

COOKIES POLICY

WWW.MALLPLAZA.COM WEBSITE

On the Plaza S.A. websites, as in the rest of Empresas Falabella websites, we use our own or third-party cookies to (i) improve our services and their operation, as well as to our users' experience; (ii) prepare statistical information; and, (iii) personalize the content we offer our users based on an analysis of their browsing habits.

This Policy aims to help you understand how and why Mallplaza and the rest of the Falabella Companies use cookies and your options to manage them.

1.- Definitions

Falabella Companies: Falabella S.A., Servicios Falabella SpA, Falabella Retail S.A., Sodimac S.A., Falabella.com SpA, Promotora CMR Falabella S.A., CF Seguros de Vida S.A., Seguros Falabella Corredores Limitada, Banco Falabella Corredores Limitada, Banco Falabella, Hipermercados Tottus S.A., Falabella Inmobiliario S.A., Open Plaza SpA, Plaza S.A., Ikso SpA (Ikea), Promotora Chilena de Café Colombia S.A. (Juan Valdez), Imperial S.A., Digital Payments SpA, Digital Payments Prepago S.A. and Fazil SpA.

2.- What are Cookies?

Cookies are files that are stored on the user's terminal browsing the Internet and that, in particular, contain a number that uniquely identifies the user's device, even if it changes location or IP address. Cookies are installed during Internet browsing, either by the websites visited by the user or by third parties with whom the website is related, and allow it to know their activity on the site itself or on others with which it is related. For example: the access site, connection time, the access device (fixed or mobile), the operating system and browser used, the most visited pages, the number of clicks made and data regarding the user's behavior on the Internet. Falabella Companies' websites are accessible without the need for cookies to be activated in the terms indicated below. However, their deactivation may prevent their proper functioning.

3.- What do we use cookies for?

We use *cookies* that are strictly necessary and essential for you to use our websites and mobile applications and to move freely, use secure areas and personalized options. In addition, we use cookies that collect data related to the analysis of the website use. These are used to help improve customer service, measuring the website's use and performance to optimize and personalize it.

Our sites may also have social network links (such as Facebook or Twitter). Neither Mallplaza nor any of the other Falabella Companies control the cookies used by these external websites. For more information about cookies from social networks or other third-party websites, we advise that you review their own cookie policies.

4.- What kind of cookies do we use and how do we use them?

Session cookies: Are those that last as long as the user is browsing the website and are deleted at the end.

They are used to store information that is only used to provide the service requested by the user on a single occasion.

Persistent cookies: These cookies are stored on the user's terminal for a longer time, thus facilitating the control of the chosen preferences without having to repeat certain parameters each time the website is visited.

Own cookies: These cookies are created by this website or application, and can only be read by the site or application. On Empresas Falabella websites, their own persistent cookies are installed for the following purposes:

- a. **Technical:** These cookies are used to control the loading of the images that appear in the home, depending on the programmed parameters (time, number of times viewed, etc.). They are also used to allow access to certain parts of the website and to locate the user.
- b. **Personalization:** These cookies allow the user's access to the service with some predefined general characteristics, based on a series of criteria in the user's terminal (for example, language, the type of browser used to access the service, regional configuration from where the service is accessed, etc.).
- c. **Analysis:** These cookies allow following incoming traffic to the website and analyzing the behavior of users on the site. These cookies generate an anonymous user ID that is used to measure how many times a user visits the site. It also records the first and last visit to the site and when a session is completed and its navigation. This allows Falabella Companies to introduce improvements to the website based on the analysis of the users' usage data.

Third-party cookies: These are cookies created by third parties. These cookies consist of:

- a. **Social network cookies:** In Falabella Companies we use cookies from Facebook, Twitter, LinkedIn, among other social networks, so that the user can share content from the website or mobile application in the aforementioned social networks; or, to facilitate registration on the website or on our WiFi, so that with the data that users provide to social networks we can directly complete the registration form fields in the website.
- b. **Advertising cookies:** In Falabella Companies we use cookies stored by third party companies that manage the spaces that show Falabella Companies' advertising accessed by users. These cookies allow us to measure the effectiveness of our online campaigns,

provide information of interest to you and offer you advertising content of your preference. Through these third parties' cookie policies, you can obtain more information about their operation and their use of cookies.

5.- Management of Cookies

Cookies may be installed while you are browsing Falabella websites or applications and can be managed by you, by disabling or rejecting them. You can do this when you deem appropriate, through your browser's configuration options.

If you accept our cookies, you allow us to improve the websites of Mallplaza, and the other Falabella companies, to offer you optimal access and provide you with a more efficient and personalized service.

If you disable some of our cookies, it will affect your browsing experience and the services and features we offer on our websites and applications. If you decide to disable all cookies, we will only use session cookies, which are essential and indispensable for our website's navigation and operation.

To block or disable cookies, you must activate your browser settings, so that the installation of all cookies or some of them is rejected, as you choose. Most browsers allow you to warn about the presence of cookies or reject them automatically. If they are rejected you can continue to use this website, although the use of some of its services may be limited, we will not be able to maintain your preferences; and some features of the pages or apps will not be operational, or will work partially, making your browsing experience less satisfactory.

6.- Validity of this Policy

Nevertheless, we might modify the information contained in this privacy policy in the future. In the event that we do, we will notify you through various means, for example, through a banner, a pop-up or a push notification, among others, so that you can review the changes, assess them and, as appropriate, oppose them by revoking your consent to process your Personal Data. An updated version of the Cookies Policy will be published on the Mallplaza website at all times.