

## **PRIVACY STATEMENT**

LUXURY LEGENDS ("Luxury Legends," "we," "our" or "us") attaches a great deal of importance to protecting its Users' (Your) privacy. Below, we have set out the principles based on which we collect and process personal data (information that identifies you or allows us to identify you) via this website and other websites and applications operated by Luxury Legends (hereinafter referred to collectively as the "Website").

Information contained herein is not intended to apply to other websites, which are accessible via the links provided on the Luxury Legends' Website. We are not in any way liable for third party websites.

This privacy statement online expresses how we make use, divulge and look after the confidential information that you have provided to us. These confidential details are the information that you provide to let us confirm your identity. When using this Website, Users (You) are in agreement to this privacy statement. Otherwise, we advise you not to make use of this Website.

### **Information Use and Gathering**

When you visit the Website, we may store some or all of the following information:

#### **Personal and identification data**

Personal data includes any information concerning a natural person, identified or identifiable, even indirectly, through reference to any other information including a personal identification number. Identification data includes data which allows a person to be identified (including but not limited to full name, date of birth, address, email, contact details, gender, birth date and others).

Apart from these, we also collect more confidential information like your credit card number, as well as the routing number which are typically used for processing payments. The information collected will also be used to make available the information and services you have requested and to provide information that may be useful to you.

#### **Navigation data**

Software procedures and computer systems used for the operation of this website during its ordinary operation acquire data, transmission of which is implicit in the use of Internet communication protocols. This navigational information is used to aid us in troubleshooting technical problems, analysing trends as well as monitoring movements all throughout the website so that we can work on the constant improvement of our website and services. Also, we may analyse and watch out of volume statistics as well as individual usage from our visitors and clients

Therefore, we may store some or all of the following information: the Internet address from which you access our website, the date and time, the Internet address of the web site from which you linked to our website, the name of the file or words you searched, items clicked on a page, the browser and operating system used, and other parameters regarding the operating system and computer environment.

The User (You) hereby guarantees that the personal data provided is true and accurate and undertakes to notify any change or alteration to the same. Any loss or damage caused to the Website or to the person responsible for the Website or to any third person through the provision of erroneous, inexact or incomplete information on the registration forms will be the exclusive responsibility of the User.

### **Sharing and Disclosure of Information**

For certain activities Luxury Legends has appointed third party companies for processing personal data. The companies that conduct such activities have been properly selected and are experienced, capable and trustworthy. They offer sufficient guarantees to the existing rules on treatment of data, including the data security profile.

We also may share aggregated and anonymized data about our site visitors' traffic patterns with partners or other parties. However, we do not sell or share any information that identifies individual users except when required by legal process based on applicable law. We reserve the right to disclose your information to government officials, law authorities in response to their request.

### **Security measures**

We take appropriate security measures in order to minimize the risk of destruction or loss, even accidental, of personal data, unauthorized access, unpermitted treatment, or treatment in breach of collection purposes indicated in our Privacy Policy.

However, we cannot guarantee to its users that the safety measures taken for the website, and for the transmission of data and information on the website, will limit or exclude any risk of unpermitted access or leakage of data from the user's computer. We advise that your computer is equipped with appropriate software to protect data transmission on the

network, both incoming and outgoing (such as an updated antivirus system) and that your Internet service provider has taken appropriate measures in respect of the security of the network data transmission (such as firewalls and spam filters).

### **Rights of interested parties**

You can exercise your rights, by sending an email to [privacy@luxurylegends.ch](mailto:privacy@luxurylegends.ch) marked for the attention of Luxury Legends.

You have the right, at any time, to obtain confirmation of the existence or lack of the data, and to know its content and origin, verify its accuracy or request its integration, update, or correction. In addition, you have the right to request cancellation, transformation into anonymous form or blocking of data processed unlawfully, and to oppose in any case, for legitimate reasons, its treatment.

### **Cookies**

We use cookies in this website, small text files with information on your navigation in this site whose principal objective is to improve your experience in the website.

You can find information on how cookies work and your options regarding our use of cookies in our Cookie Policy at [www.luxurylegends.ch/Cookie\\_Policy.pdf](http://www.luxurylegends.ch/Cookie_Policy.pdf).

By accepting this privacy policy, you consent to the use of the cookies used in this Website and which are described on the previously indicated page.

### **Policy changes**

Any changes to this policy will be posted here. Please visit this section on a regular basis to verify the publication of the most recent and updated Privacy Policy

### **Contact for data protection**

If you have any questions regarding data protection at Luxury Legends, please contact:

Luxury Legends Sagl., with registered office located in Via Nassa 32, 6900 Lugano, Switzerland, registered in the Companies Register of Cantone Ticino n. CHE-366.132.361, business identification number CH-501.3.018.1507, VAT n. CHE-366.132.361 IVA

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