

# COACH KOREA Privacy and Cookie Notice

## Contents

1. Who are we?
2. What data is covered by this Privacy Notice?
3. What data do we collect from you?
4. How do we use your personal data?
5. How do we use cookies?
6. With which third parties do we share your personal data?
7. Do we transfer personal data overseas?
8. What are your rights?
9. How do we protect your personal data?
10. How long do we keep your personal data?
11. How can you contact us?
12. Which version of this Privacy Notice applies?

Tapestry Inc. and its affiliated companies (collectively "**Tapestry**", "**we**" or "**us**"), including Coach Korea Limited ("**Coach**") are committed to protecting your privacy and ensuring the highest level of security for your personal data.

Tapestry and Coach have prepared this Privacy Notice for:

- in-store and online customers including potential customers and consumers (for example, individuals who have signed up to any of Coach's marketing messages); and
- visitors of <https://korea.coach.com> and any successor website or application thereto (collectively referred to as the "**website**").

This Privacy Notice explains the types of personal data Tapestry and Coach collects about you, how we use that data, who we share it with, and how we protect it.

Please read the following carefully to understand Tapestry's views and practices regarding your personal data.

## 1. Who are we?

For the purposes of this privacy notice, the data controller is Coach Korea Limited, 6th Floor Center Place, 40, Namdaemun-ro 9-gil, Jung-gu, Seoul, Republic of Korea.

## 2. What data is covered by this Privacy Notice?

This Privacy Notice covers all personal data processed by Tapestry and Coach which means information (either in isolation or in combination with other information) that enables Tapestry to identify you directly or indirectly. This includes the types of information set out below.

## 3. What data do we collect from you?

We may collect data about you from the following sources:

### **1. Information we receive from you**

We may collect personal data (name, gender, phone number(mobile), address, postal code, date of birth, nationality, digital platform ID, email address, country of residence, preferred language) that you provide when you interact with us such as when you:

- buy our products online;
- register to our online account;
- fill in our in-store customer card (e.g. to hear from us about our products and initiatives, to find out how to participate to our in-store events, competitions or promotions);
- request product customisation;
- sign up to our marketing lists or other marketing initiatives such as sweepstakes and surveys;
- contact our Customer Service (e.g. via phone, email, ) and subsequently correspond with us; and
- submit a product review on any of our websites.

### **2. Information we collect about you**

We collect information about you from the following sources:

- your customer transactions trail and purchase history;

- your social media interactions with us (e.g. if you "like" or "share" something you see on our social media platforms);
- your use of our website and other third-party websites on which you may be displayed our adverts. In particular, we may collect:
  - technical information, including your IP address, browser type and version, device identifier, location and time zone setting, network and/or service provider, operating system and platform, page response times, and download errors;
  - information about your visit, including the websites you visit before and after our website and products you viewed or searched for; and
  - length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouseovers) and methods used to browse away from the page.

To learn more about our purposes of use of cookies or similar digital tracking technologies (used to collect the information above), please see "How do we use cookies?" below.

- your interaction with our marketing emails to measure marketing effectiveness (for example, we collect information about whether / when you have opened an email from us, and if you have clicked a link in the email or forwarded the email);
- your interactions with our online adverts to measure advertisement effectiveness;
- the in-store capture cards which you may fill in and return to us during one of your visits to our stores;
- the CCTV footages recorded in our stores; and
- information we draw from our sources listed above and information we obtain from third parties (including publicly available information) where we have a legal basis to do so. We combine all this information to better understand who you are, your preferences etc. to enhance your customer experience with us (at "How do we use your personal data?").

#### 4. How do we use your personal data?

	We use your personal data for the following purpose(s):	Based on the following justification:
1	Process your online payment and complete your online purchase with us.	Necessary to perform your purchase contract with us.

2	Create your personal account on our website and enable your access to such account.	Necessary to perform your contract with us for the provision of the services (online personal account).
3	Use your personal account on our website including, for example, saving billing details and delivery address for future purchases, saving data to process products returns).	Necessary for our legitimate interest to provide you with an enhanced customer experience on our website (e.g. smooth and quicken your online transactions). It is also in your interest to benefit from an enhanced customer experience. For certain specific data uses (such as for processing your product returns), the use of your data is necessary to perform your contract with us.
4	Personalize and optimize your online shopping experience with us (for example, recording certain information from your past purchases which can be re-used in your future purchases such as address, saving your favorite store locations)	Necessary for our legitimate interest to provide you with an enhanced customer experience on our website. It is also in your interest to benefit from an enhanced customer experience.
5	Enable you to use our "wish list" features online (even if you are have not registered for an online account with us).	Necessary for our legitimate interest to provide you with an enhanced customer experience on our website. It is also in your interest to benefit from an enhanced customer experience.
6	Provide you with customer support for any enquiry or request related to a product you have bought.	Necessary to perform your purchase contract with us (where customer support for certain enquiries or requests is envisaged in our contract with you). Necessary to comply with a legal obligation we are subject to (where such obligation exists which requires us to respond to a specific enquiry from you or enable the exercise of your rights, for example under consumer law).

7	Provide you with customer support for any enquiry or request you submit to us in relation to a product you would like to buy or a general enquiry or request.	Necessary for our legitimate interest to establish or maintain a relationship with you. It is also in your interest to receive a response from us when you contact us.
8	Use the product reviews you provide on our website, or through third parties.	Necessary for our legitimate interest to receive feedback on our products and use such feedback to improve the way we present our products on our website to other potential buyers.
9	Customize a product you have specifically requested.	Necessary to perform your contract with us.
10	Monitor the effectiveness of our adverts online and our marketing campaigns (e.g. by monitoring if / when / how you interact with online ads or an emails you receive from us).	Necessary for our legitimate interest to improve our marketing strategy, expand our customer base and retain current customers, and better allocate our marketing resources.
11	Offer targeted advertising to you which is tailored to your needs, preferences, tastes and habits.	Necessary for our legitimate interest to show you the products we think you will mostly like from us. It is also in your interest to receive customized offers so you do not have to spend too much time browsing our broad range of products.
12	Contact you with communications such as emails, postal mail or by SMS (if you provide such information in our in-store capture cards or online) to tell you about your purchase our products, offers and campaigns.	With your consent where this is required by applicable law. Where your consent is not required by law (depending on the means of communications used), this data use is necessary for our legitimate interest to let you know about us your purchases and our products.
13	Perform researches and surveys about our products and customer experience, product development and product testing.	Necessary for our legitimate interest to constantly improve our offers, products and services to you.
14	Enable you to take part to our contests,	Necessary to perform your contract with us

	sweepstakes, competitions, promotions and similar events and initiatives for customers.	(based on your written acceptance of our terms and conditions of entry to participate to such contests, sweepstakes, competitions and other promotions). Necessary for our legitimate interest to engage and retain customers, incentivize customers to buy our products or reward our customers.
15	Offer enhanced customization and client care to our clienteling customers.	Necessary for our legitimate interest to engage and retain customers, incentivize customers to buy our products or reward our customers. It is also in your interest, as a clienteling customer, to benefit from advantages and offers we offer to you.
16	Interact with you through our social media platforms, measure the effectiveness of our social media campaigns and perform some of the purposes above (e.g. advertising, enable you to take part to our contests, sweepstakes, surveys etc.) via social media.	Necessary for our legitimate interest to expand and retain our customer base and promote our products also via social media.
17	Enable your voluntary participation to our social media campaigns, including the use of your images	Necessary to perform your contract with us (based on your written acceptance of our terms and conditions of entry to participate to such campaigns). Necessary for our legitimate interest to expand and retain our customer base and promote our products also via social media.
18	Improve the functionality and user-friendliness of our website.	Necessary for our legitimate interest to constantly monitor and improve our online presence and services to you.
19	Fraud detection in relation to online payments and, more generally, prevention against any illegal activity.	Necessary to perform your contract with us (including by complying with our contractual obligations to ensure the security and confidentiality of your payment

		data). Necessary for our legitimate interest to prevent illegal activities which could harm you and us.
20	Enable a corporate transaction such as a merger or acquisition whereby data assets must be merged or transferred as part of the transaction.	Necessary for our legitimate interest to corporate re-organization and/or compliance with regulatory or statutory requirements.
21	Respond to or address enquiries or requests from law enforcement bodies, regulators or other public authorities.	Necessary for the purposes of complying with legal requirements to which we are subject.

Where we rely on the necessity for a legitimate interest to use your personal data, we will do so solely on the basis of a previous thorough assessment of our legitimate interest against your privacy rights and we will carefully conduct a balancing exercise to ensure that our data processing is proportionate to your rights.

#### 5. How do we use cookies?

As many other organisations, we use cookies or similar digital tracking technologies on our website for a number of purposes as set out below. Cookies (or other similar technologies) can be placed on our website by us or by third-party partners we engage for our purposes.

Third-party cookies may be deployed on our behalf also on third-party websites (e.g. to measure ads effectiveness). Please note that we are not in control of and responsible for any cookies placed on our website by third parties without our authorization or third parties who are not acting on our behalf.

We respect applicable law about cookies. In particular, we use cookies only with your authorization where this is required by applicable law. In any case, you may opt-out from cookies at any time by changing your browser settings accordingly. However, as a consequence of your opt-out, certain functions, portions or features of our website may cease working or may prevent you from fully benefiting of our online services.

## Categories of cookies

Some cookies are deleted when you close down your browser. These are known as **session cookies**. Others remain on your device until they expire or you delete them from your cache. These are known as **persistent cookies** and these types enable us to remember things about you as a returning visitor. The main categories of cookies we use include:

- **Strictly necessary cookies:** These cookies are essential in order to enable you to move around the website and use its features, and ensuring the security of your online transactions with us and online access to our website. Without these cookies services you have asked for, such as completing a transaction, cannot be provided. These cookies don't gather information about you for the purposes of marketing.
- **Performance cookies:** These cookies allow us to count the number of visitors and collect information about how visitors use a web site, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor although they may collect the IP address of the device used to access the site. All information these cookies collect is anonymous and is only used to improve how a website works and the user experience. By using our websites you agree that we can place these types of cookies on your device, however you can block these cookies using your browser settings (please see "How to manage your cookies" section below).
- **Functionality cookies:** These cookies allow us to recognise you when you return to our website and allows the website to remember choices you make (such as your user name). They may also be used to provide services you have requested such as watching a video. The information these cookies collect is anonymised (i.e. it does not contain your name, address, account details, etc.) and they do not track your browsing activity across other websites. By using our websites you agree that we can place these types of cookies on your device, however you can block these cookies using your browser settings (please see "How to manage your cookies" section below).
- **First and third party cookies:** Whether a cookie is a first or third party cookie depends on which website the cookie comes from. First party cookies are those set by or on behalf of the website visited. All other cookies are third party cookies. Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.
- **Personalization cookies:** Cookies may also be used on our website to personalize your

shopping experience and enable you to use certain function (such as "add to wishlist" or "save", to deliver ads which might be relevant to you, or for us to conduct internal testing on what works best for our customers.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). Alternatively, you can search the Internet for other independent information on cookies.

Except for strictly necessary cookies, all cookies will be kept in accordance with the principle set out in section 10 of this Privacy Notice.

### **Purposes of use of cookies**

We use cookies for the following purposes:

- Enable basic functioning of our website;
- Web analytics to improve our website (structure, features, accessibility and usability, content) or to fix any technical issue through gathering relevant technical data;
- Enable certain basic functions of online browsing and shopping with us (for example, save information you generated or provided on our website such as preferred items, items placed in the cart, billing address to save time and effort when you next return to our website or shop with us);
- Monitor the effectiveness of our online ads and marketing (by recording your interactions with our ads on third-party websites, our social media platforms or our marketing emails); and
- Learn more about your preferences and Internet browsing habits to provide you with tailored advertising (you certainly don't want to hear from us about something you are not interested into).

### **How to manage your cookies?**

The browsers of most computers, smartphones and other web-enabled devices are typically set up to accept cookies. If you wish to amend your cookie preferences for this website or any other websites, you can do this through your browser settings. Your browser's 'help' function will tell you how to do this. If you do not want the benefit of cookies, there is a simple procedure to manually delete your cookies. Visit <http://www.allaboutcookies.org/manage-cookies/stop-cookies-installed.html> to see these.

However, please remember that cookies are often used to enable and improve certain functions on our website. If you choose to switch certain cookies off, it is likely to affect how our website works.

## 6. With which third parties do we share your personal data?

Your personal data may be shared with third parties in certain circumstances:

**Tapestry's group of companies:** We may share your personal data among our group of companies, including our subsidiaries, head office and branches, in order to open your account with us, administer our services and products, provide you with customer support, process your payments, understand your preferences, offer targeted advertising, send you information about products and services that may be of interest to you and conduct the other activities described in this Privacy Notice.

We share your information to the below overseas affiliated companies:

**Name:** Tapestry, Inc.

**Country:** United States

- **Items of personal information to be transferred:**

Contact information (Name, email address, postal address, phone number), purchase history, account information, and browsing habits.)

- **Purpose of using the personal information:**

To open your account with us, administer our services and products, provide you with customer support, process your payments, understand your preferences, offer targeted advertising, send you information about products and services that may be of interest to you and conduct the other activities described in this Privacy Notice.

- **Period of retention and use by recipient:**

We will only retain your personal data for as long as necessary for the purpose for which that data was collected and to the extent permitted by applicable laws. When we no longer need to use personal data, we will remove it from our systems and records and/or take steps to anonymize it so that you can no longer be identified from it (unless we need to keep your information to comply with legal or regulatory obligations to which we are subject).

**Our service providers:** We use other companies, agents or contractors to perform services on our behalf or to assist us with the provision of the Tapestry services and products to you. We may share personal data with the following categories of service provider:

- infrastructure and IT service providers, including cloud service providers;
- marketing, advertising and communications agencies;

- online payment and fraud prevention service providers;
- delivery / logistics service providers (for home delivery of products you have bought online);
- external auditors and advisers (e.g. social media consulting);
- providers of services related to some enhanced online features such as customer review;
- cookie analytics providers;
- online advertisers; and
- providers of website testing / analytics services.

In the course of providing such services, these service providers may have access to your personal data. However, we will only provide our service providers with personal data which is necessary for them to perform their services, and we require them not to use your information for any other purpose. We will use our best efforts to ensure that all our service providers keep your personal data secure.

We share your information to the below selected third party vendors (info. as of April 1, 2023):

Domestic

<b>Name:</b>	<b>Service:</b>
PMG Integrated Communications Co., Ltd.	SMS, email Marketing
Customer Insight	Membership registration and management, Special promotion offering, Statistical questionnaire survey
Yamujin Company Corporation	Warehousing, Transportation, Logistics Management
Hankook Corporation	Customer service support
Ilyang Express Corporation	Transportation, Logistics Management
Speedel Logistics Corporation	Transportation
Isobar Korea Co., Ltd	Website Maintenance and Marketing Communication
Koreacenter Co., Ltd	Online and mobile app service, customer information DB system consignment operation (compute outsourcing)
NHN Korea Cyber Payment Co.,Ltd (KCP)	Payment services provided
NAVER FINANCIAL Corp.	Payment services provided

(NaverPay)

Channel Corp.

Customer Service Support, Marketing Communication

### Overseas

**Name:** Acxiom Asia Global Services Center Ltd.

**Country:** China

**Contact:** Jessie Guan (Jessie.Guan@acxiom.com)

- **Items of personal information to be transferred:**  
Name, phone number, address, email address, nationality, birthday, gender
- **Purpose of using the personal information:**  
Customer database registration and management support, statistical analysis
- **Period of retention and use by recipient:**  
Until membership withdrawal

**Name:** Medallia Inc.

**Country:** United States

**Contact:** Carlos Aviles (caviles@medallia.com)

- **Items of personal information to be transferred:**  
Name, email address
- **Purpose of using the personal information:**  
Post purchase survey (Customer feedback on shopping experience)
- **Period of retention and use by recipient:**  
Until membership withdrawal

**Third parties permitted by law:** In certain circumstances, we may be required to disclose or share your personal data in order to comply with a legal or regulatory obligation (for example, we may be required to disclose personal data to the police, regulators, government agencies or to judicial or administrative authorities).

We may also disclose your personal data to third parties where disclosure is both legally permissible and necessary to protect or defend our rights, matters of national security, law enforcement, to enforce our contracts or protect your rights or those of the public.

**Third parties connected with business transfers:** We may transfer your personal data to third parties in connection with a reorganisation, restructuring, merger, acquisition or transfer of assets, provided that the receiving party agrees to treat your personal data in a manner consistent with

this Privacy Notice.

Please note our website may, from time to time, contain links to and from the websites of our partners or affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we have no control over how they may use your personal data. You should check the privacy policies of third party websites before you submit any personal data to them.

#### 7. Do we transfer personal data overseas?

We may share your information collected by us with our subsidiaries or affiliated companies (please see "6. With which third parties do we share your personal data?" section above), including those located in other countries, including the United States and/or to any other person or company and with third parties according to your explicit consent. These disclosures may involve overseas storage and transfer of personal information, including in or to countries that may not offer the same level of data protection as the laws in your own country. If your personal information is transferred to a country where the laws offer a different level of data protection, we will make reasonable efforts to ensure that data transfers to that country are adequately protected (such as through contractual safeguards). You may ask for further information on the safeguards that we have put in place to safeguard the transfer of your data to overseas by contacting us as indicated below at "How can you contact us"?

#### 8. What are your rights?

You have the following rights:

- **Right to inspect personal data:** You may request us to allow you to peruse (inspect), or furnish with any of the following: (i) your personal data which we possess; (ii) details on the use of your personal data or the furnishing of it to a third party by us; and (iii) details of your consent provided to us to collect, use, or provide personal data.
- **Right to suspend, correct, or delete personal data:** You may request us to suspend, correct, or delete personal data. Upon receiving a request for correction of an error, we shall correct the error, notify you of the reasons why it is unable to correct the error if it is the case, or take any other necessary measures and shall not use the relevant personal data or provide it to a third party until we complete taking such measures. Meanwhile, we may not delete your

personal data if the said personal data must be collected under another relevant statute.

- **Right to revoke consent:** You may, at any time, revoke the consent given allowing us to collect, use, or provide personal data. If you withdraws the consent, we shall take necessary measures, such as destroying personal data collected, without delay.
- **Right to remedy for damage caused by personal information processing:** If you suffer damages due to a violation of any of the above your rights, you may claim compensation for damages against us. In this case, we bear the burden of proof in showing that it is not liable for deliberate act or negligence.
- **Legal representative's rights:** To process personal data of a child under 14 years of age, the consent of the child's legal representative is required, and the legal representative may exercise the same rights as stated above on behalf of the child.

You can make a request to exercise any of these rights in relation to your personal data by contacting us as indicated below at "How can you contact us?"

You also have the right to lodge a complaint with the local data protection authority if you believe that we have not complied with applicable data protection laws. Please see below list of local data protection authorities in Republic of Korea:

- Center for Personal Information Violation Reporting  
(<http://privacy.kisa.or.kr> / 118 without area code)
- Supreme Prosecutors' Office Cyber Crime Investigation Group  
([www.spo.go.kr](http://www.spo.go.kr) / 1301, 02-3480-3571 without area code)
- Korean National Police Agency Cyber Security Bureau  
(<http://cyberbureau.police.go.kr/> 182 without area code)
- Personal Information Dispute Mediation Committee  
([www.kopico.go.kr](http://www.kopico.go.kr) / 1833-6972, 02-2100-2499)

## 9. How do we protect your personal data?

We have implemented technical and organisational security measures to safeguard the personal data in our custody and control. Such measures include, for example, limiting access to personal data only to employees and authorised service providers who need to know such information for

the purposes described in this Privacy Notice, as well as other administrative, technical and physical safeguards.

While we endeavour to protect our systems, sites, operations and information against unauthorised access, use, modification and disclosure, due to the inherent nature of the Internet as an open global communications vehicle and other risk factors, we cannot guarantee that any information, during transmission or while stored on our systems, will be absolutely safe from intrusion by others.

#### 10. How long do we keep your personal data?

We will only retain your personal data for as long as necessary for the purpose for which that data was collected and to the extent permitted by applicable laws. When the personal data becomes unnecessary such as i) when the purpose for which your personal data was collected and used has been achieved or ii) when you request us to withdraw consent, we will remove it from our systems and records and/or take steps to anonymise it so that you can no longer be identified from it (unless we need to keep your information to comply with legal or regulatory obligations to which we are subject. In such case, we will duly recognize (i) the legal grounds for retention; and (ii) the items of personal information retained thereunder.).

- If you do not use our services for 1 year (or a different period requested by you or provided by another relevant statute), your personal data will be stored separately from the personal data of other users or destroyed upon our notification before doing so.

#### 11. How can you contact us?

If there are any questions or concerns regarding this Privacy Notice or the data collection practices outlined herein, or if you want to exercise any of your rights, please contact us as follows:

- by email:

Attn: Personal Information Protection Manager, Coach Korea Limited

[CK-Privacy@tapestry.com](mailto:CK-Privacy@tapestry.com)

Alternatively, you can contact our Data Protection Officer:

- by email:

Attn: Data Protection Officer, Coach

[privacy@tapestry.com](mailto:privacy@tapestry.com)

- by post:

Attn: Data Protection Officer, Coach, Coach Stores Limited

Brunel Building level 7, 2 Canalside Walk, London W2 1DG, United Kingdom.

## 12. Which version of this Privacy Notice applies?

This Privacy Notice is written in English and may be translated into other languages. In the event of any inconsistency between the English version and the translated version of this notice, the English version shall prevail.

We reserve the right to change our Privacy Notice from time to time including where this is necessary due to changes to our data processing practices or activities. If we decide to change our Privacy Notice we will notify you of these changes via email where we have a direct relation with you and post an alert on the home page of our website.

*This Privacy Notice is effective as of April 1, 2023.*

*Previous Versions:*

*#1 (effective as of March 1, 2020)*