

PRIVACY POLICY

www.hugoboss.com/hk

HUGO BOSS AG, Dieselstrasse 12, 72555 Metzingen, Germany (hereinafter “HUGO BOSS” or “we”) provides the HUGO BOSS website, including the online store integrated into it under the URL www.hugoboss.com/hk.

In the following you receive information about the data controller processing your personal data and the data controller’s data protection officer (**Section A**) and about your rights you may have with respect to the processing of your personal data (**Section B**). You also receive information in the following about the processing of your personal data (**Section C**).

- You will find information on the processing of personal data in the context of our customer loyalty programme HUGO BOSS EXPERIENCE in the [Privacy Policy for participation in HUGO BOSS EXPERIENCE](#).
- Information about the processing of personal information with respect to the HUGO BOSS Newsletter can be found in the [HUGO BOSS Newsletter Privacy Policy](#).

NOTE: If you are purchasing articles from online store you will be subject to the [PRIVACY POLICY of GLOBAL-E NL B.V.. \(“Global-e”\)](#), Krijn Taconiskade 430 1087 HW Amsterdam, The Netherlands, HUGO BOSS’s international fulfilment partner. Global-e will be a **data controller** in its own right in respect of any personal information it holds to conclude, manage and perform the purchase contract.

Depending on the section of data processing, your personal data is processed in HUGO BOSS’s or Global-E’s system area. As part of the purchase process, customer data is processed exclusively in the online store and in the HUGO BOSS system area (“**operating range HB**”). Only during the „checkout process“ is customer data transmitted via an interface to the Global-E system area, where further data processing takes place (“**operating range GE**”). With this data transfer via the interface into the Global-E system area, the factual influence and responsibility for data processing changes from HUGO BOSS to Global-e.

A detailed description of how HUGO BOSS and Global-e make HUGO BOSS’s products available for purchase is included in the [Terms and Conditions of Sale](#).

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A. Information about the data controller

I. Name and contact details of the data controller

HUGO BOSS AG

Dieselstrasse 12, 72555 Metzingen, Germany

Telephone: +49 7123 94-0

Fax: +49 7123 94-80259

E-mail: info@hugoboss.com

II. Contact details of the data controller's Data Protection Officer

HUGO BOSS AG

Data Protection Officer

Dieselstrasse 12, 72555 Metzingen, Germany

Telephone: +49 7123 94 – 80999

Fax: +49 7123 94 – 880999

E-mail: privacy@hugoboss.com

B. Information about the rights of data subjects

As a data subject you can exercise the following rights with respect to the processing of your personal data, provided that the relevant conditions are met:

- I. Right of access (Art. 15 GDPR)
- II. Right to rectification (Art. 16 GDPR)
- III. Right to erasure (“right to be forgotten”) (Art. 17 GDPR)
- IV. Right to restriction of processing (Art. 18 GDPR)
- V. Right to data portability (Art. 20 GDPR)
- VI. Right to object (Art. 21 GDPR)

Under the conditions provided in Art. 21 No.1 GDPR you have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data which is based on Art. 6 (1) (e) or (f) GDPR, including profiling based on those provisions. Under the conditions provided in Art. 21 No.2 GDPR you have the right to object at any time to processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

You can find detailed information regarding the legal basis of processing in **Section C** of this Privacy Policy.

- VII. Right to withdraw consent (Art. 7 (3) GDPR)
- VIII. Right to lodge a complaint with the supervisory authority (Art. 77 (1) GDPR)

You may contact our Data Protection Officer (Section A.II.) for the purpose of exercising your rights.

C. Information about the processing of personal data

In connection with our online activities different personal data are processed for different purposes. You will find information below regarding the purposes and means of the processing of personal data.

I. Use of Cookies on this website

1. General information

Your browser uses so-called Cookies. Cookies are small text files that your browser stores on your hard drive. If you access the HUGO BOSS websites again, HUGO BOSS may retrieve the stored cookie information. Personal data may also be stored in Cookies. Personal data is all data that can be related to you personally. The execution of programs or the transmission of viruses to your computer is not possible. We and our service providers use browser and flash Cookies and other common online tracking technologies, including small graphics known as counting pixels, pixel tags, web beacons or clear GIFs, which are used in connection with the provision of our services to track the use of the online service by our users. In general, Tracking-Technologies and Cookies are referred to as "**Cookies**".

We would also like to point out that you can generally prohibit the use of Cookies or delete Cookies in your browser settings. Please refer to the manufacturer's instructions for further details on the specific procedure. You can also revoke your consent for functional, analytics and marketing cookies either per category or per service at any time via the "Cookie settings" which you can find in the footer of our website. If you prohibit the use of Cookies, functional impairments are possible.

2. Various types of Cookies

HUGO BOSS uses various types of cookies, namely necessary Cookies, functional Cookies, Cookies for analytics and Cookies for marketing purposes. In the following you will receive more information about these various types of cookies.

Within our company, we pass on your personal data exclusively to those units and persons who need this data to fulfil their contractual and legal obligations or to execute our legitimate interest. There is no automated individual decision-making cases within the meaning of Art. 22 EU GDPR.

For more information about the service providers, which we use, please go to "Cookie Settings" in the footer of our Website.

a) Necessary Cookies

Some functions of our website cannot be offered without the use of technically necessary Cookies. In these Cookies, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. HUGO BOSS is working with Global-e who will be seller of the goods if you decide to buy something from the online store. In order to be able to conclude a contract by you with Global-e it is necessary to collect your browsing information and transfer it to Global-e.

The provision of your personal data is necessary for the use of the website. Please note that if you do not provide your personal data to the extent described above, you will not be able to use the website to its full extent.

b) Functional Cookies

Functional Cookies serve the purpose of enabling you to have a better surfing experience. These Cookies are not required, but they simplify your visit to the website by storing communication and usage data, such as font, country and currency settings, as well as a unique cookie ID, which enables us to recognize you when you return to our website.

The provision of your personal data is not necessary for the use of the website. Please note that it can have a negative influence on the presentation and user comfort (usability) if you do not provide your data.

c) Cookies for analytics

HUGO BOSS uses various Cookies for analytics purposes, e.g. to better understand how the website is used and to improve its services.

For this purpose, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. We also collect certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn. The provision of your personal data is not necessary for the use of the website.

d) Cookies for marketing purposes

HUGO BOSS uses various Cookies for advertising and targeted marketing purposes, e.g. to place personalized advertisements. This also includes the use of Cookies from various social media providers, such as Facebook.

For this purpose, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. We also collect certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn. The provision of your personal data is not necessary for the use of the website.

II. Informational use of the website including web analysis technologies

When the use of the website is purely informational, certain information, for example your IP address, is for technical reasons sent to our server by the browser used on your end device. We process this information in order to provide the website content requested by you.

You receive more detailed information on this below:

1. Details on the personal data that are processed

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Protocol data which accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S) ("HTTP Data") for technical reasons when the website is visited.	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site (referrer URL), date and time of the visit.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the HTTP Data. Not providing HTTP Data means that we cannot provide the requested website content.	HTTP Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security related event occurs (e.g. a DDoS attack). If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.
Tracking pixels: Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) when the tracking pixels contained in our website are accessed ("Tracking Pixel HTTP Data"). Tracking pixels are small graphics on websites that allow recording of a log file and a log file analysis of visits to the websites.	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site (referrer URL), data and time of the visit.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the Tracking Pixel HTTP Data. Not providing Tracking Pixel HTTP Data means that we cannot measure the web audience.	An "IP anonymisation" is activated on this website for the use of tracking pixels. This means that the IP address transmitted via the browser for technical reasons is anonymised before being stored by shortening the IP address (by deleting the last octet of the IP address). This means that the other protocol data are not stored in a form allowing the data subject to be identified either.

2. Details on the processing of personal data

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP data are processed temporarily in web server log files to provide the website content requested by the user and to ensure the security of the IT infrastructure used to provide the website, in particular to identify, eliminate and preserve evidence of disruptions (e.g. DDoS attacks).	HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content requested by the user and ensuring the security of the IT infrastructure used to provide the website, in particular to identify, eliminate and preserve evidence of disruptions (e.g. DDoS attacks).	Hosting provider.
To measure the web audience, the visits to our website are recorded by tracking pixels and analysed in anonymised form.	Tracking Pixel, HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is measuring the web audience.	Hosting provider.

Automated decision-making within the meaning of Art. 22 GDPR does not take place.

3. Details on the recipients of personal data and the transfer of personal data to countries outside the EEA and/or international organisations

Recipient	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider	EU	-

III. Use of the online contact form

We offer you the possibility on the website to contact us using contact forms. We process the information provided by you in the contact forms to process your request.

You receive more detailed information on this below:

1. Details on the personal data that is processed

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons ("HTTP Data").	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site (referrer URL), data and time of the visit.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the HTTP Data. Not providing HTTP Data means that we cannot provide the requested Website content.	HTTP Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security related event occurs (e.g. a DDoS attack). If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.
Data that you provide us with in the contact forms on the website ("Contact Form Data").	Title, first name, last name, street, house number, postal code, city, country, e-mail address, your request, your message (mandatory), title, telephone number, order number (voluntary).	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the Contact Form Data. Not providing the Contact Form Data means that we cannot process your request.	Contact Form Data are usually stored until your request has been handled. We store Contact Form Data for evidence purposes for the establishment, exercise or defence of any legal claims and in the event of any legal disputes until such have been concluded.

2. Details on the processing of the personal data

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP Data are processed temporarily on our web server to provide the contact forms on the website.	HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content requested by the user.	Hosting provider.

Processing your request.	Contact Form Data.	(Art. 6 (1) (f) GDPR). After balancing of the interests our legitimate interest is processing your request.	-
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Contact Form Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of any legal claims.	-

Automated decision-making within the meaning of Art. 22 GDPR does not take place.

3. Details on the recipients of personal data and the transfer of personal data to countries outside the EEA and/or international organisations

Recipient	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider	EU	-

IV. Use of the online store

You have the possibility on our website to use the online store. You receive more detailed information on this below.

1. Details on the personal data that is processed

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons during	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract.	HTTP Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security related event occurs (e.g. a DDoS attack).

use of our online store (“HTTP Data”).	the site (referrer URL), data and time of the visit.	There is no obligation to provide the HTTP Data. Not providing HTTP Data means that we cannot provide the requested Website content.	If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.
Information about your purchase that we receive from Global-e, the seller (“Order Data”).	Title, first name, last name, address and e-mail address as well as information about the articles purchased (article description, article number, number of articles, size, colour, price, currency, order number), address data for billing and shipping as well as the relevant Global-e logistic center, date and time of each purchase, payment method chosen and shipping option, status of your order.	Provision is necessary to enter into a purchase agreement. Not providing Order Data means that you cannot order anything from our online store.	We store your data in der Regel until your order has been completely processed, i.e. until the goods have been sent. We store Order Data for evidence purposes for the establishment, exercise or defence of any legal claims and in the event of any legal disputes until such have been concluded. We are obliged to store the according to German commercial or tax laws up to 10 years.

2. Details on the processing of the personal data

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP Data are temporarily processed on our web server in order to make our online store functions available on the website.	HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content that requested by the user.	Hosting provider.
Conclusion of the purchase agreements between Global-e as seller and the customer on the account of HUGO BOSS. This includes the data exchange from the online store of HUGO BOSS to the checkout page of Global-e.	Order Data.	Art. 6 No.1 (b) GDPR, Performance of a contract and Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the support of Global-e’s handling of the purchase agreement.	Fulfilment partner (Global-e), hosting provider.

Order management of purchase agreements between the customer and Global-e as seller on the account of HUGO BOSS. This includes in particular preparing the parcels with the goods you have ordered.	Order Data.	Art. 6 No.1 (b) GDPR, Performance of a contract and Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the support of Global-e's handling of the purchase agreement.	Fulfilment partner (Global-e), hosting provider.
Providing customer care to customers who bought from Global-e as seller on the account of HUGO BOSS. This includes support regarding returns and refunds.	Order Data.	Art. 6 No.1 (b) GDPR, Performance of a contract and Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the support of Global-e's handling of the purchase agreement.	Fulfilment partner (Global-e), hosting provider
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Order Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of any legal claims.	Hosting provider

Automated decision-making within the meaning of Art. 22 GDPR does not take place.

3. Details on the recipients of personal data and the transfer of personal data to countries outside the EEA and/or international organisations

Recipient	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider, e-mail service provider, payment services provider, shipping services provider, collection agencies, address validation services provider, fulfilment partner (Global-e)	EU	-

D. Effective date and amendment of this Privacy Policy

This Privacy Policy is effective immediately.

It may be necessary to amend this Privacy Policy due to technical developments and/or changes to statutory or regulatory requirements.

The currently valid version of this Privacy Policy can be accessed at any time at www.hugoboss.com/hk.

Last updated: 04 May 2021