

MH CHAMPAGNES & WINES KOREA, LTD

PRIVACY POLICY

Confidentiality and security of your personal data are important to us. We would like to offer you personalized services while respecting your privacy and choices.

This Privacy Policy is provided by MH Champagnes & Wines Korea, Ltd. (hereinafter, “**Company**”) whose registered office is at 91, Seoicheon-ro, Majang-myeon, Icheon-si, Gyeonggi-do, Republic of Korea.

Purpose of this Privacy Policy

This Privacy Policy aims to give you information on how we collect and process your personal data through your use of our websites, including any data you may provide through our websites when you sign up to any of our marketing promotions or events, submit a contact request, or use any of the e-commerce platforms managed by us.

This Privacy Policy also applies when you purchase products and services from us, such as a vineyard tour or a wine tasting seminar.

It is important that you read this Privacy Policy together with any other Privacy policy we may provide on specific occasions when we are collecting or processing personal data about you, so that you are fully aware of how and why we use your personal data. This Privacy Policy supplements the other policies and is not intended to override them.

Our websites and the platforms are not intended for children and we do not knowingly collect data relating to children.

Data Controller

Moet Hennessy entities operate trade and distribution businesses in Asia Pacific through different legal entities (collectively, “**Moet Hennessy entities in Asia Pacific**”) and this Privacy Policy is issued by the Company and is applied in Republic of Korea. When we mention “**we**”, “**us**” or “**our**” in this Privacy Policy, we are referring to the Company.

We have appointed a Data Privacy Officer who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions about this Privacy Policy, including any requests

to exercise your legal rights under the applicable privacy laws, please feel free to contact us using the details set out below.

Our Data Privacy Officer's business contact details:

- Legal entity: MH Champagnes & Wines Korea, Ltd.
- Attention: Data Privacy Officer
- Email: DPO.AP@moethennessy.com
- Postal address: 91, Seoicheon-ro, Majang-myeon, Icheon-si, Gyeonggi-do, Republic of Korea

You have the right to make an inquiry or complaint at any time to the respective data protection regulator for any data protection issues that are of your concern. However, we would appreciate the opportunity to deal with your concerns before you approach the national regulatory authority so please contact us in the first instance.

1. WHAT PERSONAL DATA DO WE COLLECT

“**Personal data**” means any information that could identify you either directly (e.g. your full name) or indirectly (e.g. through a unique client ID number).

The personal data we collect depends upon the touchpoint of our interaction, and is also limited to that which is relevant and appropriate for the interaction. Website visitors who browse our websites and view our products and marketing information can choose to do so without identifying themselves, and the same applies to in-store and social media browsing. Unless you choose to interact with us via those touchpoints, signing up for one of our programs or events, or posting a comment or a like online, our data collection is limited to the use of cookies for website visitors.

For customers and other individuals who purchase our products, or sign up for our programs or events, we must collect certain relevant information from you. The information we collect is related to the particular transaction as well as our overall relationship with you. For example, if you place an order for a product or service, such as a customized gift, a wine tasting course or a vineyard tour, we must collect information to process (and, if relevant, fulfill) your order. For customers and other individuals who express interests to know more about our products and services, we generally collect your contact details, contact preferences, and information that will allow us to make recommendations about our products or services that may be of interest to you.

Depending on the data you provide or share with us, personal data may include information related to for each purpose:

1. To maintain your accounts

- your name, your date of birth, your phone number, your email and postal address, and your passport details;

Legal grounds: Article 15(1), Paragraphs 1 and 4 of the Personal Information Protection Act (“PIPA”)

2. To handle orders process payments and to communicate with you about your orders

- your name, your phone number, your email and postal address, and your passport details;
- the name of your family members or friends, the phone number of your family members or friends, the email and postal address of your family members or friends;
- your purchases and any returns or exchanges detail;

Legal grounds: Article 15(1), Paragraphs 1 and 4 of PIPA

3. Providing consulting service and handling complaints regarding purchased goods

- your name, your phone number, your email address, your purchases and any returns or exchanges, your requests through our customer support department or our public relations department, bank account number (where refund is needed);

Legal grounds: Article 15(1), Paragraph 4 of PIPA

4. Managing our relationship with you, providing and personalizing our service and communications, customer survey, segmentation, sales promotion and marketing

- your contact details available on your account;
- products and food preferences;
- your interests;
- your online journeys (our websites and the relevant social media pages);
- our Company events you attend and the activities you participate during the events in which the information about you can be in the form of digital images, video clips, photographs, or audio recordings;

Legal grounds: Article 15(1), Paragraph 1 of PIPA

We invite you to keep us regularly informed in writing of any change in your contact details.

2. HOW DO WE COLLECT OR RECEIVE YOUR PERSONAL DATA

As part of our relationship with you, we may collect certain data via the following sources:

- Company’s and Maison’s websites;

- in-store through our salesperson or distribution channel salesperson;
- Company's events you attend;
- public relations activities;
- contact with our customer service department;
- forms you complete (in store or online);
- digital apps you use;
- Moët Hennessy social media pages you visit or comment/like;
- digital media advertisements you click on; or
- search engines' paid advertisements you click on.

You will be informed about what information is mandatory. Such data will be identified by an asterisk or other clear indication on the relevant document on which you will provide your personal data. If these fields are not completed, we are unable to address your query and/or to provide the services requested.

3. HOW DO WE USE YOUR PERSONAL DATA

We will use your personal data to:

- provide the products and services you have ordered, process payments, communicate with you about your orders and maintain your accounts with us;
- provide consulting services and handle complaints regarding purchased goods;
- manage our relationship with you, provide and personalize our service and communications;
- conduct customer survey, segmentation and profiling for marketing and communication initiatives; and
- perform marketing research, statistical and trend analysis.

In addition to the purposes noted above, we will use your email address to send you updates, news and other special offers relating to our products and services that we think may be of interest to you. We will not use or share your personal data for such marketing purposes unless we have received your consent.

In addition, we may disclose your personal data:

- to the extent that we are required to do so by law;
- in order to establish, exercise or defend our legal rights; and
- to the purchaser, or prospective purchaser of any business or asset which we are, or are contemplating selling.

4. FOR HOW LONG WE MAY KEEP YOUR PERSONAL DATA

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. When we no longer need to use your personal data, it will be removed from our systems and records, or anonymized so that you can no longer be identified from it. The specific retention periods are as follows:

Purpose of Personal Data Processing	Retention Period
Provide the products and services you have ordered, process payments, communicate with you about your orders and maintain your accounts with us;	5 years Pursuant to Article 6(3) of the E-Commerce Act
Providing consulting service and handling complaint regarding purchased goods	3 years Pursuant to Article 6(3) of the E-Commerce Act
Manage our relationship with you, provide and personalize our service and communications;	Until you terminate the membership Or until you withdraw consent
Conduct customer survey, segmentation and profiling for marketing and communication initiatives	Until you terminate the membership Or until you withdraw consent
Perform marketing research, statistical and trend analysis	Until you terminate the membership Or until you withdraw consent

We destroy personal data recorded and stored in electronic file format in a manner that renders the records unrecoverable, and personal data recorded and stored in paper documents is destroyed by shredding or incineration.

5. HOW DO WE PROTECT YOUR PERSONAL DATA

We have adopted reasonable and appropriate precautions that are designed to protect your data from loss, misuse, alteration, destruction or access by unauthorized third parties. We also require our partners and the relevant Moët Hennessy entity/entities in Asia Pacific to uphold a similar level of protection for your data. The measures are evaluated and updated to address new threats and challenges, as well as new legal requirements in the countries where we operate.

Specifically, we take the following measures to ensure the security of your personal data:

- **Administrative Measures:** Establishment and implementation of internal management plans, regular training of employees, and operation of a dedicated organization.
- **Technical Measures:** Management of access rights to Personal Data processing systems, installation of access control systems and other protective measures, network isolation from external internet, encryption of Personal Data, storage and inspection of access logs, installation and updates of security programs, and inspection and remediation of system vulnerabilities.
- **Physical Measures:** Access control to computer rooms and data storage rooms, storage of documents and auxiliary storage media in secure locations with locks, safety measures against disasters and emergencies, and control of entry and exit of auxiliary storage media.

6. WHAT ABOUT TRANSFER TO THIRD PARTIES

Because Moët Hennessy entities in Asia Pacific operate in different countries across Asia Pacific, we may disclose your personal data to Moët Hennessy group of companies and any of their employees, officers, agents, trusted suppliers and / or subcontractors insofar as reasonably necessary for the purposes set out in this Privacy Policy (see above section on ‘How Do We Use Your Personal Data’). The details of personal data transfer to third parties are as follows.

Details of Outsourcing of Personal Data Processing (Domestic)	
Recipient	Purpose of Provision
Blanc Communication	Outsourcing of public relation affairs
True PR & Creative	Outsourcing of public relation affairs
Annsis	Outsourcing of public relation affairs
PRU	Outsourcing of public relation affairs

Details of Outsourcing of Personal Data Processing (International)						
Legal Ground	Recipient	Purpose of Provision	Types of Personal Data Provided	Retention and Use Period by Recipient	Country (If applicable)	Timing and Method of Transfer (If applicable)
Article 28-8, Paragraph 1, Subparagraph 3 of the PIPA	Shopify Commerce Singapore Pte. Ltd.	Outsourcing of online shopping mall management services	Name, phone number, e-mail address, address	Until the outsourcing agreement is terminated.	Singapore	Remote transfer via a dedicated network
	VERSEO SAS	Outsourcing of online shopping mall management services	Name, phone number, e-mail address, address	Until the outsourcing agreement is terminated.	France	Remote transfer via a dedicated network
	CGI Inc.	To receive IT consulting services	Name, phone number, e-mail address, address	Until the outsourcing agreement is terminated.	Canada	Remote transfer via a dedicated network
	Salesforce.com Singapore Pte Ltd	Development and maintenance of the CRM system and its infrastructure	Name, phone number, e-mail address, address	Until the outsourcing agreement is terminated.	Singapore	Remote transfer via a dedicated network

We may transfer personal data collected from you to overseas recipients as outlined above, including the outsourcing of personal data processing. As a general principle, full data backups (storage) are performed to enable recovery in the event of disasters or emergencies. Therefore, if you refuse the overseas transfer of your personal data, it will not be possible to use the service.

If you do not wish for your personal data to be transferred overseas, you may withdraw your membership or consent via the website, or request membership or consent withdrawal by sending an email to DPO.AP@moethennessy.com.

The data protection and security requirements differ from country to country, and may not offer the same level of protection as those in your home country. Nevertheless, we and the relevant

Moët Hennessy entities in Asia Pacific have taken steps to ensure an adequate level of protection of your data irrespective of where it is located, such as by using data transfer methods approved by the European Commission (where the data protection laws are considered to be the strongest worldwide). We also require our third-party partners to fulfill applicable data transfer obligations in relation to the personal data that they receive on our behalf. You may request us not to transfer your personal data to an off-shore country, but by doing so we may not be able to provide the products or services you have requested from us.

7. WHAT INFORMATION CAN I ACCESS

You have the right to access certain personal data held about you and correct any inaccuracies, or to make a request to delete your personal data from our systems. You may also request access, transmission or suspension of processing of your personal data, and withdrawal of consent to the processing of your personal data. We may charge a reasonable fee for the processing of any such data subject access request in accordance with applicable data protection legislation. You also have the right to raise a complaint about our processing with the data protection regulator.

You may exercise your rights through a legal representative or an authorized agent. In such cases, a power of attorney in the form prescribed in Annex 11 of the *Notification on Personal Information Processing Methods* must be submitted. We will verify whether the person exercising the rights is the data subject or a duly authorized representative.

Please note that your right to request access to or suspension of the processing of your personal data may be restricted pursuant to Articles 35(4) and 37(2) of PIPA.

Please send your email to DPO.AP@moethennessy.com], or write to us at MH Champagnes & Wines Korea, Ltd. whose registered office is at 91, Seoicheon-ro, Majang-myeon, Icheon-si, Gyeonggi-do, Republic of Korea, if you would like to access your personal data.

8. USE OF AUTOMATED BEHAVIORAL INFORMATION COLLECTION DEVICES (COOKIES)

We use “**cookies**” to store and retrieve usage data from time to time in order to provide you with customized services and convenience.

- A cookie is a small amount of data sent by the server (HTTP) used to operate the website to the user’s browser. It is stored on the user's computer or mobile device and automatically transmitted back to the server when the user accesses the website.
- Data subjects can configure their browser settings to allow or block cookies.

- **Enabling/Disabling Cookies in Web Browsers:**

Chrome: Click the “⋮” icon in the top-right corner of the browser > Open New Incognito Window

Edge: Click the “...” icon in the top-right corner of the browser > Open New InPrivate Window

- **Enabling/Disabling Cookies in Mobile Browsers:**

Chrome: Tap the “⋮” icon in the top-right corner of the mobile browser > Open New Incognito Tab

Safari: Go to device Settings > Safari > Advanced > Block All Cookies

Samsung Internet: Tap the “Tabs” icon at the bottom of the mobile browser > Turn on Secret Mode > Start

This Privacy Policy is written in Korean and this is the English translated version.

This Privacy Policy was established on 15th January, 2026.