

INDICATIVE AND NON-EXHAUSTIVE LIST OF THIRD PARTIES & PARTNERS OF DIOR COUTURE – CLIENTS & PROSPECTS

Third Party and main jurisdiction of operations	Indicative description of the purpose	Shared or transferred personal data (e.g.)
Call Center Management		
Odigo (France, Singapore, Hong-Kong)	Ensuring the management of CDC Inbound and outbound call platform	Chat history, contact details of the customers or prospects
eCommerce Management		
Smile, Salesforce (France)	Web hosting and ensuring the maintenance, updates and enhancement of the website	Specific and strictly necessary categories of trackers from webuser
PayPal (EMEA, USA), Adyen (EMEA, USA), Toss, Naver (Korea)	Payment service provider, ensuring the collection of payments and transactions details	Purchases and transaction related information
Claranet (France), Microsoft (France)	Cloud operator	
Riskified (USA), OneyTrust (USA)	Ensuring Fraud services to CDC	Purchases and transaction related information
Akamai (Europe)	Ensuring content delivery of Network services	Clients purchases and transaction related information
Booxi (Europe, USA)	Ensuring a personalized online appointment process to Dior Boutiques	Contact details
Mesmerize (USA), Fittingbox (Europe)	Ensuring digital experiences	Limited facial traits or body measurements
Cybersource (USA)	Payment provider	
Nicos (Japan), AMEX (USA), JCB (Japan), Diners (USA)	Credit card merchant	Credit card processing
SB Payment (Japan)	Payment processing	Contact details
Communication and Event organization		
Sarbacane Software, Fashion GPS, SMS Box, Twilio	Media and distribution of promotional publications	Preferences, contact details
Attendify (USA), Fashion GPS	Show and Event organization and invitation management	Representatives/Agents contact details Preferences, contact details,
Instagram (USA)	Social Media operations	Representatives/Agents contact details
ASC Sécurité (France)	Ensuring security on sites of CDC shows and events	Preferences Contact details (as on guests lists)
Line (Japan), Kakao, Asiance, BizM (Korea),	Communication to the customer	Preferences, contact details
Customer experience enhancement		
Meta, Google (Europe, USA)	Data analytics, ensuring the development of customers data bases, behavior and understanding of preferences	Client history to enhance CDC clients' profiles and preferences
Liveramp (France)	Ensuring customers audience build up and analysis of customers preferences	Client history to enhance CDC clients' profiles and preferences
DiduEnjoy (France)	Net Promoter Score service provider	Client preference
LVMH (France)	Data analytics, ensuring the development of customers data bases, behavior and understanding of preferences	Client history to enhance CDC clients' profiles and preferences
Delivery or Transport services		
DHL, Fedex, WorldNet (Europe, USA), Ilyang Logis (Korea)	Ensuring the delivery of purchased items either in Boutique or online	Suppliers/providers contact details, Clients details
Yamato/Sagawa (Japan)	Courier service provider	Contact details
TND, Nippon Tsuun (Japan)	Warehouse service provider	Contact details
Retail&Boutique management		
Securitas, ASC Sécurité (Europe)	Ensuring the security of boutiques and locations for events, or other activities linked to CDC customer activities	CCTV footage, including video and audio where applicable and depending on deployed material
GlobalBlue (Europe)	Ensuring the applicable tax refund to clients as per tax laws	Purchases and transaction related information
Fluent Commerce (Australia, Europe)	Operation of order and delivery management system	Contact details, order details
CRM Management		
Salesforce, Bluelink, Epsilon, Adobe Campaign (Europe, USA)	Ensuring the Customer data management and update, correction or erasure of such data	Communication and marketing preferences, contact details, purchases and transaction history
CEGID (Europe, USA)	Ensuring the storage of Customers data, update, correction or erasure of such data	Communication and marketing preferences, contact details, purchases and transaction history