

**PRIVACY NOTICE ON PROCESSING OF YOUR PERSONAL DATA RELATED TO
PANDORA'S CAPITAL MARKETS DAY**

We respect your privacy and want to make sure you're provided with the information necessary to understand why and to what extent Pandora process your personal data. This privacy notice covers the collection and use of your data collected through or in connection with our sites:

www.pandoragroup.com and www.pandoracmd.com.

1. Why do we need your personal data?

Pandora A/S ("Pandora") collects and uses your personal data to send you a link to the Capital Markets Day event as well as for the purpose of understanding the range and professional origin of our Capital Markets Day audience on 14 September 2021 and to improving future capital market events and upcoming roadshow.

2. Who controls the personal data?

Pandora determines the purpose and means of the processing of your personal data and therefore acts as the data controller.

Contact details:

PANDORA A/S
Havneholmen 17-19
1651 Copenhagen V
Denmark
VAT no.: 28505116

Email: jobck@pandora.net or kram@pandora.net

Please note that Pandora does not employ a Data Protection Officer.

If you have any questions or concerns regarding the Capital Markets Day or the use of your personal data, kindly contact us via the email address above.

3. What personal data does Pandora collect about you?

To administer and manage the Capital Markets Day as described in the purpose mentioned above, Pandora collects the following personal data from you:

- Your full name
- Your email address
- Your company/organisation (optional)

4. How is the collected personal data processed?

The personal data is collected upon your registration at www.pandoragroup.com/CMD2021.

5. Legal basis for processing

We process your personal data on the basis of article 6 (1) (f) in the General Data Protection Regulation (EU) 2016/679 ("GDPR") – our legitimate interest. Pandora has a legitimate interest in sending you a link in order to provide access to the event you've requested as well as understanding the audience of the Capital Markets Day to better understand how to setup, structure and plan future events, e.g. in relation to number of attendees, distribution of professions/organisations attending etc.

6. Transfer and disclosure of personal data

We employ service providers who, as data processors, process personal data on behalf of Pandora. These services include event management and site development and hosting. These service providers may as our data processors only process personal data to the extent necessary in order to deliver their services to Pandora.

All our data processors enter into required data processing agreements with us and are contractually obliged to treat all data they process in the strictest confidence. They are prohibited from using data in any other way than required. Necessary steps are taken to ensure that our data processors, working on behalf of Pandora, uphold and protect the confidentiality of your personal data.

Our data processors are situated within the EU/EEA. Consequently, we do not share your personal data with countries outside the EU/EEA.

Except as set out in this notice, Pandora will not disclose your personal data to any third parties without your prior permission, unless we are duty-bound to disclose or share this in order to:

- comply with a legal obligation,
- comply with the direction of the court or any other body of competent jurisdiction incl. law enforcement,
- defend our legal rights and interests,
- enforce or apply this privacy notice or other agreements,
- prevent fraud or other crime,
- protect the rights, property or safety of Pandora A/S or Pandora Group, our employees, our data subjects or others.

7. Your rights

As a data subject, you have certain rights under the GDPR. To exercise these rights, please contact jobck@pandora.net. Please note that some rights may be subject to certain statutory limitations.

7.1. The right to access

You have the right to request information about the personal data we hold on you.

7.2. The right to rectification

You have the right to request correction of the personal data stored on you.

7.3. The right to be erased

You have the right to request your personal data deleted, unless Pandora e.g. has a legal obligation to retain the personal data or need the data for establishment, exercise or defence of legal claims.

7.4. The right to restriction of processing

You have the right to restrict the processing of your personal data under certain circumstances.

7.5. The right to data portability

You have the right to receive your personal data in a structured, commonly used and machine-readable format. This right only concerns personal data collected based on your consent or based on a contract, and only include personal data you have submitted to us.

7.6. The right to object

You have the right to object to 1) processing based on legitimate interest and 2) direct marketing.

In relation to 1), Pandora will no longer process your personal data unless we can demonstrate legitimate grounds for the processing which overrides your interest and rights or due to legal claims.

7.7. The right to lodge a complaint with the data protection authorities

If you consider Pandora to process your personal data in an incorrect way, you can always contact us. You also have the right to raise a complaint to a data protection authority. As Pandora A/S is the data controller of the processing activities described in this Privacy Notice, the relevant authority is the Danish Data Protection Agency: Datatilsynet (www.datatilsynet.dk).

8. Cookies and similar technologies

When you visit this site, you'll be asked about your cookie preferences and what types of cookies and similar technologies you'd like to consent to.

A cookie is a small piece of data (text file) that can be stored in your browser on your device. Cookies set directly by Pandora are called first-party cookies. We also use third-party cookies, which are cookies from a domain different than the domain of the website you are visiting, for our advertising and marketing efforts to the extent you have consented to these. You can use the cookie consent module on this site to manage and customise your cookie preferences. Note that strictly necessary cookies cannot be disabled as these are necessary for basic functionality of the site.

Many of the cookies used on this site can be disabled cookies through your browser. To disable cookies through your browser, follow the instructions usually located within the "Help," "Tools" or "Edit" menus in your browser. Please note that disabling a cookie or category of cookies through the cookie consent module not delete the cookie from your browser unless manually completed through your browser function.

9. Retention of your personal data

The personal data will be kept from registration and will be deleted no later than 14 October 2021.

10. The security of information and data integrity

Pandora takes appropriate technical and organisational measures to protect your personal data against accidental or lawful destruction, loss, alteration, unauthorised use, disclosure or access, in particular where processing involves the transmission of data over a network, and against all other unlawful form of processing and misuse.

When using data processors to process personal data on our behalf, we ensure that our data processors only process personal data in accordance with Pandora's instructions and that they are legally obligated to adhere to appropriate security procedures when processing personal data.

11. Changes to this notice

Pandora reserves the right to update this notice if considered necessary. When signing registering for the Capital Markets Day, you will always be presented with the latest version of this notice.

Last updated: 13 September 2021