

# Privacy Policy

## Consent to Processing Personal Data

### I HEREBY AUTHORISE NEW FASHION JSC TO:

— Process (using a mixed method) all my personal data provided by me during registration by collecting, recording, systematising, accumulating, storing, refining (updating, amending), extracting, using, transferring (distributing, providing, accessing), anonymising, blocking, deleting, destroying using automated tools, including in information and telecommunication networks, or without such tools, to arrange sending me special offers, information on new products and promotions, process my requests and applications;

— Transfer my personal data to entities that collect, record, systematise, accumulate, store, refine (update, amend), extract, use, transfer (distribute, provide, access), anonymise, block, delete, destroy and send me direct special offers, information on new products and promotions, process my requests and applications. I also confirm and agree that I am liable for the accuracy of personal data provided by me.

— With all terms and conditions of the Privacy Policy;

I am aware that I can revoke this Consent as follows:

1. By sending a letter with the following form completed by hand: **Revocation of Consent to Personal Data Processing** at: 10, Presnenskaya Embankment, 123112 Moscow, with a request to delete the personal data.

2. By sending a scanned electronic form completed by hand with a request to delete the personal data to **communications@mixed.ru**.

I give this Consent for an indefinite term.

## PRIVACY POLICY

Prior to using the maag-fashion.com website (hereinafter referred to as maag-fashion.com), please read the terms and conditions of this Privacy Policy.

This Privacy Policy (hereinafter referred to as the “Policy”) contains the procedure for processing and protecting of the personal data of Users which New Fashion Joint Stock Company, OGRN (Primary State Registration Number): 1027700429690, location address: 10, Presnenskaya Embankment, 123112 Moscow (hereinafter referred to as the “Company”) may receive during the use by Users (including access, browsing and/or use of any interactive capabilities) of the maag-fashion.com Website and any other ways.

### 1. General

1.1. By using the maag-fashion.com Website, you agree that:

a) You are a User and have read all terms and conditions of this Privacy Policy before using the New Fashion Website.

b) If you started using the maag-fashion.com Website in any form, you accept all the terms and conditions of this Privacy Policy in full without any omissions and restrictions on your part.

c) If you do not agree with the terms and conditions of this Privacy Policy, you shall immediately stop any use of the maag-fashion.com Website.

d) The Privacy Policy (including any part hereof) may be amended by the Company without any special notice and without any compensation in connection with this. The new version of the Privacy Policy shall be effective from the date it is posted on the maag-fashion.com Website hosted on the domain at www.maag-fashion.com, unless otherwise provided by its new version.

1.2. By accepting the terms and conditions of this Policy, the User expresses his/her consent to processing of the User's personal data by the Company for the purposes of this Policy and transfer of the User's personal data to third parties in cases provided in this Policy.

1.3. As a general rule, the Company does not verify the accuracy of the personal data provided by the Users, however, the User hereby confirms the accuracy of personal data provided by him/her.

1.4. These terms and conditions govern the Company's relations with you and do not provide for governing third parties' rights.

## **2. Provision of Information by the Users**

2.1 This Policy applies to the following types of personal data:

2.1.1. Personal data posted independently by the Users about themselves during registration, including the User's personal data, access to which the User provides to the Company through third party websites or services, or personal data posted by the Users about themselves while using the maag-fashion.com Website. Personal data so collected may include the name, surname, date of birth, image, telephone number, email of the User.

Personal data required to be provided by the Users have a special mark. Other information is provided by the Users at their own wish and discretion.

2.1.2. Data automatically transmitted by the maag-fashion.com Website during its use, data from cookies, information on the browser, operating system, time of access, time of visit, search queries, relevant website addresses, location and movements of the User's device. This information allows for estimating the number of the Users and track visited pages of the Websites.

By accepting this Privacy Policy, you consent to the use of cookies on this website.

2.1.3. Pictures posted by the Users of the maag-fashion.com Website.

2.1.4. Other information about the Users posted or provided at their own initiative.

## **3. Purposes of User Data Processing**

3.1. The Company collects and processes only the information on the Users, including their personal data required to perform the Company's obligations to provide the following information:

- For registration/authorisation of the User on the Website;
- Receiving news;
- Product information;
- Information on events or services, current contests, promotions;
- Informing the customer about promotions, discounts and special offers through electronic newsletters;
- Participation in surveys for marketing purposes, statistical and other research based on anonymised data;
- Process requests and applications.

3.2. If it is required to use the User's personal data for purposes not provided by this Policy, the Company requests the User's consent to such actions, and in some cases the Company acts under the legislation of the Russian Federation.

#### **4. User Data Processing**

4.1. The Users' personal data are stored in accordance with the applicable legislation of the Russian Federation.

4.2. The Users' personal data shall not be transferred to third parties, unless:

4.2.1. The User has expressly consented to such actions.

4.2.2. The transfer is required to ensure the operation of the Website.

4.2.3. The transfer is provided by the Russian legislation as part of a legal procedure.

4.2.4. To protect the rights and legitimate interests of the maag-fashion.com Website and/or third parties, where the User violates the terms and conditions of this Privacy Policy.

4.2.5. If the Company is involved in a merger, acquisition or any other disposal of any or all its assets. All obligations to comply with the terms and conditions of this Policy shall be transferred to the purchaser of the Company's assets.

4.3. The Company shall take the necessary and adequate technical and organisational measures to protect the User's personal data, ensure their proper use and prevent unauthorised and/or accidental access thereto.

4.4. When collecting personal data, including through the Internet information and telecommunications network, the data controller shall collect, record, systematise, accumulate, store, refine (update, amend), extract, use, transfer (distribute, provide, access), anonymise, block, delete, destroy personal data of citizens of the Russian Federation using databases located in the Russian Federation.

#### **5. Rights and Obligations of the Parties**

5.1. The User may:

5.1.1. Amend his/her data in the Account section of the maag-fashion.com Website.

5.1.3. Upon request, receive from the Company information on processing of his/her personal data.

5.1.4. Change his/her Personal Data, unsubscribe from email newsletters, revoke his/her consent to the Personal Data use.

5.1.5. The User's Personal Data shall be deleted from the Company's customer base within thirty (30) business days from the date of the relevant application.

5.2. The User's liabilities:

5.2.1. The User of the maag-fashion.com Website shall bear all risks related to the use and browsing of the maag-fashion.com Website. Neither the Company, nor any other person (being the representative or affiliated company thereof) involved in the design or operation of the maag-fashion.com Website shall be liable for direct or indirect actual damage and lost profit as a result of the use of the maag-fashion.com Website.

5.2.2. If the information provided by the User at his/her discretion is protected intellectual property, visual identity or subject to other property rights of third parties, the User agrees to indemnify and hold the Company, its branches or affiliates and their officers, directors,

employees, agents, licensees, representatives and suppliers harmless against all losses incurred by the Company as a result of such actions, any claims or proceedings brought in connection with the use or disposal of the information provided by the User at his/her discretion.

### 5.3. The Company may:

5.3.1. The Company may engage third parties to perform actions or provide services on behalf of the Company, which may require the transfer of the Personal Data provided by the User. Such actions or services may include, inter alia, administration of the Websites, sending promotional and/or other information on products, services or events, and delivery of goods ordered by the Users.

The contracted entities shall keep the information confidential, guarantee its protection and only use the collected information for the purposes of the above actions or provision of services.

5.3.2. The Company may record telephone conversations with the Users. However, the Company shall not disclose information received during telephone conversations and/or transfer it to third parties that are not directly related to this information.

5.3.3. The Company reserves the right to amend or otherwise update this Privacy Policy at any time and in case of changes and amendments to the legislation. The User consents to such changes, amendments or updates.

The Company shall notify you of changes by posting an updated version on this page and indicating the date of the changes. By continuing to use the maag-fashion.com Website (including access, browsing and/or use of any interactive features), the User shall agree to this Privacy Policy and any changes hereto. The Company recommends you to read this Privacy Policy from time to time to learn how the Users' Personal Data is protected.

The new version of the Privacy Policy shall be effective from the date of its publication, unless otherwise provided by the new version of the Privacy Policy. The current version shall always be published on this page.

5.3.4. New Fashion JSC owns all rights to the maag-fashion.com Website and/or its content and applications (including those posted on social media), copyright to all materials posted on the New Fashion Website or has the authorisation of the copyright holder to use such content on the New Fashion Website.

In addition, the Company is the copyright holder of all trademarks used on the New Fashion Website or has a proper authorisation of the copyright holder to use them. Any use or amendment of the materials published on the maag-fashion.com Website is a breach of the Company's intellectual property and visual identity rights.

### 5.4. Liability of the Company:

5.4.1. The Company shall not be liable for third parties' websites links to which are posted on the maag-fashion.com Website or for third parties' websites that have links to the maag-fashion.com Website. The Company does not support such websites, goods or services offered thereon. The Company shall not be liable for the accuracy of the information published on these websites, goods and services offered by or purchased on them.

5.4.2. The Company shall take reasonable steps to ensure the accuracy of the information published on the maag-fashion.com Website. However, the Company shall not be liable for errors or omissions in the content of the New Fashion Website and shall not guarantee the accuracy, completeness or relevance of the information published on the Website.

5.4.3. If the User violates these terms and conditions and the Company does not take immediate actions, this does not mean that the Company waives its rights in the future (including by taking relevant actions).

5.4.4 The Company does not guarantee the safety of websites, databases or services of third parties and cannot guarantee that the personal data provided by the User cannot be intercepted by third parties during their transmission over the Internet. The Company shall not be liable for actions of third parties.

## **6. User Data Protection Measures**

6.1. The Company shall take all necessary organisational and technical measures to protect the Users' personal data from unauthorised or accidental access thereto, their destruction, modification, blocking, distribution and other illegal actions. Such measures include, in particular, internal audit of data collection, storage and processing procedures and security measures, including proper encryption and physical data security measures to prevent unauthorised access to systems that store personal information.

6.2. When processing personal data of the Users, the Company shall be governed by Federal Law No. 152-FZ "On Personal Data".

## **7. Final Provisions**

7.1. This Policy, the relations between the User and the Company arising in connection with the application hereof and matters not governed by this Policy shall be governed by the applicable legislation of the Russian Federation.

7.2. Any information published on the maag-fashion.com Website may be amended at any time without a prior notice.

7.3. The Users may send requests, proposals or questions on this Policy to the Company by e-mail communications@mixed.ru or to the address: 10, Presnenskaya Embankment, 123112 Moscow