

## Privacy policy for Consumers in the United States

### Overview

illycaffè S.p.A. and its subsidiaries ("illycaffè") are committed to protecting your privacy. In order to provide you with the best information and services and a more personalized browsing or shopping experience, we may collect information about your visit to our websites, mobile sites and mobile apps ("Sites"). This Privacy Policy explains our online information collection practices and how we use and share the information we collect. This Privacy Policy applies only to visitors and customers in the United States.

### The Information We Collect

#### Active Information Collection

When you shop on our Sites, sign up for our mailing list or online newsletter, participate in an online forum, community or message board, write a rating or review of a product, participate in any sweepstakes or other promotion on our website, or otherwise contact us, we may collect certain personal information such as your name, e-mail address, mailing address, phone number, credit card information and other information you may voluntarily submit. From time to time we may also receive information about you from other sources and add it to the data previously collected about you.

#### Passive Information Collection

As you navigate through our Sites and/or receive emails in connection with our Sites, certain information may be passively collected (that is, gathered without your actively providing the information) using various technologies and means, including, without limitation, those described below:

#### Cookies

Cookies are small pieces of information that are stored by your browser on your computer's hard drive. Cookies do not contain any personal information, but they do enable you to enjoy special features and an enhanced web experience by tracking your personal preferences. Because cookies are required for checkout, and to take advantage of store features that require login, we recommend that you leave them turned on. If you wish to prevent your browser from accepting cookies, however, or be notified when a new one is received, look under the "help" menu on your browser's tool bar. Some of our web pages may also contain small electronic images known as web beacons, clear GIFs or single-pixel GIFs. These images are placed on a web page to collect non personally-identifiable data such as counting the number of users who have visited the page or acted upon a promotional message.

For more information on the cookies that this website uses, please see [here](#).

#### IP Addresses and Automatic Information

We collect information that is automatically provided by your web browser, such as your IP address, the page served, the time, the source of the request, the type of browser making the request and the preceding page view and other information that is automatically sent to us by your web browser. We use this data to help us analyze how visitors arrive at and use our Sites.

### How We Use Collected Information

Personally identifiable information you provide may be used to fulfill your shopping order, to respond to your requests for information and services, and to offer you products, services, contests, surveys and information we think may be of value to you. We may also, from time to time, extend selected offers or promotional information on behalf of one of our partners, but we do not sell or rent your personal information to third parties.

Non-personally identifiable information we collect may be used to optimize the design of our Sites, enhance the user experience and provide demographic information about our users.

Both personally and non-personally identifiable information may be disclosed on behalf of illycaffè to our agents, such as external marketing, legal, administrative and IT service providers. These service providers will be required to use and disclose data solely in connection with the performance of their services for illycaffè. Your information may also be used by us for compliance and legal considerations, auditing, security and fraud prevention, preserving or defending our legal rights, or other purposes consistent with the context of our collection of your information. We reserve the right to disclose any information without notice or consent in response to a legal request, regulation or subpoena, or where we believe it is necessary to take action regarding suspected illegal activities or fraud or to protect the integrity of our Sites or the safety of our visitors.

If we buy, merge, reorganize or sell all or any part of our business, your information may be disclosed or transferred as part of the transaction. Any acquirer would be required to honor our privacy policy.

#### Security

The security of information you provide to us is of utmost concern. We have also put in place reasonable and appropriate physical, electronic and administrative safeguards intended to protect your personal data; however, of course, we cannot guarantee that your communications with our Sites will not be unlawfully intercepted or accessed by third parties.

### How You Can Change Your Information and Notification Preferences

You can, at any time, update or modify your personal information and preferences regarding email, newsletter or mail. Registered customers can update or modify personal information online by using the 'manage my account' feature after logging in.

You may also contact illy directly to review, update or request deletion of your personal information.

By e-mail: Send a request to [customer.service@illy.com](mailto:customer.service@illy.com)

By Phone: Call toll-free 877-4MY-ILLY (877-469-4559) Monday through Friday between 9:00 am and 7:00 pm E.S.T.

#### Data Conservation

The data we collect will be processed in the USA, in accordance with U.S. law. The U.S. users' data processed by illy caffè North America Inc. will also be conserved in Italy through illycaffè S.p.A. (representative in European area and Data Processor for security measures) that delegates for application security measures Salesforce.com Inc.. Salesforce.com Inc. retains data in the server located in Great Britain.

They will simply conserve the data in accordance with EU 2016/679 adopting appropriate security measures and they will not communicate the data to a third party (with the exception of eventual obligatory communications in accordance with law or communication required to enforce or defend a right of illy caffè North America Inc., for which the data can always be processed). In order to exercise your rights in accordance with EU 2016/679 (available in the web site [www.garanteprivacy.it](http://www.garanteprivacy.it)), please e-mail at [dpo@illy.com](mailto:dpo@illy.com). The provision of data is optional and without it is impossible to register or shop on our Sites. The Data Controller is illy caffè North America Inc.

### **Third-Party Ad Serving & Audience and Traffic Measurement Services**

Our Sites may use third party network advertisers to serve the advertisements you see. Network advertisers are third parties that display advertisements based on your visits to our Sites and other websites you have visited. Third-party ad serving enables us to target advertisements to you for products or websites you might be interested in.

Our Sites are in compliance with the Ad Choices Self-Regulatory Program for Online Behavioral Advertising. The goal of Ad Choices is to provide you with information about how online advertising works and the choices you have.

You may visit the <http://www.aboutads.info/choices> page to learn more about online behavioral advertising and to see your opt-out choices from companies that are participants in the Self-Regulatory Program for Online Behavioral Advertising.

Please note that if you choose to opt out, you will still see ads, but these ads will not be customized based on your interests generated from your visits over time and across different websites. In addition, the preferences you select on the <http://www.aboutads.info/choices> page may not apply to mobile devices. Due to the differences between using apps and websites on mobile devices, opt-outs will need to be set for both browsers and apps.

To find out more information click [here](#)

### ***Do Not Track Signal***

Some browsers have incorporated a Do Not Track (DNT) feature. These features, when turned on, send a signal that you prefer that the website you are visiting not collect and use data regarding your online searching and browsing activities. As there is not yet a common understanding on how to interpret the DNT signal, we currently do not respond to DNT signals on our site.

### ***Children's Information***

We are committed to protecting the safety and privacy of young people using the Internet. We do not knowingly collect personal data from children under age 13. If you become aware that we have collected personal data from a child without parental consent, please notify us promptly at [customer.service@illy.com](mailto:customer.service@illy.com). If we become aware that a child under age 13 has provided us with personal data without parental consent, we will take steps to remove such personal data.

### ***Changes to Privacy Policy***

From time to time we may update or refine this Privacy Policy. We encourage you to review our policy periodically on our web site.

### ***Note about my data***

I am aware that by creating an account on the US e-shop, I am authorizing that my data be stored by illycaffè S.p.A. and transferred to illy caffè North America.

### **California Privacy Rights**

Pursuant to Section 1798.83 of the California Civil Code, our customers who are California residents have the right to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact the following with such request:

Illycaffè  
800 Westchester Ave., Suite 440  
Rye Brook, New York 10573  
Attn: Customer Care Manager – California Privacy Compliance