Last updated: 4 February 2026

Privacy Information Notice

This Privacy Information Notice provides you with information on how Louis Poulsen A/S collects and processes your data. Depending on your location, various data protection laws may apply to the processing of your personal data, and different information may be required to be provided to you.

If you are in:

- the European Union: please refer to the Privacy Notice
- the United States: please refer to the Privacy Notice and the Additional Privacy Information for California Residents
- Canada: please refer to the Additional Privacy Information for Canadian Residents

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Privacy Notice

This privacy notice ("Notice" or "Privacy Notice") describes how Louis Poulsen A/S ("Louis Poulsen") process your personal data collected through, *inter alia*, the website www.louispoulsen.com, (the "Site"), in Louis Poulsen directly operated stores (the "Stores") or through its Affiliates, and events to which Louis Poulsen and/or an Affiliate takes part.

In this Notice:

"Affiliates"	means Louis Poulsen A/S affiliated entities listed in the Louis Poulsen Companies annex below
"Applicable Data Protection Laws"	means Regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data ("GDPR"), and any other applicable data protection legislation or equivalent provision
"Group" or "companies of the Group"	means the group of companies to which Louis Poulsen and its Affiliates belong. An updated list of the companies of the Group will be provided to you upon request
"Personal Data"	means any information relating to an identified or identifiable natural person. For clarity, this includes "personal information" or any other similar or equivalent term as may be defined under locally Applicable Data Protection Laws.
"you" or "your"	refers to you as the natural person whose Personal Data are collected, when you either purchase a product through the Site or in a Store, or use a service offered by Louis Poulsen and/or its Affiliates or visit the Site

1. Data Controller and Processing activities

Each of the following sections describes the processing activities carried out by Louis Poulsen, detailing:

the data controller (meaning the entity responsible for your Personal Data and determining the purposes of processing)

the categories of Personal Data

the purposes of processing and the relevant legal basis (if applicable)

the applicable retention period

1.1 When you purchase our products or services

Controller	Categories of Personal Data	Purpose and legal basis of the processing	Retention period
For purchases on our Site: Louis Poulsen	• Personal information (name, surname, tax code) • Country of residence • Zip code and postal address • Contact details (e.g. phone number, e-mail address) • Type of user (B2B or B2C) • For B2B customers: Profession, e-mail address, work e-mail address, work telephone number, name of the company/business/ organization you work for • Invoice data • Payment data	Sale of products and provide sale and connected services, such as delivery services. Legal basis: performance of a contract, or consent, where required by Applicable Data Protection Laws. If you do not provide the data, the company will not be able to fulfil the contract.	Up to 10 years (for invoicing and accounting purposes) after the end of the contractual relationship. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
For purchases in Store: Louis Poulsen		Provision of after-sale services including fraud prevention, returns, guarantee and customer support. Legal basis: performance of a contract, or consent, where required by Applicable Data Protection Laws. If you do not provide the data, the company will not be able to fulfil the contract.	
For after-sale services: Louis Poulsen		Provision of customer satisfaction questionnaires and surveys. Legal basis: legitimate interest of the company to assess customer satisfaction, adequately balanced with your interests in light of the limits of the data processing, or consent, where required by Applicable Data Protection Laws. You may object to this processing, by writing to the contact details indicated in paragraph 6.	1 year following completion of the purchase. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.

1.2 When you create an account, contact us or request/subscribe to a service

Controller	Categories of Personal Data	Purpose and legal basis of the processing	Retention period
Louis Poulsen	• Personal information (name, surname) • Contact details (e-mail address, phone number, address)	Create and manage your personal account on the Site; manage your requests and/or manage your subscription to our services.	Until you request the deletion of your account, or you unsubscribe to the

	• Type of user (B2B or B2C) • Country of residence • For B2B customers: Profession, e-mail address, work e-mail address, work telephone number, name of the company/business/organization you work for • In case of requests: any other information you may share with us necessary to handle your request	Legal basis: performance of a contract, or consent, where required by Applicable Data Protection Laws. If you do not provide the data, the company will not be able to provide the service or handle your request.	service or as far as necessary to fulfill your request, depending on which is applicable. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.

1.3 When you take part or consider taking part in a business project

If you interact with us in connection with your work/business (B2B user), the following applies to the processing of your Personal Data when you participate (or consider participating) in a contract business project with Louis Poulsen (directly or through its Affiliates).

Controller	Categories of Personal Data	Purpose and legal basis of the processing	Retention period
Louis Poulsen	• Qualification and type of B2B user. Profession • Personal information (name, surname) • Country of residence • Contact details (e.g. phone number, e-mail address) • Name of the company/business/organization you work for • Interactions with you and any other information shared in the context of the contract business project	Execute, manage and oversee the ongoing or potential contract business project with you Legal basis: performance of a contract, including pre-contractual phase and related negotiations carried out upon your	Data are retained up to 10 years after the conclusion of the contract business project. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.

		request, or consent, where required by Applicable Data Protection Laws. If you do not provide your Personal Data, the company will not be able to enter or continue the business project.	

1.4 To promote our business opportunities

If you share your Personal Data to explore a possible partnership, collaboration or business project with us, (B2B user), the following applies to the processing of your Personal Data for the promotion of business opportunities within the Group.

Controller	Categories of Personal Data	Purpose and legal basis of the processing	Retention period
Louis Poulsen	• Qualification and type of B2B user. Profession • Personal information (name, surname) • Country of residence • Contact details (e.g. phone number, e-mail address) • Name of the company/business/organization you work for • Interactions with you and any other information shared in the context of the contract business project	Foster business opportunities between yourself and the other companies of the Group, on a business project basis, also by sharing your data with other companies of the Group. Legal basis: legitimate interest to enhance the business opportunity within	Data are retained up to: In case of B2B individuals that have an ongoing business relationship with us (e.g., involved in a business project): 7 years from the end of the business relationship. In case of B2B individuals that have expressed in written form (even via e-mail) an interest in entering into business with us: 7 years from the data collection.

		the Group, adequately balanced with your interests considering the limits of the data processing, or consent, where required by Applicable Data Protection Laws. You may object to this processing, by writing to the contact details indicated in paragraph 6.	In case of B2B individuals who met us otherwise (e.g., in-person meetings, networking meetings, etc.): 18 months from the last interaction with such B2B individual (e.g., exchange of emails). At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.

1.5 When you register to an event or otherwise meet us

The following applies when you register to an event of Louis Poulsen and/or its Affiliates or in which Louis Poulsen and/or an Affiliate participate, either via an online form on the Site or directly on-site at the event or otherwise meet us (e.g., in-person meetings, networking events) and provide us with your business card or contact information for potential professional collaboration.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	• Personal information (name, surname) • Contact details (e-mail address, phone number, postal address) • Type of user (B2B or B2C) • Country of residence • In addition for B2B customers: Profession, name of the company/business/organization you work for	Manage your registration to the event. Legal basis: performance of a contract, or consent, where required by Applicable Data Protection Laws. If you do not provide the data, the company will not be able to register you to the event.	For the duration of the event. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
Louis Poulsen	• Image captured in photos and/or videos taken during the event	Use of your image, captured in photos and/or videos taken during the event, for the purposes specified in the release form for	For the duration established by the release form for image usage.

		image usage that you signed or is made available to you. Legal basis: performance of a contract (release form). or consent, where required by Applicable Data Protection Laws.	At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
Louis Poulsen	In case of B2B individuals, when you register to an event or meet us otherwise (e.g., in-person meetings, networking events) for a possible professional collaboration: • Qualification as B2B user • Personal information (name, surname) • Contact details (e-mail address, phone number, postal address) • Country of residence • Profession • Name of the company/business/ organization you work for • Interactions with the individual	Limited to B2B/ professional individuals: contact you to enhance or start business opportunities on a project-specific basis. Legal basis: legitimate interest of the controller, or consent, where required by Applicable Data Protection Laws. You have the right to object to this processing, by writing to the contact detail indicated in paragraph 6.	In case of B2B individuals who registered to an event: 7 years from the data collection In case of B2B individuals who met us otherwise (e.g., in-person meetings, networking meetings, etc.): 18 months from the last interaction with such B2B individual (e.g., exchange of emails). At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.

1.6 When you send your application/CV

The following applies when you submit your CV or send an application through the career section of the Site to Louis Poulsen or one of its Affiliates, or in any other ways (e.g., via LinkedIn, via e-mail, headhunter agencies, etc.).

As part of the application and selection process, we do not normally ask you to provide us with Personal Data that may reveal your health conditions, religious beliefs, sexual orientation, trade union membership, political opinions, criminal record or criminal charges. You are invited to not provide us with this kind of data.

Louis Poulsen	• Personal information (name, surname) • Contact details (e-mail address, phone number, postal address, country of residence) • Data relating to your qualifications, education and professional career • Photograph/personal portrait (if contained in CV) • Date and place of birth (if contained in CV) • Other personal information included in the CV/application you sent us	Manage the application/CV received via the Site or another channel for the selection process. Legal basis: performance of pre-contractual activities, or consent, where required by Applicable Data Protection Laws. If you do not provide the data, the company will not be able to handle your application process.	2 years from the date of collection, save for the applicability of the data retention period provided by the privacy information notice for employees and officers, if the candidate is hired. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
		Share the application/CV with other companies of the Group to enable them to consider the application/CV for the selection process within their entities. Legal basis: legitimate interest to optimize the selection process by companies of the Group, adequately balanced with your interests in the light of the limits of the data processing, or consent, where required by Applicable Data Protection Laws. You may object to this processing, by writing to the contact details indicated in paragraph 6.	

1.7 Marketing and profiling purposes

The following applies to marketing and profiling activities carried out in relation to you.

We may collect this data directly from you or from our partners or other third-party entities, in compliance with Applicable Data Protection Laws requirements.

Controller	Categories of Personal Data	Purpose and legal basis of the processing	Retention period
Louis Poulsen	• Qualification as B2C or B2B user • Personal information (name, surname)	Marketing activities (*i.e.,* newsletter, promotional communications via e-mail, SMS, and ordinary mail, surveys, market searches) relating to products, services and initiatives.	7 years from the consent At the end of the retention period, data may be alternatively

• Country of residence, zip code and postal address • Contact details (phone number, e-mail address)	Legal basis: your consent. If you do not provide your consent, you will not receive marketing communications.	deleted or irreversibly anonymized.
• Invoice data • Your preferences and interests • Your previous purchases and activities (including attendance to events) on the Site and in Store	Profiling activities Legal basis: your consent. If you do not provide your consent, no profiling activities will be performed.	7 years from the consent At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
Broad and non-invasive categories, including: • Geographic area where you are located • Sales/purchase volume • Whether you are a consumer or a professional client	Perform customer segmentation based on non-invasive categories of data. Legal basis: legitimate interest to understand the users' preferences and, if marketing consent has been given, provide communications of products /services/events that may be of interest to the consumer, based on a high-level and non-intrusive customer segmentation that adequately balances the interests of the subjects, or consent, where required by Applicable Data Protection Laws. You have the right to object to this processing, by writing to the contact details indicated in paragraph 6.	7 years from the data collection At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.

1.8 Social plug-ins and cookies

The Site allows interactions with third-party websites and social networks (e.g., Facebook, Instagram) through hyperlink, sharing buttons, social plug-ins and other similar instruments. For the data processing activities carried out on third-party websites, please refer to the privacy information notices published therein.

The Site can also collect certain browsing information (e.g., IP address, device and browser, navigation on the Site) via cookies and other tracking technologies, also of third parties.

These data may be collected:

- to ensure the proper functioning and security of the Site;
- to improve the Site and for analytics purposes;
- for tracking and profiling purposes.

For more information on how these data are collected, please refer to the Cookie policy | Louis Poulsen.

Louis Poulsen may also request to share pictures posted by you on social media in our channels, including our Site, in our newsletter, ads, store environment, social media etc. upon your consent.

For more information: Louis Poulsen Community.

1.9 Comply with legal obligations, exercise/defend our rights and other purposes

This paragraph describes the processing operations carried out by Louis Poulsen for the purpose of exercising its rights before a competent authority or to comply with legal obligations imposed on it.

	Categories of Personal Data	Purpose and legal basis of the processing	Retention period
Louis Poulsen	Personal Data collected according to the previous sections.	Exercise and/or defense of a right before a competent authority (*e.g.* judicial, administrative) Performance of business operations (*e.g.*, mergers and acquisitions) Internal auding, reporting and other business/organizational purposes. Legal basis: legitimate interest of the company. You have the right to object to this processing, by writing to the contact detail indicated in paragraph 6.	Statute of limitations, time strictly necessary to perform internal auditing, reporting and other business/organizational purposes (whichever shorter) and, in any case, retention shall not exceed 10 (ten) years from the termination of the contractual relationship, unless further retention is necessitated by ongoing disputes and/or retention period established for the fulfillment of the purposes listed in the previous sections.
	Personal Data collected according to the previous sections.	Compliance with a legal obligation Legal basis: need to comply with a legal obligation.	Time necessary for the purpose of complying with the legal obligation

2. How your Personal Data are processed

Your Personal Data are processed through computer, automated and/or paper forms in compliance with the principles and provisions of the Applicable Data Protection Laws.

Personal Data are collected, elaborated, transferred and stored by using appropriate security measures (physical, logical and organizational) to protect them from possible breaches (such as destruction, loss, alteration, unauthorized disclosure or accidental or unlawful access to such personal data) and to ensure that processing is carried out only for the purposes described in this Notice.

3. Who your Personal Data can be disclosed to

Your Personal Data may be disclosed to third parties, where strictly necessary for each purpose of processing described in the previous paragraphs and to the extent permitted by Applicable Data Protection Laws, in particular:

Service providers	Companies of the Group	Payment service providers	Other third parties
Companies of the Group and third-party entities providing specific services in the marketing, market research, IT management and support, logistics, administrative, e-commerce, purchasing, customer care, events and public relations, compliance, insurance, HR, and accounting area (e.g., IT consultant and system integrators, e-commerce and CRM platforms, customer care service providers, providers of reserved areas in the websites, etc.). These third parties have been appointed data processors.	Companies of the Group interested in fostering business opportunities with you, on a business project basis. Companies of the Group interested in receiving CVs/applications you sent us, if you provided your consent, where required.	Providers of payment services or payment gateways/platforms used to purchase products through the Website (e.g. PayPal, Adyen, credit card service providers, banks, financial intermediaries, etc.).	• Our direct or indirect shareholders; • Third parties in the context of mergers /acquisitions/other extraordinary transactions that may involve the companies of the Group; • Independent professionals, such as lawyers and auditors; • Judicial and/or administrative authorities, law enforcement agencies.

You may request more detailed information on those subjects to whom your Personal Data may be disclosed by writing to the contact details as indicated in paragraph 6 ("*How to exercise your rights*").

4. Transfer of Personal Data outside the EEA

For the purposes of the processing described in this Notice, your Personal Data may be transferred to countries outside the European Economic Area ("EEA") or your jurisdiction of recidence, including the United States, the People's Republic of China, and Singapore.

If that is the case, we ensure that all possible transfers outside the EEA or your jurisdiction of residence will be made in such a way as to guarantee full protection of your rights and freedoms. If no adequacy decision has been taken by the European Commission, the data transfers will be carried out by relying on appropriate safeguards, including conclusion of Standard Contractual Clauses.

Please note that the United States, Japan, the United Kingdom, Switzerland and South

5. Your rights

Depending on the Applicable Data Protection Laws that apply to you, your rights in relation to the Personal Data that we process under this Notice may include some or all of the following:

Access	you can obtain information about the processing of your Personal Data and a copy of that Personal Data.
Rectification	if you believe that your Personal Data is inaccurate or incomplete, you may request that such data be corrected or modified by following your instructions.
Erasure	except as provided for by applicable laws, you have the right to request the erasure of your Personal Data, when: (i) the data are no longer necessary for the purposes for which they were collected and processed; (ii) you withdraw your consent to the processing if processing is based on your consent; (iii) you object to the processing for direct marketing purposes or to the processing carried out for other purposes and there are no overriding legitimate grounds to continue with the processing; (iv) your data are processed unlawfully; (v) the erasure is required by law.
Restriction	you may request the restriction of the processing of your Personal Data where: (i) you contest the accuracy of the Personal Data for the period necessary to verify their accuracy; (ii) the processing is unlawful and you request the restriction of their use instead of erasure; (iii) the controllers no longer needs the Personal Data for the purposes of the processing, but you require them for the establishment, exercise or defense of legal claims; (iv) you have objected to processing pursuant to Article 21(1) pending the verification whether the legitimate grounds of the controller override yours.
Object	on grounds relating to your particular situation, you have the right to object to the processing of your Personal Data based on the legitimate interest of the controllers and the controllers will continue to process your data only if there are compelling legitimate grounds for the processing which override your interests, rights and or for the establishment, exercise or defense of legal claims. Your right to object to direct marketing purposes can be exercised at any time. Your objection to processing carried out through automated means is also valid for processing carried out with traditional means.
Withdrawal of consent	if the processing of your Personal Data is based on consent, you have the right to withdraw your consent at any time.
Data portability	where the processing is based on consent or on a contract and is carried out by automated means, you have the right to obtain in a structured format, commonly used and machine-readable format the Personal Data you provided us with and, where technically feasible, to have them transmitted to another data controller.

6. How to exercise your rights

To exercise your rights, and for any query or clarification on how your Personal Data are processed and used pursuant to this Notice, you can contact privacy@louispoulsen.com.

You may also at any time lodge a complaint with the Competent Data Protection Authority or bring an action before the competent national courts.

7. Changes to this Notice

This Notice is subject to periodic updates. To this end, we indicate the last update date at the beginning of this Notice, and we recommend to regularly consult this Notice. If you have already submitted your Personal Data, any change that substantially affects the processing of Personal Data, will be communicated to you through the appropriate channels to ensure that you are effectively aware of the way your data is processed, with a view to full transparency of the processing operations and full and adequate protection of your rights.

Last Updated: 4 February 2026

Louis Poulsen Companies

Louis Poulsen A/S	with registered office at Kuglegårdsvej 19-23, DK-1434, Copenhagen (Denmark) and its Affiliates: • Luminous Designs Investment ApS, Kuglegårdsvej 19 - 1434 Copenhagen (Denmark) • Louis Poulsen Germany GmbH, Grünstraße 15, D-40212 Düsseldorf – c/o Mindspace Germany GmbH (Germany) • Louis Poulsen Sweden AB, Box 23013 S-104 35 Stockholm (Sweden) • Louis Poulsen Norway AS, Drammensveien 130, 0277 Oslo (Norway) • Louis Poulsen Finland Oy, Kyllikinportti 2 FIN-00240 Helsinki (Finland) • Louis Poulsen Japan Ltd., 3F/4F AXIS Bldg., 5-17-1 Roppongi, Minato-ku, Tokyo, 106-0032, Japan • Louis Poulsen Holland BV, J.A. van Seumerenlaan 7, 1Hg, 1422XS Uithoorn, Nederland (The Netherland) • Louis Poulsen Switzerland AG, c/o Berater & Partner AG, Töpferstrasse 5 - CH-6004 Lucerne (Switzerland) • Louis Poulsen USA, Inc., 36 East 31st Street, Floor 4, New York NY 10016, USA • Louis Poulsen UK, Ltd., c/o Goodwill Limited, 20 Red Lion Street, WC1R 4PS, London (UK) • Louis Poulsen Asia Pte, 5 Purvis Street, #01-02, Singapore 188584 (Singapore) • Louis Poulsen Korea, LLC, 9th Floor, 428, Seolleung-ro, Gangnam-gu, Seoul, South Korea

Additional Privacy Information for California Residents

In this section, Louis Poulsen provides information for California residents, as required under California privacy laws, including the California Consumer Privacy Act as amended by the California Privacy Rights Act ("CCPA").
The CCPA requires that we provide California residents certain specific information about how we handle their personal information, whether collected online or offline.

In this section:

"Personal information"	means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California resident or household. It does not include publicly available data as defined by the CCPA.

This section does not address or apply to the handling of personal information that is subject to an exemption under the CCPA.

1. Notice at Collection

The table identifies the categories of personal information we may collect about you (and may have collected in the prior 12 months) and the categories of third parties to whom we may disclose this information for a business or commercial purpose.

Our collection, use, sale, sharing and disclosure of personal information about a California resident will vary depending upon the circumstances and nature of our interactions or relationship with such resident.

Categories of personal information	Do we collect?	Do we disclose for business purpose(s)?	Do we sell or share?	Third party disclosure for business or commercial purposes
Name, Contact Information and other Identifiers: such as a real name, alias, address, unique personal identifier, online identifier, Internet Protocol (IP) address, email address, account name, or other similar identifiers.	YES	YES	NO	• Affiliates • Regulators, government entities and law enforcement • Independent professionals and auditors
Customer Records: Includes information such as name, user ID or	YES	YES	NO	• Affiliates

username, account name, contact information, and financial or payment information (i.e., payment type, payment card details, billing and shipping address).				• Regulators, government entities and law enforcement • Independent professionals and auditors
Purchase History and Tendencies: Commercial information including records of products or services purchased, obtained, or considered, or other purchasing or use histories or tendencies.	YES	YES	NO	• Affiliates • Regulators, government entities and law enforcement • Independent professionals and auditors
Internet or other electronic network activity information: including, browsing history, clickstream data, search history, and information regarding a resident's interaction with a Brand website, application, advertisement, service	YES	YES	YES	• Affiliates • Regulators, government entities and law enforcement • Advertising networks • Analytics providers • Social networks • Independent professionals and auditors
Professional or employment-related information: Employment history, qualifications, licensing, disciplinary record.	YES	YES	NO	• Affiliates • Regulators, government entities and law enforcement • Independent professionals and auditors
Sensitive Personal Information: limited to account login and password	YES	YES	NO	• Regulators, government entities and law enforcement • Independent professionals and auditors
Profiles and Inferences: drawn from any of the information identified above to create a profile reflecting a resident's preferences, characteristics, psychological trends, predispositions, behavior, attitudes.				• Affiliates • Regulators, government entities and law enforcement • Independent professionals and auditors

2. Sources of Personal Information

We generally collect personal information from the following categories of sources:

- Directly or indirectly from you;

- Our affiliates and subsidiaries;
- Our service providers;
- Our business partners;
- Social networks.

3. Purposes for Collecting and Disclosing Personal Information

As described in the Data Controller and Processing Activities sections in our main Privacy Notice, we collect and process personal information, including sensitive personal information (account creation and management only), for the following business or commercial purposes:

Products and services	Marketing and profiling	Applications and communications	Legal compliance and business
	• Profiling, analytics and improvement (including to offer personalized services); • Marketing and promotions; • Perform market surveys and researches.	• Job applications; • Communicate with you (e.g., for support services, responding to information requests).	• Security and protection of our rights; • Compliance and legal process; • Auditing, reporting, and other internal operations; • General business and operational support.

4. Retention of Personal Information

We retain your personal information for as long as needed or permitted, based on the reason we obtained it (consistent with applicable law).

When deciding how long to keep your personal information, we consider whether we are subject to any legal obligations (e.g., any laws that require us to keep records for a certain period before we can delete them) or whether we have taken any legal positions (e.g., issued any legal holds or otherwise need to preserve the information). Rather than delete your data, we may also deidentify it by removing identifying details. Where we have committed to maintaining and using personal information in a deidentified form, we agree not to reidentify deidentified data except as permitted by applicable law.

5. Sales and Sharing of Personal Information

The CCPA defines:

"sale"	as disclosing or making available personal information to a third-party in exchange for monetary or other valuable consideration
"sharing"	as disclosing or making available personal information to a third-party for purposes of cross-contextual behavioral advertising

We do not disclose personal information to third parties in exchange for monetary compensation.

However, by using third-party advertising and tracking tools on our website we may be "selling" or "sharing" the following categories of personal information: *identifiers (IP addresses),* and *internet or other electronic network activity information*. We disclose these categories to third-party advertising networks, analytics providers, and social networks for purposes of marketing and advertising. We do not sell or share sensitive personal information or personal information about individuals we know are under age sixteen (16).

6. Sensitive Personal Information

We do not collect, use, or disclose "Sensitive Personal Information" beyond the purposes authorized by the CCPA. Accordingly, we only use and disclose sensitive personal information as reasonably necessary and proportionate:

- to perform our services requested by you;
- to help ensure security and integrity, including to prevent, detect, and investigate security incidents;
- to detect, prevent and respond to malicious, fraudulent, deceptive, or illegal conduct;
- to verify or maintain the quality and safety of our services;
- for compliance with our legal obligations;
- to our service providers who perform services on our behalf; and
- for purposes other than inferring characteristics about you.

7. California Privacy Rights

California law grants California residents certain rights, subject to exceptions, to make requests relating to their personal information as set forth below.

☐ Yes ■ No	Right to Opt-out of Sale and Sharing of Personal Information	California residents have the right to opt-out of our sale or sharing of their personal information.
	Request to Know	California residents have the right to request and, subject to certain exemptions, receive a copy of the specific pieces of personal information that we have collected about them in the prior 12 months and to have this delivered either (a) by mail or (b) electronically in a portable and, to the extent technically feasible, readily useable format that allows the resident to transmit this information to another entity without hindrance. California residents also have the right to request that we provide them certain information about how we have handled their personal information in the prior 12 months. California residents may make Requests to Know up to twice every 12 months.
	Request to Delete	Subject to certain exceptions, California residents have the right to request deletion of their personal information that we have collected from them and to have such personal information deleted, except where an exemption applies.
	Request to Correct	California residents have the right to correct inaccurate personal information that we maintain about them.
	Request to Limit	California residents have the right to opt-out of the use and disclosure of their sensitive personal information if we use that information for any purpose other

		than the purposes permitted under the CCPA. However, we do not use or disclose sensitive personal information in a manner that would trigger this right.
	Right to Non-Discrimination	We will not discriminate against you in terms of price or service level for exercising any of the rights described above.

Submitting Requests

Right to Know, Delete, and Correct

If you are a California resident you may exercise the above rights by contacting us at:

privacy@louispoulsen.com

submit a webform, available here Privacy Rights | Louis Poulsen

Right to Opt Out of Sales and Sharing

To exercise your right to opt-out of the "sale" or "sharing" of personal information, please use our cookie preferences tool available by clicking on the cookie management section. You also have the right to opt-out of "sales" and "sharing" of your personal information using an opt-out preference signal (Global Privacy Control). If our site detects that your browser or device is transmitting an opt-out preference signal, we will opt that browser or device out of cookies on our site that result in a "sale" or "sharing" of your personal information. If you come to our site from a different device or from a different browser on the same device, you will need to opt-out, or use an opt-out preference signal, for that browser and/or device as well.

8. Authorized Agent

You may designate someone as an authorized agent to submit requests and act on your behalf. Authorized agents will be required to provide proof of their authorization in their first communication with us, and we may also require that the relevant consumer directly verify their identity and the authority of the authorized agent.

9. Changes to this Notice

We may change, update, or modify this notice from time to time, so please be sure to check back periodically. We will post any updates to this notice here. If we make any changes to this notice that materially affect our practices regarding our use of the personal information, we have previously collected from you, we will endeavor to provide you with notice, such as by posting notice on our site.

10. Contact Us

If you have any questions or concerns regarding this Policy or our privacy practices, you may contact us at privacy@louispoulsen.com.

Additional Privacy Information for Canada Residents

In this section, the Group Companies provide information for Canada residents, as required under Canadian privacy laws, including the *Personal Information Protection and Electronic Documents Act* (Canada), the *Personal Information Protection Act* (Alberta), *Personal Information Protection Act* (British Columbia) and *the Act respecting the protection of personal information in the private sector* (Québec), as may be applicable (collectively the "Canadian Privacy Laws").

Categories of Personal Data we Collect

The categories of Personal Data we collect from you are as stated in the "Categories of Personal Data" subsection in Section 1 "Data Controller and Processing activities" in the main body of the Privacy Notice.

How we Collect Personal Data

Unless otherwise stated in Section 1 "Data Controller and Processing activities" in the main body of the Privacy Notice, we collect Personal Data directly from you when you choose to interact with us.

Consent

Notwithstanding any information provided in Section 1 "Data Controller and Processing activities" in the main body of the Privacy Notice, and unless otherwise allowed by the Canadian Privacy Laws applicable in your province or territory of residence, we will only collect, use, or communicate your Personal Data on the basis of your consent. You are generally not obliged to provide your Personal Data, however please note that we may be unable to process an application on your behalf or provide you with certain products or services if you refuse to do so.

You have the right to withdraw your consent to further use, communication or processing of your Personal Data, as further explained below in the "Canada Privacy Rights" section below.

Purpose

The purposes for which we collect and process Personal Data are as stated in the "Purpose and legal basis of the processing" subsection in Section 1 "Data Controller and Processing activities" in the main body of the Privacy Notice.

Transfer and Disclosure of Personal Data

The categories of persons to whom we may transfer or disclose Personal Data we collect from you are as stated in Section 3 "Who your Personal Data can be disclosed to" in the main body of the Privacy Notice. We may also disclose your Personal Data without your consent if authorized or required by law.

Security

The security measures we have in place to protect your Personal Data are as stated in Section 2 How your Personal Data are processed" in the main body of the Privacy Notice.

Retention of Personal Data

The periods for which we retain Personal Data are as stated in the "Retention period" subsection in Section 1 "Data Controller and Processing activities" in the main body of the Privacy Notice.

Notwithstanding any mention to the contrary, if you are a resident of Canada and we use your Personal Data to render a decision concerning you, we will retain this information for a period of no less than one year.

Canada Privacy Rights

Residents of Canada have the following rights regarding their Personal Data that we hold, subject to any conditions or limitations set out in applicable Canadian Privacy Laws:

- Access. You have the right to obtain information about our processing of your Personal Data and obtain access to and a copy of your Personal Data.
- Rectification. You may have the right to update, complete, or correct inaccuracies in your Personal Data.
- Withdrawal of consent. You have the right to withdraw your consent to our processing of your Personal Data, without affecting the lawfulness of processing up until withdrawal. Please note that we may be unable to offer you certain products or services if you withdraw your consent. Withdrawing your consent does not create an obligation for us to delete Personal Data which we are otherwise allowed or required to retain under applicable law.

If you are a resident of the province of Québec, the following rights are available to you, in addition to the rights identified above:

- Portability. You may have the right to request that we communicate your Personal Data to you in a structured, commonly used technological format, and that we communicate such Personal Data to any person authorized to collect such data.
- De-indexation: You have the right to request, in certain circumstances, that we cease disseminating your Personal Data or to de-index any hyperlink that allows access to that Personal Data by technological means, if such dissemination contravenes applicable law or a court.

Please note that some of these rights may be limited, for example, if fulfilling your request would reveal personal information about another person, or if you ask us to delete information which we are required by law to retain. Please contact us using the information set out below if you wish to exercise any of your rights or if you have any inquiries or complaints regarding the processing of your Personal Data.

You have the right to lodge a complaint with the relevant data protection authority of your habitual residence. You may raise a concern or file a complaint with the Federal Office of the Privacy Commissioner at https://www.priv.gc.ca/en. If you are a resident of the province of British Columbia, you should contact the the Office of the Information & Privacy Commissioner for British Columbia at https://www.oipc.bc.ca/. If you are a resident of the province of Alberta, you should contact the Office of the Information and Privacy Commissioner of Alberta at https://oipc.ab.ca/. If you are a resident of the province of Québec, you should contact the Quebec Commission d'accès à l'information at https://www.cai.gouv.qc.ca/

Cross-border Transfers

Your Personal Data may be communicated, stored and processed outside of your province or territory of residence, in any jurisdiction where we have facilities or in which we engage service providers. You understand that your Personal Data will be transferred to countries outside of your place of residence, which may have different data protection rules. Such transfers will only be made in compliance with applicable Canadian Privacy Laws, and we will make reasonable efforts to ensure that adequate safeguards are in place so that your Personal Data will receive an adequate degree of protection in the jurisdiction of destination. Applicable laws in those other jurisdictions might permit foreign governments, courts, law enforcement or regulatory agencies to access the Personal Data in those jurisdictions. In

these cases, we will comply with applicable local law requirements relating to the conditions for disclosure or release of Personal Data.

Changes to this Notice

We may change, update, or modify this notice from time to time, so please be sure to check back periodically. We will post any updates to this notice here. If we make any changes to this notice that materially affects our practices regarding our use of personal information we have previously collected from you, we will endeavor to provide you with notice, such as by posting notice on our site. If required by Canadian Privacy Laws, we will obtain your consent to new collections, uses, or disclosures of your Personal Data contemplated by changes to this notice.

Contact Us

If you have any questions or concerns regarding this Policy or our privacy practices, you may contact us at privacy@louispoulsen.com.