



China Penalizes Dior's Shanghai Unit for Data Privacy Violation

(Bloomberg) -- China has imposed administrative penalties on LVMH's Dior brand in Shanghai for violation of data privacy rules.

A probe found that the Shanghai unit of Dior, which falls under French fashion conglomerate LVMH, did not use encryption to protect personal information it collected, China's cybersecurity authorities said in a statement posted on its official WeChat account on Tuesday. The luxury brand also shared data with LVMH's headquarters in France without obtaining users' consent, it added.

The Chinese unit also violated rules by not taking informed consent from users before handling their information, and the company's data security measures were insufficient, it said. The department did not provide details about the administrative penalties.

LVMH didn't immediately reply to Bloomberg request for comment.

In May, LVMH's second biggest fashion label had said that it discovered breach of some customer data by an "unauthorized external party." However, the firm added that the leak did not include any financial information, including bank or credit card details.

--With assistance from Shirley Zhao.

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