, domain used to access our website, your country location, the pages on our website that you visited, your preferences and purchasing history with Hermès. We use this Personal Information collected by Cookies for the purposes of monitoring our website's performance and traffic (such as number of visits, average time spent, page views), improving your website experience, to allow you to access certain areas of our website, to maintain, protect, upgrade and improve our website and to give you information if you request. We do not sell your Personal Information. This Personal Information may be transferred outside Canada to Hermès International and will continue to be subject to this Privacy Policy. We will not disclose this Personal Information to any other third parties except as outlined in this Privacy Policy. Subject to our data retention policy and legal obligations, this Personal Information will be stored by Hermès Canada and Hermès International until such time as you delete your Cookies and notify Hermès Canada.

## **Third Party Cookies and Links**

When you access our website through third party websites, such as Google, or choose to like our

website through social networking sites such as Facebook, or link to other third party websites from our website, or use third party website services, you will be subject to the terms and policies of those third party websites and those third party websites may install their own cookies. Hermès Canada has no control over the terms, cookies, content, policies or actions of those websites. The use of any information you may provide to third parties on other websites, or which such parties may otherwise collect on their websites, whether through their cookies or other methods, is not governed by this Privacy Policy. You should carefully review the privacy policies and terms of use of any third party websites and contact the operators of those websites if you have any questions about their collection, use, storage or disclosure of your information. Hermès Canada cannot be responsible for how such third party websites, or their affiliates or agents, collect, use, store or disclose your Personal Information.

### **Email and Telephone Enquiries**

When you send us an email enquiry or make a telephone enquiry, you may choose to provide us with your name, email address, mailing addresses or telephone numbers, for the purposes of our administering and responding to your enquiry and contacting you with recommendations for particular products or services to meet your needs and desires. This Personal Information may be transferred outside Canada to Hermès International and will continue to be subject to this Privacy Policy. We will not disclose this Personal Information to any other third parties except as outlined in this Privacy Policy. Subject to our data retention policy and legal obligations, this Personal Information will be stored by Hermès Canada and Hermès International until such time as you wish to unsubscribe from our contact list.

### **When may Hermès Canada disclose Personal Information?**

Hermès Canada treats the Personal Information of its clients with the strictest confidentiality. We will never sell, trade, rent or lease your Personal Information to any other organization. We will only transfer or disclose Personal Information as required by law (such as to FINTRAC and other law enforcement agencies), to Service Providers (defined below); to our affiliates; as described in this Privacy Policy; or as you may consent. We may collect, use, store or disclose your Personal Information without your knowledge or consent where we are permitted or required by applicable law or regulatory requirements to do so.

### **Transfer of your Personal Information Outside Canada**

Hermès Canada is a subsidiary of Hermès International and is a member of the Hermès Group which includes our affiliates in North America, Latin America, Europe, Middle East, Asia, and Oceania (all, the "Hermès Group"). Hermès Canada may transfer your Personal Information within the Hermès Group to assist managing customer relationships or to inform you of other products which we believe may be of interest to you. On occasion our Service Providers (defined below) may provide services in relation to the data outside of Canada. If you would like information on this, please contact the Privacy Officer.

Your Personal Information may be processed in Canada, the United States or France, and will be stored in servers on Hermès Canada's behalf hosted in various countries, including Canada, the United States and France. Your Personal Information may be subject to the laws of the countries in which it is stored or used. Those countries may have different data protection regimes than the country in which you reside. Under the laws of those countries, in certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your Personal Information. By providing us with any Personal Information, you acknowledge that it may be transferred outside Canada and you consent to the transfer of your Personal Information to servers located outside Canada, such as in the United States and France.

### **Service Providers**

Hermès Canada uses trusted third parties to act on our behalf to assist us to manage our customer relationships by performing such functions as fulfilling orders, delivering packages, processing credit card payments, managing our website and our information technology systems and databases, or providing customer service ("**Service Providers**"). We may share your Personal Information with our employees and Service Providers who require such information to assist us with performing our

obligations and managing our relationship with you. When we retain Service Providers, contractual or other appropriate means are used to ensure compliance by such third parties with this Privacy Policy and Canadian privacy laws including implementing security measures to protect your Personal Information and that the Service Provider will not use, store or disclose the Personal Information you provided to Hermès Canada for any other purpose.

## **Other Disclosures**

Hermès Canada also may disclose Personal Information about you in order to: protect or enforce the legal rights, privacy or safety of our employees, agents, and contractors; protect the safety and security of visitors to our website, stores or other properties; protect against fraud or other illegal activity, unauthorized resale or for risk management purposes; collect debts; respond to inquiries or requests from government or public authorities in any country in which we operate, including the United States and the European Union; permit us to pursue available remedies or limit the damages that we may sustain; enforce our Terms of Use or the terms and conditions applicable to any contest, promotion or program; or comply with applicable laws or legal process.

In the unlikely event of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of the business, assets or stock of the Hermès Group or any of our businesses, your Personal Information may be among the transferred business assets and may be disclosed to other parties to the transaction. We may disclose your Personal Information to any potential purchaser of our business subject to ensuring that they comply with the terms of this Privacy Policy and are bound by duties of confidentiality and agree to return or delete and Personal Information if the transaction is not completed or notify you if the transaction is completed.

## **Consent**

It is important to us that we collect, use or disclose your Personal Information where we have your consent to do so. Depending on the sensitivity of the Personal Information, your consent may be implied, deemed (using an opt-out mechanism) or express. Express consent can be given orally, electronically or in writing. Implied consent is consent that can reasonably be inferred from your action or inaction.

By choosing to provide us with your Personal Information, Hermès Canada will assume your consent to its collection, use or disclosure your Personal Information in accordance with the purposes outlined in this Privacy Policy and as may be further outlined at the time of collection.

When you purchase an item from the store, by phone or the website or seek to return it, you consent to the collection, use and disclosure of your Personal Information for purposes related to that transaction and as set out in this Privacy Policy and for any other purposes identified to you at the relevant time.

As a general rule, Hermès Canada collects Personal Information directly from you. In those circumstances where any Personal Information about you is collected by, or received from, a third party (e.g. as part of an investigation), we will ensure we have your consent before we receive this information from such sources (such consent may be given directly by you, or implied from your actions) or we will take reasonable steps to ensure that such third parties have represented to us that they have a right to disclose that information to us.

Where permitted or required by applicable law or regulatory requirements, we may use, collect, store and disclose information about you without your knowledge or consent.

We assume that, unless you advise us otherwise, by providing us with your Personal Information directly, and if you decide to use the Website, which is governed by the [Website Terms of Use](#) posted on the website, you consent to the collection, use and the disclosure of your Personal Information by Hermès Canada on the terms described in this Privacy Policy.

Additionally, at the time you provide your contact information, you will be given the opportunity to expressly consent to receiving information electronically by email at the email address(es) which you have provided to Hermès Canada, concerning any Hermès products or services, promotions, newsletters, updates or other customer related materials. All communication to you by email will include an option for you to unsubscribe and withdraw your consent to receive electronic communications at any time.

You may also withdraw or vary your consent to the collection, use and disclosure of your Personal

Information at any time, subject to Hermès' legal or contractual restrictions, by contacting our Privacy Officer using the contact information set out below. All communications with respect to such withdrawal or variation of consent should be in writing and sent to our Privacy Officer at [privacyoffice@ca.hermes.com](mailto:privacyoffice@ca.hermes.com). In some circumstances, if you choose not to provide Personal Information, or if you request a change or withdrawal of consent, our ability to provide products or services to you may be severely limited or made impossible.

### **Security and Retention**

**Hermès Canada endeavors to maintain physical, technical and procedural safeguards that are appropriate to the sensitivity of the Personal Information in question. These safeguards are designed to prevent your Personal Information from loss and unauthorized access, copying, use, modification or disclosure.**

All financial information you provide, including on the Website, is not stored by Hermès, but transferred directly and securely to Hermès' payment processor or financial institution. Transactions conducted on the Website are protected by an SSL encrypting system. Please be aware, however, that no data transmission over the Internet is 100% secure and any information disclosed online can potentially be collected and used by persons other than the intended recipient and may be subject to data corruption, interception and delays.

**The security of your Personal Information is important to us, so please advise the Privacy Officer immediately should you become aware of any incident involving the loss or unauthorized access to or disclosure of Personal Information that is in our custody or control.**

Personal Information will be retained only for so long as is reasonably necessary for the fulfillment of the purposes for which it was collected, or as required by law and Hermès Group's record keeping policies. All destruction or removal of Personal Information from our records is done securely in accordance with the Hermès Group's record keeping policies with due regard to the sensitivity of the information concerned. Hermès Canada may retain, for archival, record keeping, risk management and fraud prevention purposes, copies of communications with you through the Hermès website, by email, over the phone or in person, and any response to questions or comments sent to you by Hermès Canada.

### **Accuracy**

Hermès Canada will make reasonable efforts to ensure that Personal Information of individuals is as accurate, complete and up-to-date as is necessary for the purposes for which it is to be used, but we also rely on you to provide us with any changes to your Personal Information, and in particular to your contact information.

### **Access and Changes to your Personal Information**

You may ask Hermès Canada to correct, update or delete (subject to our data retention requirements) any information you have provided to Hermès Canada by contacting the Privacy Officer. If applicable, you should be sure to provide Hermès Canada with any updates and changes to your information, including any changes to your postal or e-mail address to ensure that your orders are shipped to the correct address and that we can contact you about your order if necessary.

Your request should be in writing. Hermès Canada will respond promptly and will implement any unsubscribe request within 10 business days, or otherwise be in contact with you within 30 days, of receiving your request. It will amend any inaccuracy or incompleteness of Personal Information as required. Any unsatisfied requests shall be recorded by Hermès Canada. Specific requests for information can be directed to the Privacy Officer, and the information will be released within a reasonable time at minimal or no cost to you, depending on the nature of your request. If you have a sensory disability, we will work with you to provide you access to your Personal Information in an alternative format.

Hermès Canada may not be able to provide you with access to your Personal Information in certain circumstances. There are instances where applicable law or regulatory requirements allow or require us to refuse to provide some or all of the Personal Information that we hold about you. In addition, the Personal Information may have been destroyed, erased or made anonymous in accordance with our

record retention obligations and practices.

In the event that we cannot provide you with access to your Personal Information, we will endeavor to inform you of the reasons why, subject to any legal or regulatory restrictions.

### **Inquiries or Concerns**

You may contact us with any questions, complaints, concerns or suggestions with respect to any potential inaccuracies in the Personal Information you provided to Hermès Canada, or about Hermès Canada's compliance with this Privacy Policy or applicable privacy legislation, including with respect to the transfer and storage of Personal Information outside Canada. Hermès Canada is committed to providing the highest quality of service, and so, considers all requests serious and will investigate any complaints or concerns thoroughly. Please contact the Privacy Officer at the address below.

If you are not satisfied with the response of our Privacy Officer, your complaint can be escalated further. Contact us for more information about the appropriate Privacy Commission you may choose to contact.

### **Changes and Updates to Policy**

This Privacy Policy reflects Hermès' current business practices, and may be changed or updated at any time without notice, effective immediately upon revision. You should periodically check our website to remain informed about the most current Privacy Policy. The Privacy Policy posted at any time shall be deemed to be the Privacy Policy then in effect.

From time to time, we may make changes to this Privacy Policy to reflect changes in Hermès Canada's legal or regulatory obligations or in the manner in which we deal with your Personal Information. We will post any revised version of this Privacy Policy on our website [www.Hermès.com](http://www.Hermès.com) and we encourage you to refer back to it on a regular basis.

### **Privacy Officer**

Hermès Canada, in its commitment to privacy, has appointed a qualified member of our team as Privacy Officer. The Privacy Officer is available to offer more information on our practices and policy, to ensure compliance and rectify any complaints. To communicate with the Privacy Officer, please see the contact information below.

### **Contact Us**

If you have any questions, comments or concerns about privacy at Hermès Canada or to withdraw your consent for the use of your Personal Information please contact:

Hermès Canada Inc. Privacy Officer  
c/o 131 Bloor Street West #202  
Toronto, Ontario  
M5S 1R0

Or [privacyoffice@ca.hermes.com](mailto:privacyoffice@ca.hermes.com)

### **Interpretation of this Privacy Policy**

Any interpretation associated with this Privacy Policy will be made by our Privacy Officer. This Privacy Policy includes examples but is not intended to be restricted in its application to such examples, therefore where the word "including" is used, it shall mean "including without limitation".

This Privacy Policy does not create or confer upon any individual any rights, or impose upon Hermès Canada any obligations outside of, or in addition to, any rights or obligations imposed by Canada's federal and provincial privacy laws, as applicable. Should there be, in a specific case, any inconsistency between this Privacy Policy and Canada's federal and provincial privacy laws, as applicable, this Privacy Policy shall be interpreted, in respect of that case, to give effect to, and comply with, such privacy laws.

This Privacy Policy was last updated  
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