PRIVACY POLICY

Welcome on Atelier Emé!

This privacy policy describes the personal data we collect when you browse this website or when you visit a "Atelier Emé" shop. It also lists the purposes of processing and the rights you are entitled to as data subject. Click on each paragraph of this privacy notice: you will obtain important information about your personal data.

The processing activities described in this policy refer only to the services available on the website www.atelier-emé.com or in the "Atelier Emé" stores. Please note that within the website www.atelier-emé.com there may be links to websites owned by third parties who are directly responsible for data processing carried out there and for which we invite you to consult their privacy and cookie policies.

WHO IS THE DATA CONTROLLER?

With reference to the personal data collected for the use of the services available on this website and at the "Atelier Emé" shops, the Data Controllers are:

- Calzedonia S.p.A. with legal seat in Via Portici Umberto Primo 5/3, Malcesine (Verona, Italy) and administrative seat in via Monte Baldo 20, Dossobuono di Villafranca (Verona, Italy);

- Atelier Emé S.r.l., with legal seat in Via Portici Umberto Primo 5/3, Malcesine (Verona, Italy).

The two companies act as Joint Data Controllers in that they jointly define the purposes and ways in which they will use the personal data collected. You can contact both Joint Controllers by writing to privacy@oniverse.it.

WHY DO WE PROCESS YOUR DATA?

You may find below a list of all the purposes for which we collect your personal data: click on each paragraph for more information.

Browsing

Purpose: to allow web browsing; to carry out aggregate statistical analysis aimed at measuring the correct functioning of this website and, in the event of computer crimes, to ascertain any responsibility.
Processed data: IP addresses, domain names, URIs. These data are acquired by the IT systems responsible for the proper functioning of this website.
Legal basis:

- Provision of services aimed at allowing users to browse this website;
- Legitimate interest consisting in ensuring the proper functioning of IT systems and in proceeding with the investigation of possible crimes (possibly also based on the existence of a legal obligation).

Retention period: 30 days after the collection, unless legal provisions or provisions of Public Authorities impose a different retention time in relation to investigations related to any computer crimes.

Online products purchasing

Purpose: fulfilment of online purchase orders and performance of related activities (sending of goods, invoicing, payment management, shipment tracking, delivery of goods, possible activation of the return and refund process of the order, management of the return, etc).

Processed data: contact details (name, surname, e-mail address, telephone number) and shipping address. In the event of a return, we will ask you to also communicate your IBAN code, which is necessary to refund the price of the goods you have returned. We do not process the data relating to the payment method indicated by you (e.g. payment card number and security code), which are instead collected exclusively by the chosen payment service provider.
Legal basis: execution of the sales contract.
Retention period: time necessary to fulfil the contractual and regulatory obligations regarding the purchase and sale of products (e.g. tax legislation).

Customer Care

Purpose: we provide you with an assistance service (via chat, telephone, e-mail, online form) for any request relating to the purchase of our products or the use of our services. The phone calls to customer care are recorded-this way we can evaluate to improve the quality and efficiency of the service provided to our customers. We also retain your requests for assistance if they are related or connected to a claim made by you against us or are necessary for the protection of our rights.
Processed data: data necessary to reply to the requests that you will address to our Customer Care (in particular, for the chat assistance service, we will ask you to provide your name and your e-mail address, phone calls recorded will be limited to less than 30% of the total calls received on a daily basis).
Legal basis:

- execution of the contract for the purchase and sale of products or pre-contractual measures adopted following your request;
- Legitimate interest in defending our rights in or out of court, in the event of legal claims or litigation;
- regarding chat support service, legitimate interest in preventing the so-called "Chat spam";
- regarding the recording of phone calls, legitimate interest in improving the quality and effectiveness of the service provided.

Retention period: time strictly necessary to fulfil your requests; recordings of phone calls will be kept for a period not exceeding 93 days. If a claim or legal proceedings are filed, any related requests for assistance will be retained for 10 years.

Participation in satisfaction survey

Purpose: Collect information about your interests and preferences, and your opinion about the quality of our products, our online and point-of-sale services and our customer service. Some questionnaires are intended for all our customers, others are available to loyalty customers or following your request to our customer service.
Processed data: Depending on the survey, the following may be processed: your name, your contact details, your order number, your loyalty card number, the number of the ticket that has been assigned to your request for assistance, data provided during the completion of the survey
Legal basis: the user's specific consent given by filling in each survey.
Retention period: up to 1 year after their collection. If you have filled in your interests and preferences in the relevant section of your personal area but abandoned the questionnaire before its completion, the data entered up to that point will be stored for 4 months to enable you to resume filling in from the point where you stopped.

Sending of commercial communications ("Direct Marketing")

Purpose: sending of commercial communications through the traditional paper mail service, e-mail, SMS, landline and mobile phone, carrying out market research and surveying your degree of satisfaction regarding products relating to all the brands of Oniverse (Calzedonia, Intimissimi, Atelier Emé, Tezenis, Falconeri e Signorvino).
Processed data: contact details (e.g. name, surname, e-mail address, telephone number, home/residence address).
Legal basis: your consent that you may revoke at any time by writing to privacy@oniverse.it or logging in in your reserved area.
Retention period: until you revoke your consent.

Profiling

Purpose: We will use the information about your profile and purchasing habits: (i) to send you exclusive communications and offers designed for you, if you have consented to receive promotional communications; (ii) also - if you are a member of our loyalty program - to give you preferential access to our customer service based on your purchasing history; and (iii) to develop products and services consistent with our customers' preferences.
Processed data: data relating to your purchases – also relating to the other brands of Oniverse (Calzedonia, Intimissimi, Atelier Emé, Tezenis, Falconeri e Signorvino) - your country of origin, your gender and your age, your interaction with us through our websites and through the Apps that may be developed by us or by third parties – and through our social channels (e.g. Facebook). We may also examine the data relating to your (possible) participation in the "Emé per Te" Loyalty Program and the use of the services we provide. Finally, we may enrich your profile with statistical information that we may lawfully acquire from other sources: for example, in relation to your area of residence (such as demographic information, geo-referencing data, etc.) or to the electronic tools that you use to interact with us.
Legal basis: your consent that you may revoke at any time by writing to privacy@oniverse.it or logging in in your reserved area.
Retention period: Data on purchases will be retained for 3 years, further data for 1 year after collection, except for gender, age and country of origin which will be retained until your consent is withdrawn.

Loyalty Program "Emé per Te" (only for loyalty program members)

Purpose: management of participation in "Emé per Te". The Data will be used to provide the discounts and benefits provided for members of the program and, more generally, for all related contractual and administrative fulfillments.
Processed data: personal and contact data indicated on the online registration form, or, in the case of registration made at "Atelier Emé" stores, requested by the sales assistants. These data are first name, last name, email address, telephone number, date of birth, preferred store, country, region date of marriage and preferred collection, data related to purchases, coupons and discount provided.
Legal basis: execution of the contract for subscription to the loyalty program (Atelier Emé promotional initiative regulations);

Retention period: time needed to manage your participation in the Loyalty Program. In any case, the information relating to your purchases and interactions with us will be kept no later than 12 months from the date of collection. Moreover, if you don't use the loyalty program for more than five years, your data will be deleted after that period.

Personalized assisted selling (only for loyalty program members)

Purpose: To provide a personalized assisted sales service dedicated to loyalty program members who can benefit from the help and advice of our sales assistants.
Processed data: information (e.g., size, color, model) related to purchases made by you in the previous 36 months.
Legal basis: legitimate interest in providing, in stores, the best customer service to customers enrolled in the loyalty program, in line with their needs.
Retention period: 36 months starting from the date of collection.

Antifraud

Purpose: to check the correspondence between the buyer and the holder of the selected payment instrument.
Processed data: your name, surname, e-mail address, IP address, details of e-commerce orders and information on the type of payment instrument used to make the purchase.
Legal basis: legitimate interest in preventing and combating fraud.
Retention period: five years after the collection of the data.

Reserved area registration

Purpose: creation of a reserved area ("account") that will allow you to save some content (e.g. the "wishlist" i.e. the list of your favourite products, your purchase history, etc.).
Processed data: personal details and contact details indicated in the online form relating to registration in the reserved area. The data essential for the use of our services are marked with an asterisk: should you not provide this information, we won't be able to provide you with the requested service.
Legal basis: execution of the website registration agreement.
Retention period: if you do not use Oniverse brand accounts for more than 3 years, these accounts and the data relating to them will be deleted.

Saving of access credentials to the reserved area after the end of the session ("Stay logged in")

Purpose: to make it easier to use your private area ("account") by allowing you to save your login credentials and stay connected to your account beyond the end of the browsing session.
Processed data: your access credentials.
Legal basis: your consent submitted by accepting a cookie (see also Cookie Policy).
Retention period: the cookie that allows you to save the login credentials will stay active for 6 months. At any time, you can disable cookies by accessing the "Cookie Settings" section available on the Cookie Policy.

E-Gift Card

Purpose: sending and use of the E-Gift Card.

Processed data: name and e – mail address of the recipient of the E-Gift Card. This data is communicated to us from the purchaser of the E-Gift Card.
Legal basis: legitimate interest in assuring the sending and the use of the E-Gift Card.
Retention period: Period strictly necessary to send the E-Gift Card and to guarantee its use.

Statistical Analysis

Purpose: creation of statistical reports and behavioural models in order to examine - in aggregate form - the effectiveness from an economic point of view of the commercial initiatives (e.g. launch of a new product) of Atelier Emé and Calzedonia and to address future commercial and promotional initiatives.
Processed data: information relating to your purchases (also in relation with the other brands of Oniverse), country of origin, age, gender, information obtained by examining your interaction with us, through e-mails, our websites, the section relating to your interests and preferences in your personal area, if completed, and through the Apps that may be developed by us or by third parties (for more information, we invite you to consult the respective privacy notices).
Legal basis: legitimate interest of Atelier Emé and Calzedonia S.p.A. to analyse - in pseudonymised form (therefore without information directly attributable to individual customers) - customer data to obtain strategic information relating to customer purchasing behaviour, the ways in which customers interact with the company through the various communication channels and the effectiveness of commercial and promotional initiatives, in order to be able to compete with the main operators in the sector.
Retention period: the data relating to your purchases will be kept - in pseudonymised form - for a period of five years. The other personal data will be kept - in pseudonymised form - for a period of two years.

Write your story

Purpose: creation of a gallery dedicated to the collection of narratives, from Atelier Emé customers, of their wedding day.
Processed data: photographs and personal contact data requested in the online form dedicated to the initiative. The required data are marked with an asterisk: without the provision of this information we will not be able to proceed to publish your story.
Legal basis: your consent, expressed by joining the initiative, which you can revoke at any time by writing to privacy@oniverse.it or accessing your private area.
Retention period: 3 years.

Participation in events and initiatives (only if the service is active in your Country)

Purpose: participation in events and initiatives proposed by us.

Data processed: personal data included in the registration form for each initiative. Only common personal data will be collected (e.g. name, surname, contact information)

Legal basis: your specific consent expressed by filling in the registration form.

retention period: duration of the event. Following the event the data will be deleted.

Joint controllers: Calzedonia S.p.A. and Atelier Emé S.r.l.; in addition - for all events and initiatives that take place in one of the Atelier Emé - branded stores managed by an affiliated company (i.e. a company with which there is a commercial affiliation relationship) - this company, together with Calzedonia S.p.A. and Atelier Emé S.r.l., is the Joint Data Controller. For the exercise of your rights in relation to this specific purpose you may contact all the Co-Processors by writing to privacy@oniverse.it.

Purchase of products in shop (only if the service is active in your Country)

Purpose: purchase of wedding dresses.
Processed data: personal and contact data collected by filling out the appropriate forms available at our stores.
Legal basis: execution of the contract of sale and purchase of products**.**
Retention period: time necessary to fulfill contractual obligations and obligations imposed by law (e.g., in tax matters).
Data Controllers: Calzedonia S.p.A. and Atelier Emé S.r.l.; in addition - if you have made a purchase at an "Atelier Emé" store managed by an affiliated company (i.e., a company with which there is a commercial affiliation relationship) - this company, together with Calzedonia S.p.A. and Atelier Emé S.r.l., is the Joint Data Controller. For the exercise of your rights in relation to this specific purpose you may contact the Joint Controllers by writing to privacy@oniverse.it.

E – receipt sending (only if the service is active in your Country)

Purpose: sending by e-mail of the receipt relating to a purchase made at a Calzedonia store.
Processed data: e-mail address.
Legal basis:

- fulfilment of regulatory obligations in tax matters;
- fulfilment of contractual obligations;

Retention period: 10 days after the issue of the receipt.
Data Controllers: Calzedonia S.p.A. and Atelier Emé S.r.l.; furthermore - if you have made a purchase at a Calzedonia store managed by a franchising company (i.e. a company with which there is a commercial franchising relationship) - this company, together with Calzedonia S.p.A, is the Joint Data Controller (they jointly define the purposes and means for processing the personal data collected). To exercise your rights in relation to this specific purpose, you can contact all the Joint Controllers by writing to privacy@oniverse.it

Become our partner (only if the service is active in your Country)

Purpose: evaluating your application and become one of our Partners to collaborate with us for the realization of the events. In the event that your activity is of interest to us, you will be contacted and we may publish your company data (social page and link to the website) on the page dedicated to our Partners.
Processed data: the common personal data indicated in the contact form
Legal bases: execution of pre-contractual measures for the evaluation of your application and execution of the contract for the sharing of your data on our Partners' page
Retention period: We will keep the data collected for 36 months from the date of receipt of your application.

Product availability information

Purpose: sending of a back in stock notice to the e – mail address indicated by you regarding the new availability of a product (so called back in stock).
Processed data: e – mail address
Legal basis: execution of pre-contractual measures adopted following your request
Retention period: your e - mail address will be deleted immediately after informing you of the new availability of the product you requested and, in any case, no later than one month from the request.

Book Appointment (only if the service is active in your Country)

Purpose: booking and management of appointments to be made at one of the "Atelier Emé" stores.
Processed data: common personal data requested in the "Book Appointment" section of the Atelier Emé website or collected by sales assistants. Some of these data such as name, surname, e-mail address and telephone number (marked with an asterisk in the online form or, alternatively, requested by the sales assistants) are to be considered indispensable for the booking and management of the appointment. Therefore, in the absence of conferment, it will not be possible to finalize and/or modify such a reservation.
If there is a charge in the event of failure to make the appointment, please note that we do not process data related to the means of payment you provide (e.g., payment card number and security code), which are instead collected exclusively by the payment service provider.
Legal basis: execution of pre-contractual measures taken on the basis of your request.
Retention period: 9 months following the date of the last appointment and, in any case, no later than the date of delivery of the dress.

Tailoring Alteration Service (only if the service is active in your Country)

Purpose: to provide the alteration service following the purchase of a formal or bridal garment at one of the Atelier Emé stores.
Data processed: the data requested in the form that can be filled in in the store will be processed, i.e. personal data (name and surname) and contact data (telephone number), data relating to the product purchased (item, color, size), data necessary to carry out the required tailoring intervention (type of intervention, measurements).
Legal bases: Execution of the contract of sale/other services.
Retention period: time necessary to comply with contractual and regulatory obligations regarding the purchase and sale of products (e.g. tax legislation).

TO WHOM DO WE COMMUNICATE YOUR DATA?

To achieve the purposes for which we use your data, we need to communicate them to these categories of subjects:

- Calzedonia S.p.A. and Atelier Emé S.r.l. staff, in charge with the management of our website and the services that are available online and at our stores;
- Calzedonia S.p.A. and Atelier Emé S.r.l. suppliers (e.g. service providers and IT platforms, consultants): these subjects use your data as data processors, appointed by Calzedonia S.p.A., through the signing of a specific contract;
- Commercial franchising companies' staff for the following processing activities: "Loyalty Program", "Personalized assisted sale", "Purchase of products in shop", "Participation in events and initiatives", "E – receipt sending", "Become our Partner", "Book appointment";
- Credit institutions, companies that carry out shipping and transport services, insurance companies: these subjects act as independent Data Controllers and their involvement is necessary to carry out necessary operations related to the use of our services (e.g. making payments; deliver the purchased goods).

COOKIE

We use cookies in some areas of the site. We ask you to read our Cookie Policy, to be consulted together with this information.

SOCIAL NETWORK

On our website you can also find social buttons/widgets, depicting the icons of social networks (e.g., Facebook, Google and X) and interactive social walls (that show pictures coming from social networks). These "buttons" allow users who are browsing the website to interact directly with the social network which collects data relating to your visit.
In some areas of the website, you may also find the so-called social login, that allows you to login your reserved area through the social network account. When you use the social login, you accept the terms and conditions and the privacy policy of the social network itself.

DO WE TRANSFER YOUR PERSONAL DATA OUTSIDE EU?

The personal data collected may be transferred outside the European Union. In this case, the transfer will take place in compliance with the provisions of EU Regulation 2016/679 ("GDPR") (in particular, the data will be transferred only after signing the Standard Contractual Clauses approved by the EU Commission with decision 2021/914 / EU or to countries able to guarantee an adequate level of protection of personal data and therefore recipients of an Adequacy Decision adopted by the EU Commission).

HAS A DATA PROTECTION OFFICER ("DPO") BEEN APPOINTED?

Atelier Emé and Calzedonia S.p.A. has appointed a Personal Data Protection Officer, in charge of supervising compliance with the legislation for the protection of personal data and acting as a contact point for the requests of the subjects to whom the personal data refer, who can be contacted by writing to e-mail address dpo@oniverse.it.

WHAT ARE THE RIGHTS THAT YOU MAY EXERCISE AS DATA SUBJECT?

You can exercise the rights that you have over your personal data by writing to privacy@oniverse.it.
We undertake to respond to your request as soon as possible and in any case no later than thirty days from receipt of your report. In some cases, we will ask you further information if, in connection with your request, it becomes necessary to verify your identity.
In particular, you can exercise the following rights:

- **Right of access**, i.e., the right to know if a processing of personal data concerning you is in progress and, if confirmed, to obtain a copy of such data and be informed about the origin of the data, the categories of personal data processed, the recipients of the data, the purposes of the processing, the existence of an automated decision-making process (including profiling), the data retention period, the rights provided for by the applicable law;
- **Right to request the correction or integration of your data**;
- **Right to request the deletion of personal data** if such data are no longer necessary for the purposes for which they were collected, or if we are no longer authorized to process them;
- **Right to obtain the limitation** of the processing of personal data in the following cases: *i*) you have contested the accuracy of the personal data. You can request a processing limitation for the period necessary to verify the accuracy of the data; *ii*) we are no longer authorized to process the data, and instead of deleting them, you can ask us to limit their use; *iii*) if the personal data in our possession, despite being no longer necessary for the purposes for which they were collected, are necessary for you to ascertain, exercise or defend a right in court;

- **Right to data portability**, i.e., the right to receive personal data concerning you in a structured format, commonly used and readable by an automatic device, as well as the right to request for such data to be transmitted to another Data Controller;
- **Right to revoke the consent**, for the processing based on it;
- **Right to oppose** at any moment to the processing of personal data based on our legitimate interest.

You also have **the right to lodge a complaint** with the competent data protection supervisory authority if you believe that the processing of your data conflicts with the provisions of the applicable laws.

We reserve the right to periodically update the content of this page.
We therefore invite you to consult this privacy notice regularly to stay up to date with any changes that may have occurred since your last consultation.

Last update: September 2025