



MY COINCARD PROGRAM TERMS AND CONDITIONS

COINCARD ("Card") is the loyalty card owned and issued by **COIN S.P.A. ("Issuer")** with headquarters in Venice Mestre (VE), Via Maderna, 11 – 30174– Tax Code and VAT number 04391480276.

RECIPIENTS OF THE PROGRAMME

The Card is available exclusively to customers aged 18 or over, residing or domiciled in Italy or EU citizens, who qualify as Consumers (pursuant to art. 3 paragraph 1 letter A) of Legislative Decree no. 206/2005). The Card is for personal use only and is not available for business, resale or wholesale purposes. Therefore, companies, legal entities, and, more generally, purchases made with a VAT number are excluded from the Card.

The Card is issued free of charge and can be requested either at Coin stores, with the assistance of a sales associate, or online by completing the registration form available on coin.it. The Card is issued in physical or digital format at stores and only in digital format on coin.it following successful registration.

The card will be revoked or not issued if incomplete or false information is provided.

On joining the My Coincard Programme implies full acceptance of the terms set out in this regulation.

There is a limit of one Card per person and Cards are for personal use by the registered cardholder only. Cards cannot be shared,

The Coincard holder can request in the store to activate a "sub-Card" for one family member, through the appropriate procedure: in this case, the purchases of both will be loaded onto a single "COINCARD account"

The Coincard holder undertakes to notify the Issuer of any changes to own personal data or to update them through their online account on coin.it. The data provided by the Coincard holder will be processed by the Issuer in accordance with the personal data protection legislation (GDPR 2016/679), as specified in the Information Notice provided pursuant to Article 13 of GDPR 2016/679, available on coin.it.

TERMS OF PARTICIPATION IN THE MY COINCARD PROGRAM

The Card gives access to the My Coincard Program and exclusive promotional campaigns — including discounts, special offers, reserved initiatives, Status benefits, and more — all promoted by Coin in line with the terms and conditions provided for each initiative.

Coincard benefits are valid only in Italy and on coin.it. They do not apply in stores located abroad or on international websites.

The Cardholder must present the Card at the checkout or identify themselves with their full name and date of birth before the receipt is issued and the transaction is completed to benefit from the exclusive discounts and promotions available through the Card. Otherwise, the benefits will not be applied. Once the receipt has been issued or the transaction finalized, it will no longer be possible to claim them.

The Card may be presented either in physical format or shown using a smartphone or other digital device.

The Cardholder must link their Coincard code to their personal account to purchase on coin.it. Each account can be associated with only one Coincard code, and each Coincard code can be linked to only one account.





If Cardholder needs to block the physical Card because of loss or theft is required to contact servizioclienti@coin.it (attaching a copy of their identity document) or, if unable to do so, to seek assistance from the staff at stores, presenting a valid identity document.

Replacement of the physical Card is not permitted. Coin S.p.A. will not be liable for any unauthorized use of the Card

MY COINCARD RE

WARDS

With the **Card**, customers enjoy access to a range of exclusive benefits and services:

- Special discounts and personalized promotions
- Early access to seasonal sales
- **Birthday Gift**: €30 off on home and beauty purchases of €100 or more, valid at participating stores within one week of your birthday
- 50% off basic tailoring services (excluding items already on sale or under promotion)
- Discounted parking at participating locations
- 50% off monogramming on shirts (excluding sale or promotional items)
- **Free home delivery** for online orders over €75 on [coin.it](https://www.coin.it)
- **Free home delivery** for in-store purchases over €100
- **Free home delivery** for tailored items with a total value over €100

The **My Coincard Program** allows cardholders to reach different levels — “**STATUS**” — based on the total amount spent during the promotional period, which runs from **January 1, 2025, to December 31, 2025**, across the national territory.

The initiative includes all stores that display promotional materials related to the program, under the following format: **COIN, COINCASA, and COIN EXCELSIOR**. The official website www.coin.it is also included in the program.

During the specified period, the cardholders may become entitled to receive benefits based on the status achieved, as outlined below:

- **STATUS SILVER**: customers who have spent between €1,000 and €1,999.99 using their card will be eligible for the following benefits:
 - o All benefits listed under “**BENEFITS**”
 - o One-day early access to promotions, excluding sales
 - o Complimentary basic alterations
 - o Free home delivery for in-store purchases
 - o Free home delivery for tailored items
- **STATUS GOLD**: customers who have spent between €2,000 and €3,999.99 using their card will be eligible for the following benefits:
 - o All benefits listed under “**BENEFITS**”
 - o **5% discount** on all future purchases
 - o One-day early access to promotions, excluding seasonal sales
 - o Complimentary basic alterations
 - o Free home delivery for in-store purchases
 - o Free home delivery for tailored items
 - o Free home delivery for purchases made on [coin.it](https://www.coin.it)
 - o Free returns on [coin.it](https://www.coin.it)
 - o Free shipping for furniture orders on [coin.it](https://www.coin.it)

COIN | COINCASA | COIN
EXCELSIOR



- **STATUS PLATINUM:** customers who have spent between €4,000 and €5,999.99 using their card will be eligible for the following benefits:
 - o All benefits listed under “**BENEFITS**”
 - o **10% discount** on all future purchases
 - o One-day early access to promotions, excluding seasonal sales
 - o Complimentary basic alterations
 - o Free home delivery for in-store purchases
 - o Free home delivery for tailored items
 - o Free home delivery for purchases made on coin.it
 - o Free returns on coin.it
 - o Free shipping for furniture orders on coin.it
- **STATUS DIAMOND:** customers who have spent over €6,000 using their card will be eligible for the following benefits:
 - o All benefits listed under “**BENEFITS**”
 - o **10% discount** on all future purchases
 - o **Birthday Gift:** 30% off valid on a single transaction of any amount made on the customer's birthday *(excluding non-participating brands; not valid with other ongoing promotions or initiatives — only valid together with the fixed Status discount)*
 - o One-day early access to promotions, excluding seasonal sales
 - o Complimentary basic alterations
 - o Free home delivery for in-store purchases
 - o Free home delivery for tailored items
 - o Free home delivery for purchases made on coin.it
 - o Free returns on coin.it
 - o Free shipping for furniture orders on coin.it

All benefits may be used until December 31, 2025, while the fixed discounts associated with Gold, Platinum, and Diamond Status will remain valid until December 31, 2026.

The Status discount will be activated within 4 business days from the date the status is achieved.

The product categories excluded from promotions under applicable regulations and all service-related expenses (including tailoring services, home delivery, shipping costs for purchases made on coin.it, charity initiatives, and any new services), are excluded from the initiative and therefore will not count toward the spending threshold required to access the promotion.

The Issuer reserves the right to offer more favorable conditions to participants; any such conditions will be communicated to all eligible recipients in a consistent manner.

SPECIAL CONDITIONS

- The amount spent on **GIFTCARD** purchases at participating stores is counted toward the purchaser's total and not the user's.
- For **RETURNS** made at physical stores, the total purchases on the 'CARD' will not be adjusted; similarly, when using the RETURN VOUCHER, the amount will not be credited to the 'CARD' total purchases. On coin.it, the total purchases will be reduced by the value of the returned items.
- In the case of a **DEPOSIT**, the amount will be added to the 'CARD' total purchases only upon full payment

coin | coincasa | coin

EXCELSIOR



- Purchases made with the 'CARD' at **brands with independent checkouts** do not contribute to the total spending. An up-to-date list of these brands is available on coin.it.

CONDITIONS FOR APPLYING THE STATUS DISCOUNT

The CARD HOLDER will automatically receive the discount associated with their status upon reaching the spending thresholds for the three tiers: €2,000 (Gold), €4,000 (Platinum), and €6,000 (Diamond).

The discount associated with each status will be automatically applied within 4 days of reaching the status level, on purchases made in-store and on www.coin.it, until December 31, 2026.

The discount cannot be used for the purchase of GIFTCARD or for any service expenses (including tailoring services, home delivery, shipping costs for purchases made coin.it, charity initiatives, and any new services that may be introduced). The discount is combinable with other promotions and may be used on already discounted items; in such cases, it will be applied to the final amount after all other discounts

The MY COINCARD Program provides that CARD holders can receive, from April 5, 2025 to March 31, 2026, an immediate percentage DISCOUNT, which will vary depending on the spending range reached with a receipt within the national territory or a single order, as described in detail in the table below:

SPENDING RANGE	PERCENTAGE DISCOUNT
FROM € 100,00 TO € 149,99	10% off
FROM € 150,00 TO € 299,99	15% off
OVER € 300,00	20% off

The discount will be applied to the amount paid, net of any allowances, discounts, vouchers, or similar reductions (excluding Status discounts).

Card Holders may receive only one discount per receipt or order.

For example: For a €100 purchase, only one 10% discount may be applied

For € 130 = 10% discount

For € 170 = 15% discount

For € 320 = 20% discount

The discount earned will be calculated and applied directly to the transaction that triggered the entitlement.

Giftcards and Premiums (i.e., prepaid vouchers/cards issued by Coin), product categories that cannot be promoted under current regulations, and all service-related expenses (including tailoring services, home delivery, shipping and assembly costs for purchases made on www.coin.it, charity initiatives, and any new services) are excluded from the initiative. As such, they will not be counted toward the spending thresholds required to qualify for the discounts.

Brands and products not participating in the initiative will be excluded from the spending total required to reach the tiers. The list is available for consultation in stores and on coin.it.

The Issuer reserves the right to offer more favorable conditions to participants; any such conditions will be communicated to all eligible recipients in a consistent manner..

Clarifications about orders placed on coin.it:

- The connection cost will correspond to the rate agreed upon in the participant's data plan with their telecommunications provider.





- The Issuer assumes no responsibility for any access issues, disruptions, malfunctions, or difficulties that may prevent the customer from accessing the website or participating in the initiative.
- The Issuer also declines any responsibility for orders placed outside the timeframes specified in this document or for technical issues accessing www.coin.it that are beyond its control.

CONDITIONS FOR APPLYING THE DISCOUNT

Customer will receive the discount upon reaching the specified spending tiers when presenting their COINCARD at checkout in store. Discounts may be used exclusively by the COINCARD holder.

Online, customer will automatically receive the discount upon reaching the specified spending tiers, provided all conditions outlined in the preceding sections have been fulfilled.

The discount is non-transferable, non-refundable, cannot be exchanged for cash, does not entitle the customer to change, is indivisible, and cannot be used for the purchase of items on sale or promotion, or for products from brands not participating in the initiative.

The discount cannot be combined with other ongoing promotions and/or initiatives. However, it can be combined with the discounts associated with the customer's achieved Status, as governed by the terms and conditions of the relevant program, meaning the discounts will be added together

The request and use of the Discount are the sole responsibility of the Customer wishing to participate in the initiative. Should the Customer fail to exercise this right within the terms set out in this document, the Issuer cannot be held liable.

SPECIAL CONDITIONS

- In the case of GIFTCARD purchases at participating stores, the amount will not count toward the spending total for this initiative.
- For returns, the general terms and conditions of sale apply and can be consulted at coin.it.
- In the case of a deposit, the discount will only be applied once the full payment has been completed.
- Purchases made using the COINCARD at brands with independent checkouts do not contribute to the spending total required to reach the spending tiers. The list of brands with independent checkouts is available and regularly updated on coin.it.

UNSUBSCRIBE FROM MY COINCARD PROGRAM

The Card holder has the right to unsubscribe from the Card membership at any time and without any obligation by choosing one of the following methods:

- Sending a registered letter with return receipt to Coin S.p.A. at the address provided above, attaching a copy of their identity document to the withdrawal request;
- Sending an email to servizioclienti@coin.it and dpo@coin.it, attaching a copy of their identity document to the withdrawal request;
- Visiting a store in person with their identity document.

The cancellation (or withdrawal) entails forfeiture of any benefits accrued but not used, as well as any advantages linked to the Card.

EXCLUSION FROM THE MY COINCARD PROGRAM

The Card may be revoked in the event of incorrect use or violation of these Regulations; revocation will result in the cancellation of the Card and any benefits accumulated and not yet used.





SUSPENSION OF MY COINCARD PROGRAM

Coin S.p.A. reserves the right to suspend the Card service and its governing conditions without assuming any liability for potential interruptions. Additionally, Coin S.p.A. shall not be held responsible for data loss resulting from disasters, theft, vandalism, or other events.

PRIVACY POLICY

a) About Us

Coin S.p.A., with its registered and administrative office located in Mestre (VE), via Maderna No. 11, 30174, tax code and VAT number: 04391480276 ("Coin"), is the company that – as the Data Controller – collects and processes your personal data and, pursuant to EU Regulation 2016/679 ("General Data Protection Regulation" or "GDPR"), provides you with the following information

b) How to Contact Us and the Data Protection Officer

You can contact us by sending an email to servizioclienti@coin.it or by writing to:
Coin S.p.A., Customer Service,
Via Maderna No. 11,
30174 Venezia Mestre (VE), Italy. The Data Protection Officer (DPO) appointed by Coin S.p.A., pursuant to Article 37 of the GDPR, can be reached at the email address dpo@coin.it

c) What Data We Collect

The personal data we collect depends on how you use your Card and your personal account on coin.it, as well as any consents you may have provided, where required. Specifically, we may collect the following data:

- First and last name;
- Date of birth;
- Gender;
- Province of residence;
- Postal code;
- Mobile phone number;
- Email address;
- Issuing entity (store or online) of the Card;
- Data related to the use of the Card, such as Card code, total purchase amount, discount thresholds reached, use of discounts (or rewards) granted, participation in contests and promotions;
- Data related to purchase details for the purpose of analyzing your preferences and buying habits (e.g., date, item code, product description, price, and quantity).

During the Coincard activation process, we may ask you to present an identity document to verify your age. For the processing of data related to connection and navigation on the coin.it website, please refer to the respective privacy policy and cookie policy.

d) Why We Process Your Data

Your data will be used for the purpose of:





(1) To issue and manage your Card, allowing you to access the MY COINCARD program and/or promotional campaigns (e.g., receiving discounts, promotions, and initiatives reserved for cardholders, as specified in the loyalty program terms), and to send you service communications related to this (e.g., your status or the expiration of spending thresholds).

The Card activation will take place through the sales assistant if you request the Card at one of the Coin, Coincasa, or Coin Excelsior stores, who will provide you with the necessary instructions at that time.

2) To create your personal Coin account, allowing you to access the services and benefits reserved for registered users on coin.it (e.g., using your Card online, making faster purchases by saving your information, checking your purchase history and Status, viewing your wishlist, reviewing and updating your personal data or privacy consents, and receiving service communications strictly related to your account).

The legal basis for processing your data for purposes 1 and 2 is the necessity to execute the loyalty relationship established through the issuance of the Coincard and to provide you with services connected to the activation of your personal account on coin.it (Article 6(1)(b) of the GDPR).

(3) Exercise of Coin's Rights Against Unlawful or Fraudulent Conduct

The legal basis for processing is Coin's legitimate interest in verifying the proper use of the account and the Card, and consequently exercising its rights, including through legal action, against unlawful or fraudulent behavior (Article 6(f) of the GDPR).

This interest is considered legitimate and balanced against the rights and freedoms of the data subjects, as the processing is solely aimed at protecting Coin's rights against fraudulent or unlawful conduct, in compliance with applicable laws, as well as the company's internal procedures and regulations governing the proper processing of personal data.

*

If you give your consent, some of the data provided during the activation of your Coincard and personal account on coin.it, as well as data derived from the analysis of your preferences and purchasing habits, will be used for the following purposes:

(4) Analysis of your preferences and purchasing habits in order to improve our commercial offering, products, and services through a better understanding of our customers, their purchasing preferences, and tastes (e.g., helping us identify the products you prefer, improve our product selection, etc.);

(5) Marketing purposes, to contact you—via phone, mail, newsletter, email, SMS, messaging apps, or social media campaigns—for advertising and promotional communications about our products, services, or initiatives, including personalized content if you have given us consent to process your preferences and tastes (as described under purpose 4, e.g., by sending you information about the brands or collections you're most interested in), or to invite you to take part in market research.

Promotional or commercial communications may also concern the various Coin format, which can be found on coin.it. The legal basis for processing your data for the purposes outlined under points 4 and 5 is your consent (Article 6(1)(a) of the GDPR).

If you choose not to give your consent, you will still be able to obtain the Card, benefit from the advantages reserved for members, and **register on coin.it by creating your personal account**.

You may update your consent at any time by selecting the relevant option within your personal account on coin.it, or by writing to servizioclienti@coin.it. If you no longer wish to receive commercial emails, you can also unsubscribe by clicking the link provided in each message.

Additionally, in your personal area on coin.it, you can manage your preferences and choose the channels through which you wish to receive our marketing communications.

*

e) Consequences of Incomplete Data

Coin requires certain data at the time of registration (marked as “mandatory” ***) as they are necessary for registering on the coin.it website and/or for issuing the Card.

COIN | COINCASA | COIN
EXCELSIOR



Failure to provide the data marked as “optional,” or to give consent for specific purposes, will simply result in those personal data not being used for those purposes.

You can update your data at any time directly through your personal account on coin.it or by writing to servizioclienti@coin.it.

f) How We Process Your Data

Your data will be processed by electronic means to allow you to access discounts and promotions based on your spending levels, benefit from other advantages described in the Card terms and informational materials, and register on coin.it.

If you provide your consent, we may also analyze your data (e.g., purchase history) to better understand your tastes and preferences and send you offers—including personalized ones—about our products (e.g., if you buy women's products or home items, we may send you promotions on similar or complementary products), services (e.g., home delivery), or initiatives (e.g., sweepstakes), or invite you to take part in market research (e.g., interviews, phone calls, emails, etc.).

Please note that any analysis of your data and preferences will not be carried out exclusively through automated means, but will always involve evaluation and oversight by our staff.

Coin may also carry out specific, non-continuous or non-systematic checks to verify the proper use of your account and Card, and to protect itself against fraudulent or unlawful behavior, in compliance with applicable regulations and internal procedures.

g) Data Retention Period

The data necessary to fulfill the purposes under points 1 and 2 of paragraph d) will be processed for the entire duration of your Card membership and registration on the coin.it.

Data required for the exercise of our rights, including judicial enforcement against unlawful or fraudulent conduct (purpose under point 3 of paragraph d), will be retained until the resolution of any related dispute.

Data relating to the details of your purchases, processed for the purposes of preference analysis (purpose under point 4 of paragraph d) and/or marketing (purpose under point 5 of paragraph d), will be retained for a period of 24 months from the date of purchase registration.

h) Who processes your data

Your data will not be disclosed or transferred to third parties. However, to enable Coin to manage your account, ensure the operation of the Coincard, and pursue the purposes for which you have given consent (purposes no. 4 and 5 in paragraph d), your data may be accessed—within the limits of their respective responsibilities—by the following recipients:

- (i) our affiliated companies managing Coincasa-branded stores;
- (ii) service providers and IT system operators supporting the management of our IT systems, website, and databases (e.g., optical archiving, data storage, and processing);
- (iii) providers of software and services necessary for customer data analysis, communication, and marketing activities;
- (iv) companies organizing and managing market research;
- (v) public and judicial authorities in case of disputes, fraud, or unlawful activities;
- (vi) external legal and tax professionals.

Details of the entities acting as Data Processors under Article 28 of the GDPR will be provided upon request, by contacting the addresses indicated in paragraph l).

Additionally, data may be accessed by authorized personnel within Coin's Marketing & Digital Transformation Department, as well as the Retail, IT, and Legal Departments.

i) International (Extra-EU) Data Transfers





Your data is not transferred outside the European Union, as all processing is carried out either directly by Coin or through service providers that use servers and systems located within the European Union or the European Economic Area (EEA).

I) What Are Your Rights

By contacting the store directly and/or by sending a communication to Coin S.p.A., Via Maderna no.11, 30174 – Venice Mestre (VE), Italy, or by email at servizioclienti@coin.it, you may exercise at any time the rights set out in Articles 15 to 22 of the GDPR. These include the right to access your personal data, request the rectification of inaccurate data, the erasure or restriction of your data, as well as the right to receive your data—or have it transmitted to another controller—in a structured, commonly used, and machine-readable format.

You may withdraw at any time any consent you may have given for your data processing and object to the processing of your data, particularly for marketing purposes or the analysis of your preferences. If you wish, you may limit your withdrawal of consent to communications sent via electronic means (e.g., email, SMS), while continuing to receive commercial communications by postal mail or telephone with an operator, where applicable.

Please note that you can independently update your personal data and manage your consent preferences at any time through your personal account on **coin.it**. You can find a full list of your rights at www.garanteprivacy.it.

Articles 15 to 22 of the GDPR grant the following rights to data subjects:

- **Right of Access:** The data subject may request information about whether personal data concerning them is being processed, the purposes of the processing, the categories of data processed, the recipients to whom the personal data has been or will be disclosed, any transfers of data outside the European Union, the storage period, the existence of automated decision-making (including profiling), and the source of the data if it was not collected directly from the data subject (Art. 15 GDPR).
- **Right to Rectification:** The data subject may request the correction or updating of inaccurate personal data or, considering the purpose of the processing, the completion of incomplete personal data (Art. 16 GDPR).
- **Right to Erasure ("Right to be Forgotten"):** (where applicable) The data subject has the right to obtain the deletion of personal data concerning them, for example, when the data are no longer necessary for the purposes for which they were collected. However, deletion cannot be requested if the data are necessary to comply with a legal obligation (e.g., accounting, security), or for the establishment, exercise, or defense of legal claims (Art. 17 GDPR).
- **Right to Restriction of Processing:** The data subject may request that the processing of their data be restricted, for example, when the accuracy of the data is contested, for the period necessary to verify the accuracy of the data (Art. 18 GDPR).
- **Right to Notification:** The data subject has the right to be informed about any rectification, erasure, or restriction of processing carried out on their personal data, as well as the recipients to whom the data have been disclosed (Art. 19 GDPR).
- **Right to Data Portability:** (where applicable) The data subject has the right to receive personal data concerning them in a structured, commonly used, and machine-readable format (e.g., .xls, .csv). This right applies only to data processed by automated means and based on a contract with the data subject or their consent. Where technically feasible, the data subject may request the direct transmission of data to another controller (Art. 20 GDPR).
- **Right to Object:** (where applicable) The data subject has the right to object at any time, on grounds relating to their particular situation, to the processing of personal data concerning them carried out for the legitimate interests of the controller or third parties (including profiling). They may also always object to the processing of data for direct marketing purposes, including profiling related to such marketing (Art. 21 GDPR).
- **Right Not to be Subject to Automated Decision-Making, Including Profiling:** (where applicable) The data subject has the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them, except when the automated decision is necessary (i) for entering into or performance of a contract between the data subject and the controller, (ii) is authorized by law with appropriate safeguards, or (iii) is based on the data subject's explicit consent (Art. 22 GDPR).





m) Who you can contact to lodge a complaint about the processing of personal data

Please note that if you believe the processing of your personal data violates the provisions of the GDPR, you may lodge a complaint with the Data Protection Authority (www.garanteprivacy.it), or with the supervisory authority of the country where you habitually reside, work, or where the alleged violation occurred.

COIN S.p.A.

COIN | **coincasa** | COIN
EXCELSIOR