PRIVACY STATEMENT

The protection of your personal data is very important to HUGO BOSS. Therefore, HUGO BOSS will only collect, process and use your personal data in compliance with the provisions of this Privacy Statement and the applicable data protection legislation.

A. Responsible parties

The data controller and party responsible for the operation of the **HUGO BOSS-Website** (www.hugoboss.com), including any versions adjusted for mobile devices like smartphones, (hereinafter referred to as the "Website") is HUGO BOSS AG, Dieselstraße 12, 72555 Metzingen, Germany (hereinafter referred to as "HUGO BOSS").

Data processing activities carried out by HUGO BOSS are described in sections C and E. Please note that some functions described hereinafter may not be displayed or may not be available on mobile devices (e.g. on smartphones).

The data controller and party responsible for the operation of the **HUGO BOSS Online Stores** (http://store-uk.hugoboss.com), including any versions adjusted for mobile devices like smartphones, (hereinafter referred to as the "Online Store") is **HUGO BOSS International Markets AG**, Baarerstrasse 133, 6300 Zug, Switzerland (hereinafter referred to as "HB IM").

Data processing activities carried out by HB IM are described in section D and E. Please note that some functions described hereinafter may not be displayed or may not be available on mobile devices (e.g. on smartphones).

Please note that certain data processing activities within the Online Store are carried out by HUGO BOSS as data controller, in particular the operation of the Customer Account and the mailing of newsletters. Please refer to section C for details.

B. Your personal data

Personal data means any information concerning an identified or identifiable individual. Such data includes, for example, your name, your telephone number as well as your postal and e-mail addresses.

C. Data processing by HUGO BOSS

HUGO BOSS is responsible for the operation of the Customer Account as well as for providing the services offered in connection with it and for the mailing of newsletters. HUGO BOSS will only collect, process or use your personal data as far as legally permitted or provided you have given your prior consent, e.g. for sending newsletters.

I. Your HUGO BOSS Customer Account

You may set up a personal customer account (hereinafter referred to as your "Customer Account") at the Online Store. You can save your personal data (such as address, delivery address, etc.) in your Customer Account, view your order history, check the status of an order, or even create a personal wishlist that you can share with friends.

To create your personal Customer Account, you must provide your first name and surname as well as your e-mail address and a password of your choice. The e-mail address that you supply will also serve as your Customer Account User ID. Once you have successfully registered, you will automatically receive a confirmation by e-mail.

You can update the personal data in your Customer Account at any time and may also, if you wish, enter additional information (e.g. your address, telephone number, and date of birth).

Since the Customer Account is operated by HUGO BOSS, the personal information that you have stored in this account will only be sent to HB IM when you place an order in the Online Store and only that information required for processing your order will be sent (for further details, see D. I).

II. Newsletter subscriptions

If you have subscribed to a HUGO BOSS newsletter, HUGO BOSS will only use your personal information for the purpose of sending the requested newsletter to you. If you cancel your subscription to a newsletter, your data will be deleted without delay. You can cancel the subscription at any time by clicking on the related link in each newsletter or by clicking on the link here.

D. Data processing by HB IM

HB IM operates the Online Store and is except for the Customer Account (see C. I.), responsible for all data processing related to the processing of orders placed in the Online Store. Consequently, HB IM is your sole contractual partner for all orders that you place in the Online Store. HB IM will only collect, process or use your personal data as far as legally permitted or provided you have given your prior consent.

I. Orders placed from a HUGO BOSS Customer Account

With your Customer Account, you can access the data that you have saved in the past without registering again and thus shop more conveniently in the Online Store. If you have logged into your Customer Account, the fields in the order form "Address & Delivery" will be automatically filled in with the information stored in your Customer Account. In order to show you the details of your purchase (articles purchased, their price and the time of your purchase) in your order history in the Customer Account, HB IM forwards these information to HUGO BOSS as soon as you have clicked on the “Continue” button on the “Address & Delivery” page.

II. Direct orders

Alternatively, you can place an order at the Online Store without using an existing Customer Account. If you so wish, you only need to enter all of the required information in the order form (Addresses & Delivery) yourself.

E. Data processing by HUGO BOSS and HB IM

Below you will find a description of data processing activities which are separately carried out by HUGO BOSS as well as HB IM.

I. Use of service providers

Where necessary, for example for the handling of your order, the mailing of newsletters or advertisements, the operation of the Customer Account or the conduct of a contest, your personal data may be made available by HUGO BOSS or HB IM to specialized service providers located within EU/EEA countries or Switzerland. These service providers are carefully selected by HUGO BOSS or HB IM and will only process your data as instructed and on behalf of HUGO BOSS or HB IM. Furthermore, they will comply with the provisions of this Privacy Statement and will take all requisite security measures.

II. Contests and other campaigns

You may also have the opportunity to take part in contests or other campaigns conducted by HB IM or HUGO BOSS. Where you are required to supply your personal data (e.g. your name, e-mail address,

postal address, etc.) for the purpose of taking part in such contests or campaigns, HB IM or HUGO BOSS will only use this data for the purposes of conducting the contest or other campaign and only in compliance with the applicable terms and conditions. If you have expressly consented to being sent newsletters, HUGO BOSS will send newsletters to you as described in section C. II. Neither your participation in a contest nor your chances of winning will be affected should you not consent to receiving newsletters or should you revoke your consent at a later time.

III. Cookies and web beacons

Web Cookies are small pieces of data send by websites which are stored by your browser on your computer's hard drive. We use this technology to optimize the offers presented in the Online Store or on the Website, for example, by saving your personal preferences. The use of cookies for instance enables us to save your virtual shopping cart, determine which country you are in and recognize you when you visit the Online Store or Website again. In addition some cookies will be sent by third parties, which for example enable us to have HUGO BOSS products that reflect your interests offered to you on our partners' websites (what is known as retargeting).

For more information on cookies and how they are used as well as how you can block or delete them, please see the Cookies Policy.

HB IM and HUGO BOSS also uses web beacons (pixel tags). When you open a page in the Online Store or on the Website, this pixel will be downloaded from a server and registered. For instance this enables us to determine which pages were viewed and when as well as what actions were undertaken on these pages.

F. Data security

To protect your payment data, it is encrypted using a 256-bit key and transferred to our servers using the SSL (Secure Sockets Layer) protocol. You can verify that the connection is secure by checking the URL displayed in your browser. If the beginning of the address changes from "http" to "https", a secure connection has been established. In addition, all payment providers are PCI-DSS (Payment Card Industry Data Security Standard) certified and comply with highest security standards in order to secure your payment data. For more information please visit: www.pcisecuritystandards.org.

G. Microsites

Partners of HUGO BOSS or HB IM may offer certain products and services on the Website and in the Online Store. Currently, Procter & Gamble offers information and services related to fragrances on the microsite at http://fragrances.hugoboss.com/. A microsite is a website that is operated by a third party but is designed to fit into the corporate design of HUGO BOSS and is accessible via a link from one of the HUGO BOSS websites. HUGO BOSS or HB IM are not responsible for the content of the microsite or its operation. The terms of use and privacy policy of the partner enterprise, which is responsible for the collection and processing of data from the microsite, are the relevant provisions governing the microsite. Should you have questions regarding privacy on the microsite, please contact the relevant partner enterprise.

H. Right to obtain, correct, block or delete information

You have a right to obtain information regarding the personal data stored about you free of charge. Furthermore, you have the right to correct your personal data or have it blocked or deleted. You may, at any time, revoke any given consent to the collection, processing and use of data with future effect.

Should you have any questions regarding data protection and the use of your personal data, or if you wish to obtain information regarding the personal data we have stored about you or would like to exercise your right to have this data corrected, blocked or deleted, please send an e-mail with your request to privacy@hugoboss.com. The same applies in the event that you wish to revoke your consent

to the collection of your personal data. You can also use the contact details supplied in the imprint to contact us or use the contact form available at the Online Store or Website. HUGO BOSS and HB IM will only collect, process and use the information that you provide on a contact form for the purpose of handling the matter that you wrote about on this form.

I. Modifications

HUGO BOSS and HB IM may amend this Privacy Statement from time to time.

Effective Date: June 02, 2014