

**Privacy Policy**  
**25.05.2018**

HUGO BOSS AG, Dieselstr. 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](http://www.hugoboss.com). We provide adapted versions of this in the HUGO BOSS app for mobile end devices and in the app for the “Order from store” service in our brick-and-mortar retail stores.

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 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 on 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](#).

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**A. Information about the data controller**

**I. Name and contact details of the data controller**

HUGO BOSS AG  
Dieselstr. 12, 72555 Metzingen, Germany  
Telephone: +49 7123 94-0  
Fax: +49 7123 94-80259  
E-mail: [info@hugoboss.com](mailto:info@hugoboss.com)

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

HUGO BOSS AG  
Data Protection Officer  
Dieselstr. 12, 72555 Metzingen, Germany  
Telephone: +49 7123 94 – 80999  
Fax: +49 7123 94 880999  
E-mail: [privacy@hugoboss.com](mailto:privacy@hugoboss.com)

## **B. Information about the rights of data subjects**

As a data subject you have the following rights with respect to the processing of your personal data:

- Right of access (Article 15 of the General Data Protection Regulation)
- Right to rectification (Article 16 of the General Data Protection Regulation)
- Right to erasure (“right to be forgotten”) (Article 17 of the General Data Protection Regulation)
- Right to restriction of processing (Article 18 of the General Data Protection Regulation)
- Right to data portability (Article 20 of the General Data Protection Regulation)
- Right to object (Article 21 of the General Data Protection Regulation)
- Right to withdraw consent (Article 7 paragraph 3 of the General Data Protection Regulation)
- Right to lodge a complaint with the supervisory authority (point (f) of Article 57 paragraph 1 of the General Data Protection Regulation)

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

Information about any special arrangements or mechanisms that make it easier for you to exercise your rights, in particular exercising your rights to data portability and to object can if applicable be found in the information on the processing of persona data in Section C of this Privacy Policy.

Below you will find detailed information about rights relating to the processing of your personal data:

### **I. Right to access**

As a data subject you have a right to obtain access and information under the conditions in accordance with Article 15 of the General Data Protection Regulation.

This means in particular that you have the right to obtain confirmation from us as to whether we are processing your personal data. If so, you also have the right to obtain access to the personal data and the information listed in Article 15 paragraph 1 of the General Data Protection Regulation. This includes information regarding the purposes of the processing, the categories of personal data that are being processed and the recipients or categories of recipients to whom the personal data have been or will be disclosed (points (a), (b) and (c) of Article 15 paragraph 1 of the General Data Protection Regulation).

You can find the full extent of your right to access and information in Article 15 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## **II. Right to rectification**

As a data subject, you have the right to rectification under the conditions provided in Article 16 of the General Data Protection Regulation.

This means in particular that you have the right to receive from us without undue delay the rectification of inaccuracies in your personal data and completion of incomplete personal data.

You can find the full extent of your right to rectification in Article 16 of the GDPR, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## **III. Right to erasure (“right to be forgotten”)**

As a data subject, you have a right to erasure (“right to be forgotten”) under the conditions provided in Article 17 of the General Data Protection Regulation.

This means that you have the right to obtain from us the erasure of your personal data and we are obliged to erase your personal data without undue delay when one of the reasons listed in Article 17 paragraph 1 of the General Data Protection Regulation applies. This can be the case, for example, if personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed (point (a) of Article 17 paragraph 1 of the General Data Protection Regulation).

If we have made the personal data public and are obliged to erase it, we are also obliged, taking account of available technology and the cost of implementation, to take reasonable steps, including technical measures, to inform data controllers which are processing the personal data that you have requested the erasure by such data controllers of any links to, or copy or replication of those personal data (Article 17 paragraph 2 of the General Data Protection Regulation).

The right to erasure (“right to be forgotten”) does not apply if the processing is necessary for one of the reasons listed in Article 17 paragraph 3 of the General Data Protection Regulation. This can be the case, for example, if the processing is necessary for compliance with a legal obligation or for the establishment, exercise or defence of legal claims (points (a) and (e) of Article 17 paragraph 3 of the General Data Protection Regulation).

You can find the full extent of your right to erasure (“right to be forgotten”) in Article 17 of the GDPR, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

#### **IV. Right to the restriction of processing**

As a data subject, you have a right to restriction of processing under the conditions provided in Article 18 of the General Data Protection Regulation.

This means that you have the right to obtain from us the restriction of processing if one of the conditions provided in Article 18 paragraph 1 of the General Data Protection Regulation applies. This can be the case, for example, if you contest the accuracy of the personal data. In such a case, the restriction of processing lasts for a period that enables us to verify the accuracy of the personal data (point (a) of Article 18 paragraph 1 of the General Data Protection Regulation).

Restriction means that stored personal data are marked with the goal of restricting their future processing (Article 4 paragraph 3 of the General Data Protection Regulation).

You can find the full extent of your right to restriction of processing in Article 18 of the GDPR, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

#### **V. Right to data portability**

As a data subject, you have a right to data portability under the conditions provided in Article 20 of the General Data Protection Regulation.

This means that you generally have the right to receive your personal data with which you have provided us in a structured, commonly used and machine-readable format and to transmit those data to another data controller without hindrance from us if the processing is based on consent pursuant to point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation or on a contract pursuant to point (b) of Article 6 paragraph 1 of the General Data Protection Regulation and the processing is carried out by automated means (Article 20 paragraph 1 of the General Data Protection Regulation).

You can find information as to whether an instance of processing is based on consent pursuant to point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation or on a contract pursuant to point (b) of Article 6 paragraph 1 of the General Data Protection Regulation in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

In exercising your right to data portability, you also generally have the right to have your personal data transmitted directly from us to another data controller if technically feasible (Article 20 paragraph 2 of the General Data Protection Regulation).

You can find the full extent of your right data portability in Article 20 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## **VI. Right to object**

As a data subject, you have a right to object under the conditions provided in Article 21 of the General Data Protection Regulation.

At the latest in our first communication with you, we expressly inform you of your right, as a data subject, to object.

More detailed information on this is given below:

### **1. Right to object on grounds relating to the particular situation of the data subject**

As a data subject, 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 point (e) or (f) of Article 6 paragraph 1, including profiling based on those provisions.

You can find information as to whether an instance of processing is based on point (e) or (f) of Article 6 paragraph 1 of the General Data Protection Regulation in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

In the event of an objection relating to your particular situation, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

You can find the full extent of your right to objection in Article 21 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

### **2. Right to object to direct marketing**

Where your personal data are processed for direct marketing purposes, 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 information as to whether and to what extent personal data are processed for direct marketing purposes in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

If you object to processing for direct marketing purposes, we no longer process your personal data for these purposes.

You can find the full extent of your right to objection in Article 21 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

## **VII. Right to withdraw consent**

Where an instance of processing is based on consent pursuant to point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation or on a contract pursuant to point (b) of Article 6 paragraph 1 of the General Data Protection Regulation, as a data subject, you have the right, pursuant to Article 7 paragraph 3 of the General Data Protection Regulation, to withdraw your consent at any time. The withdrawal of your consent does not affect the legitimacy of the processing that occurred based on your consent until the withdrawal. We inform you of this before you grant your consent.

You can find information as to whether an instance of processing is based on point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

## **VIII. Right to lodge a complaint with the supervisory authority**

As a data subject, you have a right to lodge a complaint with the competent supervisory authority under the conditions provided in point (f) of Article 57 paragraph 1 of the General Data Protection Regulation.



## **C. Information about the processing of personal data**

In connection with our online activities different personal data are processed for different purposes. For example, we process certain protocol data, which accrue for technical reasons when our website is accessed, to provide you with the website content you have requested.

You will find information below regarding the purposes and means of the processing of personal data, in particular on

- the personal data or categories of personal data that are processed,
- the purposes of the processing for which the personal data are intended,
- the legal basis for the processing and, where the processing is based on point (f) of Article 6 paragraph 1 of the General Data Protection Regulation, the legitimate interests pursued by us or by a third party,
- the recipients or categories of recipients of the personal data, if any,
- the period for which the personal data will be stored, or if that is not possible, the criteria used to determine that period,
- the existence of any automated decision-making including profiling in accordance with Article 22 paragraphs 1 and 4 of the General Data Protection Regulation and – at least in these cases – meaningful information on the logic involved and the significance of the envisaged consequences of such processing for you.

Where we obtain your personal data from you as the data subject, you also find below information on whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and of the possible consequences of failure to provide such data.

Where we do not obtain personal data from you as the data subject, you will also find below information on from which source the personal data originate, and if applicable, whether it came from publicly accessible sources.

## **I. Informational use of the website**

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. To ensure the security of the IT infrastructure used to provide the website, this information is also stored temporarily in what is referred to as a “web server log file”.

In order to facilitate an informational use of the website by you, we use cookies on the website, by means of which personal data are processed.

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	Data source(s)	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.	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing these data means that we cannot provide the requested website content.	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.

## 2. Details on the processing of personal data

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP Data are temporarily processed on our server to provide the website content requested by the user.	HTTP Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate	Hosting provider.

			interest is providing the website content requested by the user.	
HTTP data are processed temporarily in web server log files 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.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is 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.

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

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Hosting provider	Processor	EU	-

## II. Measurement of the web audience and use of web analysis technologies

To measure the web audience, visits to our website are recorded by “tracking pixels” and analysed in anonymised form. Tracking pixels are small graphics on the websites that record a log file and allow a log file analysis of visits to the website.

If you have given your consent to this, we also use web analysis technologies in order, by means of cookies, to record and analyse the usage behaviour on our website to improve the website and better achieve the objectives of the website (e.g. frequency of visits, increase in number of page visits).

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	Data source(s)	Obligation to provide the data	Storage duration
<b>Tracking pixels</b>				
<p>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”).</p> <p>Tracking pixels are small graphics on websites that allow recording of a log file and a log file analysis of visits to the websites.</p>	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.	Website users.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing these data means that we cannot measure the web audience.</p>	<p>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).</p> <p>This means that the other protocol data are not stored in a form allowing the data subject to be identified either.</p>
<b>Google Analytics</b>				

Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons during use of the web analysis tool Google Analytics used on the website ("Google Analytics" 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.	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing these data means that we cannot conduct a web analysis.	On this website, IP anonymisation is activated for the use of the web analysis tool Google Analytics. This means that the IP address technically transmitted by the browser is anonymised before being stored by shortening the IP address (by deleting the last octet of the IP address). We store the data until you revoke your consent.
Data that are stored on the user's end device for the web analysis tool Google Analytics ("Google Analytics Cookie Data").	Unique visitor ID to recognise returning visitors, number of each visitor's visits, date and time of first visit, previous visits and the current visit, beginning and predicted end of the current visit, visitor's category, source or campaign that explains how the user came to the website.	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing these data means that we cannot conduct any web analysis.	We do not store these data on our systems.
Data collected by the web analysis tool Google Analytics and stored in pseudonym user profiles ("Google Analytics Profile Data").	Data about the use of the website, in particular page visits, visit frequency and time spent on the pages visited.	Generated autonomously.	-	We store the data until you revoke your consent.
<b>Web analysis tool Optimizely</b>				
Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons when	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into	On this website, IP anonymisation is activated for the use of the web analysis tool Optimizely. This

the web analysis tool Optimizely is used ("Optimizely HTTP Data").	(referrer URL), data and time of the visit.		a contract. There is no obligation to provide the data.  Not providing these data means that we cannot conduct a web analysis.	means that the IP address technically transmitted by the browser is anonymised before being stored by shortening the IP address (by deleting the last octet of the IP address). We store the data until you revoke your consent. We store the rest of the data for a maximum of one year.
Data that are stored on the user's end device for the web analysis tool Optimizely ("Optimizely Cookie Data").	Unique visitor ID to recognise return visitors, Optimizely segments (browser, campaign, mobile, data source).	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing these data means that we cannot conduct a web analysis.	We do not store these data on our systems.
Data that are collected by the web analysis tool Optimizely and stored in pseudonym user profiles ("Optimizely Profile Data").	Data on the use of the website, especially the ID of the campaign or test in which the user participated, the ID of the version of the website that the user accessed, the website previously accessed (referring URL), type and version of internet browser used, event data collected by Optimizely such as page visits, page visit frequency and duration, time stamp, visitor ID, IP address	Generated autonomously.	-	We store these data for a maximum of one year.
<b>Web analysis tool Webtrekk</b>				
Protocol data that accrue via the Hypertext Transfer Protocol (Secure)	IP address, type and version of your Internet browser, operating system	Website users.	Provision is not a statutory or contractual requirement, or a	On this website, IP anonymisation is activated

(HTTP(S)) for technical reasons when the web analysis tool Webtrekk is used ("Webtrekk HTTP Data").	used, the page accessed, the site accessed before visiting the site (referrer URL), data and time of the visit.		<p>requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing these data means that we cannot conduct web tracking.</p>	for the use of the web analysis tool Webtrekk. This means that the IP address technically transmitted by the browser is anonymised before being stored by shortening the IP address (by deleting the last octet of the IP address). We store the data until you revoke your consent.
Data that are stored on the user's end device for the web analysis tool Webtrekk ("Webtrekk Cookie Data").	Unique visitor ID to recognise re-turning visitors.	Website users.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing these data means that we cannot conduct web tracking.</p>	We do not store these data on our systems.
Data, that are collected by the web analysis tool Webtrekk and stored in pseudonym user profiles ("Webtrekk Profile Data").	Data on the use of the website, particularly page visit and page visit frequency and time spent on the pages visited.	Generated autonomously.	-	

## 2. Details on the processing of the personal data

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
To measure the web audience, the visits to our website are	Tracking Pixel HTTP Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate	Hosting provider.

recorded by tracking pixels and analysed in anonymised form.			interest is measuring the web audience.	
<p>To improve the website and better achieve the objectives of the website (e.g. frequency of visits, increase in number of page visits), the behaviour of users on our website is recorded and analysed in pseudonymised form. Users of the website are marked in pseudonymised form so that they can be recognised again on the website. Pseudonymised usage profiles are created from this information. The pseudonymised usage profiles are not combined with data regarding the bearer of the pseudonym. The objective of this process is to examine where users come from, which areas of the website they visit and how often and how long which subpages and categories are looked at. Using the web analysis tool Optimizely, we also study how website variations are used in certain regions.</p> <p>For these purposes, cookies for the web analysis tools Google Analytics, Optimizely and Webtrekk are used.</p>	<p>Google Analytics HTTP Data, Google Analytics Cookie Data, Google Analytics Profile Data, Optimizely HTTP Data, Optimizely Cookie Data, Optimizely Profile Data, Webtrekk HTTP Data, Webtrekk Cookie Data, Webtrekk Profile Data.</p>	No automated decision-making.	Consent (point (a) of Article 6 paragraph 1 of the General Data Protection Regulation)	Google, Optimizely, Webtrekk.



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

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA ("Google")	Processor	USA	<a href="#">EU-U.S. Privacy Shield Certification</a>
Optimizely, Inc.	Processor	USA	<a href="#">EU-U.S. Privacy Shield Certification</a>
Webtrekk GmbH	Processor	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	Data source(s)	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.	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing these data means that we cannot provide the requested Website content.	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).	Website users.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing the data means that we cannot process your request.</p>	<p>Data are stored until your request has been handled.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which you deregister and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section 257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i>).</p>

## 2. Details on the processing of the personal data

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	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.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is providing the website content requested by the user.	Hosting provider.
Processing your request.	Contact Form Data.	No automated decision-making.	<p>If your request relates to a contract to which you are a party or the implementation of pre-contractual measures: point (f) of Article 6 paragraph 1 of the General Data Protection Regulation.</p> <p>Otherwise: balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). In this case, our legitimate interest is processing your request.</p>	-
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Contact Form Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is the establishment, exercise or defence of any legal claims.	-
Storage of data in order to meet statutory document retention	Contact Form Data.	No automated decision-making.	Compliance with a legal obligation (point (c) of Article 6 paragraph 1	-

<p>requirements, in particular commercial and tax law document retention requirements.</p> <p>Depending on the document type, commercial and tax law document retention requirements of six or ten years can exist (Sec. 147 German Fiscal Code (<i>Abgabenordnung</i> – AO), Sec. 257 German Commercial Code – <i>Handelsgesetzbuch</i> – HGB)).</p>			of the General Data Protection Regulation).	
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### 3. Details on the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Hosting provider	Processor	EU	-

#### IV. Use of the online store

You have the possibility on our website to use the online store. Various different possibilities are available to you for placing orders in our online store. You can place your order as a guest customer, by using your My HUGO BOSS customer account, via PayPal or with the support of an online chat agent ("co-browsing"). We process various personal data, for example personal data that you provide us with in the order form, in particular to provide various functions in our online store, for the conclusion and performance of purchase agreements, for the management and collection of our purchase price receivables and in order to carry out a risk and fraud assessment. 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	Data source(s)	Obligation to provide the data	Storage duration
Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons during use of our online store ("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.	Online store users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing these data means that we cannot provide the requested Website content.	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 provide us with to process your order ("Order Form Data").	Title, first name, last name, address and e-mail address.	Online store users.	Provision is necessary in order to enter into a purchase agreement.  Not providing these data means that you cannot order anything from our online store.	We store your data until your order has been completely processed, i.e. until the goods have been sent.  We store these data for evidence purposes for the

				<p>establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which you deregister and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section 257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i>).</p> <p>If you have given your consent, we also store and use your purchase data for the fraud check and creditworthiness verification (details below under Section 2.IV.2.b)).</p> <p>If you participate in our customer loyalty programme HUGO BOSS EXPERIENCE and</p>
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				use your My HUGO BOSS customer account for orders, we also store your address data for the functions of your My HUGO BOSS customer account and use them for the purposes described under C II of the data protection notifications for participating in HUGO BOSS EXPERIENCE.
Your contact data with which PayPal provides us when the payment method "PayPal Express" is used, if you consent to this ("PayPal Contact Data").	Title, first name, last name, address and e-mail address.	PayPal S.àr.l, et Cie, S.C:A. (22-24 Boulevard Royal, L-2449 Luxembourg, Luxembourg).	-	<p>We store your data until your order has been completely processed, i.e. until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which you deregister and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to</p>

				commercial or tax law (section 147 German Tax Code <i>Abgabenordnung</i> (AO), section 257 German Commercial Code <i>Handelsgesetzbuch</i> (HGB)).
Data with which you provide us for the payment of the items you have ordered ("Payment Data").	The details that are required for the payment method you choose (EC card, credit card, instant transfer/iDeal, PayPal, PayPal Express or invoice).	Online store users.	<p>Provision is necessary to enter into a purchase agreement.</p> <p>Not providing these data means that you cannot order anything from our online store.</p>	<p>We store your data until your order has been completely processed, i.e. until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which you deregister and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung</i> (AO), section 257 German</p>



				Commercial Code <i>Handelsgesetzbuch (HGB).</i>
Information about your purchase that we need to fill your order ("Purchase Data").	Information about the articles purchased (article description, article number, number of articles, size, colour, price, currency, order number), store version used, date and time of each purchase, payment method chosen and shipping option, status of your order.	Generated autonomously.	-	<p>We store your data until your order has been completely processed, i.e. until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which you deregister and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code Abgabenordnung (AO), section 257 German Commercial Code Handelsgesetzbuch (HGB)).</p>

				<p>If you have given your consent, we also store and use your purchase data for the fraud check and creditworthiness verification (details below under Section 2.IV.2.b)).</p> <p>If you participate in our customer loyalty programme HUGO BOSS EXPERIENCE and use your My HUGO BOSS customer account for orders, we also store your purchase data for the functions of your My HUGO BOSS customer account and use them for the purposes described under C II of the data protection notifications for participating in HUGO BOSS EXPERIENCE.</p>
Information in transaction e-mails, that we send to process (or reverse) your order (e.g. order receipt confirmation) ("Transaction E-Mail Data").	Order Form Data, Purchase Data, Receivables Data, other content and the time of the transaction e-mails.	Generated autonomously.	-	<p>We store your data until your order has been completely processed, i.e. until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which you deregister and in the event of any legal disputes</p>

				<p>until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section 257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i>).</p>
Data that we process to manage our purchase price receivables from customers in our internal receivables management system ("Receivables Data").	Especially information on currently unpaid items, payments received, payment reminders issued, on-going collection processes, returns.	Payment services provider, collection agencies, generated autonomously.	-	<p>We store your data until your order has been completely processed, i.e. until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which you deregister and in the event of any legal disputes until such have been concluded.</p>

				<p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section 257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i>).</p> <p>If you have given your consent, we also store and use your purchase data for the fraud check and creditworthiness verification (details below under Section 2.IV.2.b))</p>
Technical data on the device used for the order ("Device Data").	Plug-ins (including. versions installed on the device, reading of the information stored in the tracking cookie, reading of the information contained in the HTML5 Canvas picture element, fonts installed on the device, screen parameters (width, height, resolution, colours), information from the canvas WebGL context (if available, renderer name, vendor name), Web Audio API, operating	Online store users, generated autonomously.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing these data means that we cannot conduct a fraud check or creditworthiness verification based on these data.</p>	We store the data until you revoke your consent.

	system identifier, browser type and version, time information (time zone, current time), language setting, URLs of websites accessed and referenced, supported MIME Types, IP address including anonymisation, hash ID created from these data.			
Internal data that we process to check and detect a payment default risk ("Internal Risk Data").	Knowledge that we have obtained from past-completed fraud and creditworthiness checks and the decision parameters and limits set on this basis.	Generated autonomously.	-	We store the data until you revoke your consent.
External data that we process to check and detect a payment default risk ("External Risk Data").	Information listed in the creditworthiness information forwarded to us by Infoscore Consumer Data GmbH (e.g. information on specific existing payment problems, scores that are calculated based on a scientifically recognised mathematical/statistical procedure), information on any payment default risk based on the Order Form Data.	Infoscore Consumer Data GmbH (Rheinstr. 99, 76532 Baden-Baden), arvato eCommerce Beteiligungsgesellschaft mbH (An der Autobahn, 33333 Gütersloh) regarding the information listed in the creditworthiness check.	-	We store the data until you revoke your consent.

## 2. Details on the processing of the personal data

### a) Processing of personal data on the basis of statutory legislation

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
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HTTP Data are temporarily processed on our web server in order to make our online store functions available on the website.	HTTP Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is providing the website content that requested by the user.	Hosting provider.
Providing the ordering method “PayPal Express”, that enables you to order even more quickly. If you wish to pay for your order using PayPal and click on “directly to PayPal”, you arrive at the website of PayPal S.à.r.l, et Cie, S.C.A. (22-24 Boulevard Royal, L-2449 Luxembourg, Luxembourg), where you will be asked to provide and/or confirm your login and contact data stored by PayPal. PayPal then transfers the data necessary to process the order to us so that we can carry out the order.	PayPal Contact Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is making the user-friendly function “PayPal Express” available.	Payment services provider, hosting provider.
Conclusion and performance of purchase agreements that are entered into via our online store.  This includes in particular preparing the shipping of the goods you have ordered by the shipping services provider you have chosen and the sending of transaction e-mails, to inform you	Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data.	No automated decision-making.	Performance of a contract (point (b) of Article 6 paragraph 1 of the General Data Protection Regulation).	Hosting provider, e-mail provider, payment services provider, shipping services provider.

of the status of each of your orders.				
<p>Providing the “co-browsing” function, with which you can choose to have our live-chat agents actively assist you in ordering from our online store.</p> <p>If, during an online chat on our website, you consent to give the chat agent remote control of your browser, this agent can take individual steps in the ordering process for you (see also no. 3 of the general terms and conditions for the online store). To provide this type of support for you in the ordering process, we process only the data necessary for this, i.e. the data already processed during the ordering procedure as well as a screen shot of the HUGO BOSS online store opened in your browser.</p> <p>We have ensured by technical means that the chat agents are only able to view the content absolutely necessary for this support on our own pages of our online store and that no other personal data whatsoever from your computer or other browser windows are processed.</p>	All data listed under Section C.IV.1 and an image of your browser.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is user-friendly technical assistance in the ordering process.	Chat agents

Management of our receivables from customers in our internal receivables management system.	Receivables Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is proper management of our customer receivables.	Hosting provider.
Collection of our customer receivables.	Receivables Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is collecting our customer receivables.	Collection agencies.
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data, Receivables Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is the establishment, exercise or defence of any legal claims.	Hosting provider
<p>Reversing purchase agreements in the event of a cancellation or another reason for reversal.</p> <p>To refund the purchase price, we use the same payment method that you used to pay the purchase price.</p> <p>If you use our “Order from store” service, pay directly at the point of sale and decide to cancel your order, we collect and use your bank account information to refund the purchase price</p>	Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data, Receivables Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is in reversing purchase agreements.	Hosting provider, e-mail provider.



because we do not store the details of your payment in the payment systems of our brick-and-mortar stores. In order to do this, we contact you via e-mail and inform you of the next steps.				
<p>Storage of data to comply with statutory document retention requirements, particularly under commercial and tax law.</p> <p>Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section 257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i>).</p>	Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data, Receivables Data.	No automated decision-making.	Compliance with a legal obligation (point (c) of Article 6 paragraph 1 of the General Data Protection Regulation).	Hosting provider

**b) Processing of personal data on the basis of your consent**

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
Conducting a risk and fraud check to reduce our payment default risk as much as possible. Based on primarily automated checks, we decide whether and what payment methods we can offer	Order Form Data, Purchase Data, Receivables Data, Device Data, Internal Risk Data, External Risk Data chosen and payment type.	<p>Automated decisions are made based on the following logic:</p> <p>The risk and fraud checks begin when the “continue to payment” button is clicked. First we check</p>	Consent (point (a) of Article 6 paragraph 1 of the General Data Protection Regulation)	Regarding all data processed for the risk and fraud check: arvato eCommerce Beteiligungsgesellschaft mbH (An der Autobahn, 33333 Gütersloh, Germany) and its subcontractors

<p>you and/or the extent to which we can carry out your order in the desired scope.</p> <p>The risk and fraud check described in detail below is conducted by arvato eCommerce Beteiligungsgesellschaft mbH (An der Autobahn, 33333 Gütersloh, Germany) (hereinafter “arvato”) on our behalf. arvato is bound by a data processing agreement pursuant to section 11 of the German Federal Data Protection Act (<i>Bundesdatenschutzgesetz – BDSG</i>).</p>		<p>the accuracy of the invoice and delivery address given in the order form, i.e. in particular, whether the addresses exist.</p> <p>Then in an automated fraud check, we check according to predefined rules whether the order is to be classified as suspicious. Based on the Device Data and our Internal Risk Data, we check whether the device has been positively classified as fraud suspicious in past fraud checks in our online store and analyse, based on your Purchase Data, whether and to what extent the device was used in the past to place orders, in particular, the order frequency, the contact data given in each case, the time of each order and other order parameters such as the shopping cart amount.</p> <p>We also compare the Order From data to the customer data we have already stored. This primarily serves the technical management of the data so that the system can recognise returning customers. We also compare the Order Form Data to our Internal Risk Data to check whether the maximum limit configured for the order total per</p>		<p>(address validation services providers and various IT services providers).</p> <p>Regarding the Order Form Data: infoscore Consumer Data GmbH (Rheinstraße 99, 76532 Baden-Baden) as credit agency.</p>
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		<p>individual order, per address or per customer has been reached.</p> <p>We also check our Receivables Data, in particular to determine whether and if so in what amount there are open items, payment reminders or on-going collection processes.</p> <p>If these checks have produced a definite negative result, we either cancel the ordering process before the order is placed or we only allow an order to be placed using a secure payment method, i.e. no payment on account.</p> <p>If no definite result is produced, we then conduct, in particular on the basis of External Risk Data, the following additional checks:</p> <p>To assess the customer's creditworthiness, we procure credit information from infoscore Consumer Data GmbH (Rheinstr. 99, 76532 Baden-Baden); for this purpose, we transmit the Order Form Data to infoscore Consumer Data GmbH. The credit information can contain information regarding actual payment problems from sources such as debtor lists or data from court collection proceedings. It can also include scores that are</p>		
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		<p>calculated based on a scientifically recognised mathematical/statistical procedure and included in an assessment of the credit risk.</p> <p>We also check, on the basis of your Order Form Data, whether the residential environment, person, household, address or building constitutes an increased payment default risk.</p> <p>To assess the credit risk in an particular situation, we also analyse our Receivables Data, i.e. in particular open items, invoices, payment reminders and collection measures that have occurred in the past. For this purpose, we transmit the relevant Receivables Data (particularly information regarding current open items, invoices, payment reminders and collection measures) to arvato every day in a nocturnal batch run.</p> <p>Arvato collates the results of all checks in a “result code” that we interpret according to predetermined rules and determines whether and what payment methods can be offered to the particular customer.</p>		
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		If, in the automated fraud check described above, suspicion of fraud arises, arvato also checks the order manually. The result of this manual fraud check can be positive, which leads to release of the order. If the fraud suspicion is not eliminated, we decide in individual cases to cancel the order.		
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### 3. Details on the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Hosting provider	Processor	EU	-
E-mail service provider	Processor	EU	-
Payment services provider	Controller	EU	-
Shipping services provider	Controller	EU	-
Collection agencies	Processor	EU	-
IT services provider for the risk and fraud check (arvato eCommerce Beteiligungsgesellschaft mbH, An der Autobahn, 33333 Gütersloh, Germany) and its subcontractors)	Processor	EU	-

Address validation services provider	Processor	EU	-
infoscore Consumer Data GmbH (Rheinstraße 99, 76532 Baden-Baden) as credit agency	Controller	EU	-
Online chat agents	Processor	EU	-

## V. Use of the chat function

On the website, we offer you the option of contacting us via online chat. We process the information provided in the online chat to process your inquiry

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	Data source(s)	Obligation to provide the data	Storage duration
Protocol data that accrue on the website via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons when an online chat is accessed ("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.	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing these data means that we cannot provide the requested Website content.	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 give us in online chats ("Online Chat Data").	Your information in the online chat.	Website users.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.  Not providing the data means that we cannot process your request.	Data are stored until your request has been fulfilled.  We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at

				<p>the end of the year in which you deregister and in the event of any legal disputes until such have been concluded..</p> <p>We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section 257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i>).</p>
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## 2. Details on the processing of the personal data

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP Data are temporarily processed on our web server to provide our online chat function on the website.	HTTP Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is providing the website content requested by the user.	Hosting provider.



Processing your request.	Online Chat Data.	No automated decision-making.	<p>If your request relates to a contract to which you are a party or the implementation of pre-contractual measures: point (f) of Article 6 paragraph 1 of the General Data Protection Regulation.</p> <p>Otherwise: balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). In this case, our legitimate interest is processing your request.</p>	Online chat agents
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Online Chat Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is the establishment, exercise or defence of any legal claims.	-
<p>Storage of data to comply with statutory document retention requirements, particularly under commercial and tax law.</p> <p>Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section</p>	Online Chat Data.	No automated decision-making.	To comply with a legal obligation (point (c) of Article 6 paragraph 1 of the General Data Protection Regulation).	-

257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i> .				
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**3. Details on the recipients of personal data and the transfer of personal data to third countries and/or international organisations**

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Online chat agents	Processor	EU	-

#### **D. Effective date and amendment of this Privacy Policy**

The effective date of this Privacy Policy is 25 May 2018.

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](http://www.hugoboss.com).