

Privacy Policy Falabella S.A.

In Falabella S.A. (hereinafter the "Company"), as well as in the Falabella Companies, we consider the protection of your personal data as part of our value proposition. This is why we work continuously to serve you better when you enroll in the CMR Puntos Program, as well as when you purchase or request quotes for products that are marketed through the Falabella ecosystem or when you use the services available on the Falabella Companies' websites or mobile applications.

For this reason, safeguarding the personal data you share with us is a fundamental part of our commitment. Therefore, in this document, we explain who is responsible for processing your personal data, the purpose and legitimacy for which we process them, to whom we may disclose them, how long we store your data, how and why we collect them, how we use them, and we also explain the processes we have in place to protect your privacy and your rights.

For the purposes of this document, the Falabella Companies include: Servicios e Inversiones Falabella Limitada, Servicios Falabella SpA, Banco Falabella, Promotora CMR Falabella S.A., Banco Falabella Corredores de Seguro Ltda., CF Seguros de Vida S.A., Seguros Falabella Corredores Limitada, Digital Payments SpA, Digital Payments Prepago S.A., Falabella Retail S.A., Sodimac S.A., Falabella.com SpA, Hipermercados Tottus S.A., Falabella Inmobiliario S.A., Open Plaza Chile SpA, Plaza S.A., Ikso SpA (Ikea), Promotora Chilena de Café Colombia S.A. (Juan Valdez), Imperial S.A and Fazil SpA.

This Privacy Policy is integrated into the Terms and Conditions of contracting with the Company and, in general, any type of relationship with the same. We invite you to read our Privacy Policy carefully, and if you have any questions or comments, please do not hesitate to contact us at the email address tusdatospersonales@falabella.cl.

Who is responsible for data processing?

According to current regulations, the data controller for your personal data is the natural or legal person, public or private, who decides on the purposes and means of processing. In this case, the data controller for your personal data is Falabella S.A., RUT 90.749.000-9, with address at Avenida Presidente Riesco 5685, 4th floor, Las Condes, Santiago, Metropolitan Region, Chile.

For what purpose do we collect your personal data?

Main purpose: Our goal is to process your personal data to improve your customer experience, making it easier and more efficient to contract and execute the products and services in the Falabella ecosystem that are relevant to you and that are part of our value proposition, in order to fulfill our purpose of making life simpler and more enjoyable for our customers. This means that we will process your personal data to manage and execute the contracts you enter into with the Company, as well as with the Falabella Companies, with whom we build and complement our value proposition.

This purpose includes, among other things, your registration and participation in the CMR Puntos Program, which allows its members to access various benefits based on their preferences, interests, and tastes. These benefits may include product redemptions at Falabella Companies' stores and partner stores, as well as offers, promotions, and various discounts, including personalized, preferred, or exclusive ones within the Falabella ecosystem of products and services. It also includes delivery services and other after-sales services, sending commercial, legal, security, and product feature information, including associated benefits. Furthermore, we offer you products and services that you have not purchased or acquired but have expressed interest in obtaining or quoting, or that we believe may be of interest to you. We conduct customer satisfaction surveys, develop marketing campaigns and market studies, carry out preventive and compliance-related actions, including the communication of data to authorities or regulators, send you invitations to events and allow you to participate in promotions, offers, and contests or giveaways, in accordance with the terms applicable to such actions and initiatives.

For this same purpose, we will share your data within the Falabella ecosystem so that the companies within it can send you advertising or promotional communications through physical and remote communication channels, such as mail, call centers, emails, social networks, text messages (SMS, push or similar), WhatsApp, or other similar platforms. These communications pertain to products and services offered by the Falabella Companies, whether they are general in nature or tailored to your personal characteristics.

Other purposes: In the event that you have consented to it, by checking the respective acceptance box on our website or application during the process of quoting or contracting products or services, or by participating in a Company offer or promotion, this data may be used for third-party marketing campaigns and market studies, credit assessments, and commercial prospecting, consumption habit reports, statistical data, market trends, including surveys to improve services.

For more information on the transmission of data to third parties outside the Falabella Companies when you have consented to the processing indicated in this section, we recommend referring to the "To Whom Do We Transfer Your Personal Data?" section of this Privacy Policy.

Are we authorized to process your personal data?

Yes, we will only process your personal data when we have a legal basis, such as:

1. When processing your data is necessary to fulfill the due diligence, disclosure, and reporting obligations established by the applicable regulations for the Company and the Falabella Companies in tax, administrative, financial, crime prevention, and criminal prosecution matters (for example, when you make cash purchases above a certain amount, the Falabella Companies will process your data to comply with their information obligation to the Financial Analysis Unit).
2. When processing certain data is essential to assist you and address your inquiries or questions (for example, by providing information and advice regarding products or services marketed by the Company or a Falabella Company that you are interested in or providing information about other products or services that the Company or a Falabella Company may offer and that are suitable for your specific characteristics). This includes responding to your requests and performing the necessary preliminary procedures for any potential contract, such as exchanging points for experiences like dinners or trips or sharing your data with the Falabella Companies to improve your customer experience with the Company by streamlining and simplifying the contracting of products and services marketed by these companies that are relevant to you and are part of the Company's value proposition.
3. When, to comply with a legal obligation, we need to collect and process your data for a specific purpose, including their transfer to a competent administrative, judicial, or police authority.

To whom do we transfer your personal data?

To process your personal data, we may need the assistance of third parties (hereinafter "Providers") who provide services related to the contracts or commercial relationships you have with the Company or the Falabella Companies, both for their formalization, management, execution, post-sale, or follow-up, such as customer identification and authentication, marketing, logistics, and delivery of products and services marketed by the Company and the Falabella Companies.

The Company, complying with the requirements of the current legislation, may transmit, process, and store, within or outside the national territory, all or part of the information related to you or the contracts you have in place, and with the operations you instruct or execute with the Company, whether or not one of the companies that receive such information are one of the Falabella Companies

All these providers will perform their duties as data processors and will have a valid service agreement with the Company or the corresponding Falabella Companies. According to this agreement, they can only process your data to fulfill the specific assignment entrusted.

Furthermore, if you have consented to it under the terms indicated in the "[Main Purpose](#)" section of this document, your personal data will be shared with all the Falabella Companies as data controllers. They will adopt the appropriate security and confidentiality measures for the processing of your data and compliance with the privacy regulations.

Furthermore, in case you have consented under the terms indicated in the "[Other Purposes](#)" section of this document, your personal data may also be shared with the Platforms (whether content, social media, or data management platforms) as data controllers for marketing activities, advertising, market research, commercial prospecting studies, and statistical data. For this purpose, we will create groups of customers or audiences with common or similar attributes based on general purchasing patterns, so that the Platforms can show them relevant ads.

The data we send will be communicated through secure mechanisms, including the use of encryption or masking techniques, and will be received by the recipients as data controllers.

You can always request to suspend or object to the sending of data to third-party advertisers and Platform operators by expressing your intention through our contact channels. Likewise, you can choose not to be included in audience lists or user identification directly on the respective Platforms' websites where you have an account or are a user.

Also, your personal data may be made available to judicial, administrative, regulatory, and police public entities to address possible responsibilities arising from processing and for compliance by the Company and the Falabella Companies with legal and regulatory obligations.

We will always implement reasonable technical and organizational measures to ensure that any transfer and management of your personal data by third parties, including Falabella Companies, complies with applicable law.

How long do we keep your personal data?

For as long as necessary to fulfill the purpose(s) for which they were collected and as long as we have a legal basis as established by applicable law. If the legal basis is consent, we will retain your personal data until you exercise your right to withdraw your consent. In this latter case, we will keep your personal data only as long as necessary to fulfill any legal obligations, such as those related to

reports and forms associated with the prevention of money laundering and the financing of terrorism; the exercise or defense of claims; or those that may result in some form of judicial, legal, or contractual liability from their processing, which needs to be addressed and for which this data is necessary.

How do we collect your data?

We collect your personal data through various means. In some cases, you share your personal data with us when you contact us, while in other cases, we collect your personal data using other means, as explained below.

Information You Provide Directly

We collect personal information that you provide to us to formalize a contract and during its duration, whether in person, through forms, phone recordings, email, or through websites, mobile applications, or other technological systems of the Falabella Companies. For example, the personal data you provide when contacting our customer service, registering on the websites and applications of the Falabella Companies, updating your preferences and account information, completing questionnaires, participating in contests, etc. Generally, the personal data you provide includes names, addresses, identification card numbers, birthdates, email addresses, contact phone numbers, and payment details. In specific cases, and depending on the purpose and intended use of your data, we may collect data on personal, academic, and professional characteristics, employment details, commercial information, social, economic, or financial circumstances.

Information Collected from Your Visits to Our Websites and Mobile Applications

We collect and store statistical data from all users who visit our websites and mobile applications without logging in. The information we collect includes the Internet Protocol (IP) address of the device you are using, the browser you use, its operating system, the date and time of access, the Internet address of the website you accessed, and information about how you use these digital channels. We use this information to understand the website and mobile application loading times, how they are used, the number of visits to different sections, and the type of information that attracts visitors the most. It also helps identify if they are working correctly, and if we detect faults or errors, we can fix them and improve performance to offer a better service to all users. If you log in to our websites or mobile applications, we may link this data to you within that session.

If you are a customer of the Company, we may use data from the technological equipment or devices (computers, smartphones, tablets, or others) through which you access our digital channels to prevent fraud in the use of our websites, mobile applications, and electronic transfers. This may include identity verification through biometric data, a second authorization factor, or geolocation.

Children's Data

Our websites, applications, and products are not typically intended for minors, so we do not collect their data. If you are a minor, please do not attempt to register as a user on our website, applications, or try to purchase our products.

However, if processing a minor's data is necessary due to the hiring of a product or service for which the minor is the owner or beneficiary (such as requesting an additional card or opening a savings account), the consent of the person legally responsible for the minor's personal care will be required, in accordance with the regulations regarding the legal representation of minors and applicable personal data protection laws.

[Personal Data Provided by Third Parties](#)

The contracting of certain products or services offered by the Company may involve the processing of personal data of a third party that you, as a customer, provide to us (for example, when you hire a product for the benefit of a third party, or when you refer a third party to be contacted to offer them products and services). In these cases, we will ask you to declare that you have the consent of these third parties.

Therefore, if you provide personal data of third parties, it is your responsibility to inform them of this situation and, especially, of the purposes and the way in which we will process their personal data, and to ensure they agree to the processing for those purposes.

If a third party has provided us with your personal data, or you have provided it as a result of a function or service requested by one of our clients, we inform you that we will use it exclusively to manage the function or service in question, in accordance with the purposes listed in this Privacy Policy.

[Social Networks](#)

The information we collect from social networks sometimes includes personal data that is available online and publicly. We always take reasonable precautions to ensure that the information we use comes from legitimate sources or is done anonymously. The social networks you use may have their own privacy policies, explaining how they use and share the personal information they collect. We recommend reviewing these privacy policies carefully before using social networks to ensure you agree with how your personal data is collected and shared.

[Mobile Phone](#)

Mobile applications (Apps) may have a geolocation tool to know your location to prevent fraud, show you the nearest establishment to your location, and, in some cases, offers available to you in the sector where you are. Having the geolocation function of the mobile device activated allows you to benefit from all the functionalities of the applications. If you do not have geolocation activated, we will inform you and ask for permission to activate it through a notification. This geolocation service will not be used to provide your location to third parties, except for cases provided for in current legislation. To deactivate the geolocation functionality, you must access the configuration menu of your device.

[Links to Third-Party Websites](#)

If we provide links to websites that are not operated or controlled by the Company or any of the Falabella Companies, we will inform you in a timely manner because we have no control over such sites, nor are we responsible for their content. We also have no control over how third parties collect and use your personal data. These third parties likely have their own privacy policies, explaining how they use and share the personal information they collect. For this reason, we recommend carefully reviewing these privacy policies to ensure you agree with how your personal data is collected and shared.

Publicly Accessible Sources, Data Acquired by Third Parties, and Other Legal Legitimation Sources

We may collect personal data in cases where the law allows or authorizes it, such as through searches in databases accessible to anyone, with no more requirement than paying a fee, or obtained or accessed in accordance with the law, directly from third parties, such as a contract for the acquisition of databases or the consultation of personal data.

Use of Cookies

During your visit to the Company's or Falabella's websites and mobile applications, your browsing data will not be associated with the contact information you had provided us unless you have a registered account with the Company or any Falabella Companies and access these websites and mobile applications through it. In such cases, we may identify you through the use of cookies.

Cookies are small text files containing a unique identifier that are stored on the computer or mobile device through which you access the Company's or Falabella's websites or mobile applications, allowing these devices to be recognized each time you use these sites or mobile applications.

Except for cookies necessary for the operation of the site or mobile applications, you can choose to disable some or all of the cookies used by the Company or Falabella at any time while continuing to use our websites and mobile applications.

For more information about the types of cookies we use or their purposes, please review our Cookie Policy at <https://www.falabella.com/falabella-cl/page/comprar-politica-cookies>.

How do we protect your personal data?

At the Company and Falabella Companies, we are committed to protecting your personal data. To achieve this, we employ reasonable technical and organizational measures that are assessed periodically. These measures include a combination of security controls, both physical and technological, and administrative controls such as access controls, and definitions of how your personal data is processed, managed, and handled. We also ensure that our employees are properly trained to protect your personal data, and we strive to ensure that the vendors we work with meet our security and personal data protection standards.

In addition, our security procedures may require you to provide proof of identity before we can provide you with information about your personal data.

For information related to bank cards and prepaid cards, which we collect or generate when you use electronic payment methods, the Company also uses systems that encrypt information to prevent fraudulent use. While it is not possible to guarantee the foregoing, these systems have proven effective in handling confidential information and preventing unauthorized access. Regardless, please remember not to send credit or debit card data without encryption or from public or insecure sites or devices. Keep in mind that you are solely responsible for protecting against unauthorized access to your password and computer.

What rights do you have and how can you exercise them?

You have the right to exercise your ARCO Rights (Access, Rectification, Cancellation or Deletion, and Opposition) at any time, through which you can: i) request information about your personal data that we have collected and exercise your rights of rectification, cancellation or deletion, and opposition; and ii) request the deletion or anonymization of your personal data. Likewise, in the case of data processing based on your consent, you can always revoke such consent, in the manner and to the extent provided by law.

If you exercise your rights of cancellation or deletion, opposition, and/or elimination or anonymization of your personal data, we will cease the processing of these, either by deleting or anonymizing them. However, we may retain such data, albeit blocked, meaning that we can only access them if their use is necessary to fulfill a legal obligation, exercise or defend claims, or if any type of legal, judicial, or contractual liability may arise from their processing.

Additionally, in certain circumstances, and in accordance with applicable regulations, you may request the portability of your data to another data controller.

To exercise any of these rights, write to us at the email address datos.personales@falabella.com.

Similarly, you can always request the suspension of receiving promotional or advertising communications, in accordance with consumer protection regulations, either by using the unsubscribe channels established in the message itself or using the channels provided by the Company or the National Consumer Service (SERNAC) for this purpose.

Validity and modifications to the privacy policy

This Privacy Policy was protocolized at the 2nd Notary of Santiago, Mr. Francisco Leiva C., located at Alcántara N°107, Las Condes Commune, under Repertoire N° N° 62.785-2023. It is effective from the moment of its publication and replaces any other policy, and can only be modified by another duly protocolized document.



If there are changes in the future to this Privacy Policy, we will inform you through various means, such as a banner, a pop-up, or a push notification, or we may even communicate it to your email address, so you can review, assess, and, as applicable, exercise your data protection rights conferred by law.

Regarding changes and updates that require your consent, we will explicitly request your consent, in accordance with current legal regulations.