

CCTV PRIVACY NOTICE - ITALY

Last updated: October 2024

Patagonia Europe Coöperatief U.A. with reg. no. BZ - 204666 ("**Patagonia**") has installed CCTV at our store in Milan.

This privacy notice explains how Patagonia collects, stores or otherwise uses (collectively "**process**") your personal data via our CCTV system.

Who is the data controller?

Patagonia is the data controller for the personal data that is processed by the CCTV system.

For what purpose and legal basis is CCTV used for?

CCTV is used to prevent, detect and investigate thefts of products sold in our store or damages to company property.

Patagonia has a legitimate interest in ensuring that our products are adequately protected against thefts or damages and that necessary evidence can be collected for legal claims.

What personal data is processed by the CCTV system?

The CCTV system will only monitor a limited area inside the store and it may capture images of you; whether you are a customer, employee, contractor or other visitor.

Patagonia has taken several measures to limit the personal data processed by our CCTV system. Only authorized personnel will have access to the CCTV system and we have implemented routines to ensure that recorded footage is viewed only if strictly necessary for the purpose described above (i.e. in the event of an incident). No audio or biometric data (e.g. facial recognition software) is used or recorded and no cameras have been installed in any sensitive areas. Furthermore, no automated decision making with legal effects or profiling takes place by our CCTV system.

For how long will the CCTV footage be stored?

As a main rule, the CCTV footage will be stored for a maximum period of 24 hours and deleted automatically thereafter by our data storage system.

Recorded material will be stored for a longer period if necessary to be used as evidence for a legal claim, for example in connection with filing a police report. Personal data may also be stored for a period longer than 24 hours if required by law.

Does Patagonia share CCTV footage with others?

Patagonia may share CCTV footage with law enforcement, our insurance company or legal counsel if necessary to pursue a legal claim, for example in connection with a theft.

Information collected by the CCTV system will be shared with our service provider to the extent necessary to complete maintenance or repairs. We have a data processing agreement in place to ensure that your personal data is only processed for this purpose by our service provider.

Your rights and how to exercise them

You are entitled to:

- obtain confirmation on whether Patagonia has captured images of you via our CCTV system, and in such case you may also have a right to obtain access to the relevant CCTV footage;
- request that Patagonia deletes or restricts the use of CCTV footage in which you appear provided that there are no legal reasons to continue the processing; and if applicable,
- request that Patagonia rectify inaccurate personal data about you and to object to the processing by our CCTV system.

Please note that in order to ascertain that the correct person is submitting a request for a measure pursuant to the above, Patagonia will conduct a verification of identity.

You are also entitled to submit a complaint to the Italian Data Protection Authority, www.garanteprivacy.it, regarding our processing.

Questions and contact information

If you have questions regarding how Patagonia process your personal data via our CCTV system or if you would like to exercise one of your data subject rights, please contact us as set forth below:

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1019 GW Amsterdam

Retail.Operations.Europe@patagonia.com

+31 (0) 20 79 79 333

Changes to this privacy notice

Patagonia reserves the right to change this privacy notice. The latest version of the privacy notice will always be available online on our website. You are encouraged to carefully review the updated content in the event any changes are made to this privacy notice.