

Privacy Policy of Lawrence Fashion AG

Version from September 2026

In this privacy policy, we, Lawrence Fashion AG, explain how we collect and otherwise process personal data. This is not an exhaustive description; other data privacy statements or general terms and conditions may govern specific matters. Personal data refers to all information relating to an identified or identifiable person.

If you provide us with the personal data of other persons (e.g. family members, data of work colleagues), please ensure that these persons are aware of this privacy policy and only provide us with their personal data if you are authorised to do so and if this personal data is correct.

This Privacy Policy is designed to meet the requirements of the EU General Data Protection Regulation („GDPR“) and the Swiss Data Protection Act („FADP“). However, whether and to what extent these laws are applicable depends on the individual case.

1. Responsible Entity

Unless otherwise specified in individual cases, the controller for the data processing described here is:

Lawrence Fashion AG
Usteristr. 10 / Löwenplatz
8001 Zürich
T +41 43 344 84 44
mail@lawrencefashion.ch

2. Collection and Processing of Personal Data

We primarily process the personal data that we receive from our customers and other business partners as part of our business relationship with them and other persons involved or that we collect from their users when operating our websites and other applications.

Insofar as this is permitted, we also obtain data from publicly accessible sources (e.g. debt collection registers, land registers, commercial registers, press, Internet). In addition to the data that you provide to us directly, the categories of personal data that we receive about you from third parties include, in particular, information from public registers, information that we learn in connection with official and legal proceedings, information in connection with your professional functions and activities (so that we can, for example, conclude and process transactions with your employer with your help), information about you in correspondence and meetings with third parties, creditworthiness information (insofar as we conduct business with you personally), information about you that people from your environment (family, advisors, legal representatives, etc.) give us so that we can conclude or process contracts with you or with your involvement (e.g. references, your delivery address, powers of attorney, information on compliance with legal requirements such as anti-money laundering and export restrictions, information from banks, insurers, distribution and other contractual partners of ours on the use or provision of services by you (e.g. payments made, purchases made)), information about you from the media and the Internet (where applicable in the specific case, e.g. in the context of an application, press review, marketing/sales, etc.), your addresses and, if applicable, interests and other socio-demographic data (for marketing), data in connection with the use of the website (e.g. IP address, MAC address of the smartphone or computer, information about your device and settings, cookies, date and time of the visit, pages and content accessed, functions used, referring website, location data).

3. Purposes of Data Processing and Legal Basis

We use the personal data we collect primarily to conclude and process our contracts with our customers and business partners, to purchase products and services from our suppliers and subcontractors, and to fulfil our legal obligations in Switzerland and abroad. If you work for such a customer or business partner, your personal data may of course also be affected in this function.

In addition, we also process personal data of you and other persons for the following purposes, where permitted and where we deem it appropriate, in which we (and sometimes third parties) have a legitimate interest corresponding to the purpose:

- Offering and further developing our products, services and websites, apps and other platforms on which we are present;
- Communication with third parties and processing their enquiries (e.g. applications, media enquiries);
- Examination and optimisation of procedures for needs analysis for the purpose of direct customer contact and collection of personal data from publicly accessible sources for the purpose of customer acquisition;
- Advertising and marketing (including the organisation of events), provided you have not objected to the use of your data (if we send you advertising as an existing customer, you can object to this at any time and we will then place you on a blacklist against further advertising mailings);
- Market and opinion research, media monitoring;
- Assertion of legal claims and defence in connection with legal disputes and official proceedings;
- Prevention and investigation of criminal offences and other misconduct (e.g. conducting internal investigations, data analyses to combat fraud);
- Guarantees of our operations, in particular IT, our websites, apps and other platforms

If you have given us your consent to process your personal data for specific purposes (for example, when you register to receive newsletters or carry out a background check), we will process your personal data within the scope of and based on this consent, unless we have another legal basis and require one. Consent that has been given can be revoked at any time, but this has no effect on data processing that has already taken place.

4. Website and Cookies

When you access this website, the browser you are using automatically sends information to the server of this website. This information includes the IP address of the requesting computer, the date and time of access to our website, the name and URL of the website accessed and the file accessed, the amount of data transferred, the website from which the access was made, the browser used by the requesting computer and, if applicable, the operating system and the name of the access provider.

This information is stored temporarily in a log file without any action on your part until it is automatically deleted. The aforementioned data is processed by us for the following purposes: Ensuring a smooth connection setup and convenient use of our website, analysing system security and for other administrative purposes. Under no circumstances will this data be used to draw conclusions about your person.

We use cookies and similar technologies on our website. Cookies are small files that are stored on your end device and saved by your browser. Most of the cookies we use are automatically deleted when you leave our website. Other cookies remain stored on your device until you delete them. These cookies make it possible to recognise your browser the next time you visit our website. However, you can set your browser so that it rejects cookies, only stores them for one session or otherwise deletes them prematurely.

On your first visit, a cookie banner asks whether you allow cookies. Without your consent, we only set cookies that are needed to run the website. You can change your choice at any time.

Which statistics services we use is described in section 6.

If social media plug-ins are used: We also use so-called plug-ins from social networks such as Facebook, Twitter, YouTube, Pinterest or Instagram on our websites. This is visible to you in each case (typically via corresponding symbols). We have configured these elements so that they are deactivated by default. If you activate them (by clicking on them), the operators of the respective

social networks can register that you are on our website and where and can use this information for their purposes. The processing of your personal data is then the responsibility of this operator in accordance with its data protection provisions. We do not receive any information about you from them.

5. Data disclosure and data transfer abroad

As part of our business activities, we also disclose data to third parties, insofar as this is permitted and we deem it appropriate, either because they process it for us or because they wish to use it for their own purposes. This applies in particular to the following parties:

- Service providers of ours, including contract processors (such as IT providers);
- Dealers, suppliers, subcontractors and other business partners;
- Customers;
- domestic and foreign authorities, official bodies or courts;
- Media;
- the public, including visitors to websites and social media;
- competitors, industry organisations, associations, organisations and other bodies;
- other parties involved in potential or actual legal proceedings

All together: recipients.

These recipients may be in Switzerland or abroad. In particular, you must expect your data to be transferred to all countries as well as to other countries in Europe and the USA where the service providers we use are located (such as Microsoft).

If a recipient is located in a country without adequate statutory data protection, we contractually oblige the recipient to comply with the applicable data protection (we use the revised standard contractual clauses of the European Commission), unless the recipient is already subject to a legally recognised set of rules to ensure data protection and we cannot rely on an exception. An exception may apply in particular in the case of legal proceedings abroad, but also in cases of overriding public interests or if the fulfilment of a contract requires such disclosure, if you have given your consent or if the data in question has been made generally accessible by you and you have not objected to its processing.

6. Service providers we use

For some tasks we work with the following service providers. They process personal data on our behalf. Section 5 applies to transfers abroad.

AI assistants

We use AI assistants, currently ChatGPT (OpenAI, USA) and Claude (Anthropic, USA). They support us in our daily work and may also process personal data in doing so, for example from e-mails and customer records. Our data is not used to train the AI models: where a service offers a setting for this, we have switched it off. The AI assistants do not make decisions about you; we check anything that goes to you or to the public before it is sent.

For individual clients, we can use AI to create fashion visuals, for example how a design would look on you. We only use a photo of you for this with your consent. These images are meant for you and us only.

Customer database

We keep our customer data in HubSpot (HubSpot, Inc., USA). It holds contact details and information about your orders. The data is stored in a data centre in the EU.

Newsletter

If you subscribe to our newsletter, we store the details from your sign-up. We send the newsletter through HubSpot (HubSpot, Inc., USA). HubSpot shows us whether a newsletter was opened and which links were clicked. You can unsubscribe at any time using the link in every issue.

Website

Our website is run by Squarespace (Squarespace Ireland Limited, Ireland, and Squarespace, Inc., USA). If you write to us through a form on the website, your details are stored by Squarespace and forwarded to us. The website uses Adobe Fonts (Adobe, USA) for its typefaces and Google reCAPTCHA (Google, USA) to protect the forms against spam. Your IP address is transferred to these providers in the process.

Statistics

Squarespace produces visitor statistics for us, for example which pages are viewed and from which website you reach us. Cookies for these statistics are only set if you agree in the cookie banner. We also use Google Search Console (Google, USA) and Bing Webmaster Tools (Microsoft, USA). They show us how our website appears in search results; they do not receive any data about visitors to our website for this.

7. Duration and Storage of Personal Data

We process and store your personal data for as long as is necessary to fulfil our contractual and legal obligations or the purposes pursued with the processing (e.g. for the duration of the business relationship) and beyond that in accordance with the statutory retention and documentation obligations. As soon as your personal data is no longer required for the above-mentioned purposes, it will be deleted or anonymised.

8. Data Protection

We take appropriate technical and organisational security precautions to protect your personal data from unauthorised access and misuse.

9. Your Rights

To the extent provided for by the data protection law applicable to you, you may request information free of charge about the data stored relating to you, its origin and recipients and the purpose of the data processing. You also have the right to rectification, erasure, restriction of or objection to the processing and, if the DPA applies, to the disclosure of this data for transfer to another organisation, subject to the statutory requirements. You can revoke any consent you have given at any time with effect for the future. All you need to do is send us an informal e-mail. Please note that the above rights are subject to legal restrictions and may impair or prevent the provision of our services. You are entitled to enforce your claims in court or to lodge a complaint with the competent data protection authority.

10. Changes

We may amend this privacy policy at any time without prior notice. The current version published on our website shall apply. If the privacy policy is part of an agreement with you, we will inform you of the change by e-mail or other suitable means in the event of an update.