

PRIVACY POLICY HUGO BOSS WEB

International, version 2.1

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. HUGO BOSS attaches great importance to the protection of your personal data and processes it exclusively in accordance with the principles described below and in compliance with the applicable data protection laws, in particular the EU General Data Protection Regulation (GDPR).

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**).

- All information on the processing of data with regards to cookies set during the visit of our website, including the online store integrated into it under www.hugoboss.com you can find in the **HUGO BOSS Cookie Policy**. You find the document at the bottom of the homepage of www.hugoboss.com.
- 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**. You find the document at the bottom of the homepage of www.hugoboss.com.
- Information about the processing of personal information with respect to the HUGO BOSS Newsletter can be found in the **HUGO BOSS Newsletter Privacy Policy**. You find the document at the bottom of the homepage of www.hugoboss.com.

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

Dieselstr. 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

Dieselstr. 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 personal data are processed for different purposes. You will find information below regarding the purposes and means of the processing of personal data.

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 temporarily stored in a so-called web server log file. Furthermore, we provide you with various functions to assist you when visiting the website (e.g. chat function, contact form, store locator). Depending on which functions you use, further data processing is carried out, which is also described below.

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. Details on the data processing with regards to cookies can be found in the **HUGO BOSS Cookie Policy**. You find the document at the bottom of the homepage of www.hugoboss.com.

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) 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 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 ").	Mandatory: name, e-mail address, your request, your message	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.	a) Data are usually stored until your request has been handled. b) We store these data for evidence purposes for the establishment, exercise or defence of any legal

	Voluntary: Title, street, house number, postal code, city, country, telephone number, order number	Not providing the data means that we cannot process your request.	claims and in the event of any legal disputes until such have been concluded. c) We are obliged to store the data according to German commercial or tax laws up to 10 years.
(Optional) when using the store locator or the "availability in stores" function Data that allows us to determine your location (" Location Data ")	Location Data	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.	The data is processed to display your location or to determine the nearest store when you access either the map or the availability of products in our stores and release your location in the browser for our website. The data is not stored beyond this.
(Optional) when using the Fit Finder: Data that you enter under the link "What is my size?" (" Fit Finder Data ")	Body related information such as height, weight, physique information, preferred fit etc.	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.	The data is stored in a cookie. You can delete cookies at any time in the respective browser settings. Otherwise, the cookies will be deleted after 30 days regardless of your cooperation.
(Optional) when using the online chat or style advice: Data which you provide us in the online chat / via the style counselling service (" Online Chat Data ")	Your details in the online chat	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.	We store the data as described above under a), b) and c). d) If you use the co-browsing function, the image of your browser is <i>not</i> stored.
If (optional) contact is made via other communication channels: Data that you provide when you contact us (" Contact Data ")	Depending on the communication channel: telephone number when calling by phone, mobile phone number and username when contacting by messenger (communication service	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.	We store the data as described above under a), b) and c).

	provider), e-mail address when contacting by e-mail In addition, the information you have provided about the reason for contacting		
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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
Provision of the contents of the website accessed by the user	HTTP(S) 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
Ensuring the security of the IT infrastructure used to provide the Website, in particular to identify, correct and ensure the evidential value of our documentation in case of any disruptions (e.g. DDos attacks).	HTTP(S) Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is to ensure the security of the IT infrastructure used to provide the Website, in particular to identify, correct and ensure the evidential value of our documentation in case of any disruptions (e.g. DDos attacks).	Hosting provider
Provision of a clothing size recommendation	Fit Finder Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is supporting our customers in choosing the right size of clothes to increase customer satisfaction and avoid incorrect orders.	Service provider
Display of your location or stores nearby	Location Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is supporting our customers in their search for our stores. The data is only transmitted when you release it in your browser.	-
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Contact Form Data or Online Chat 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.	-
Processing your request.	Contact Data, Contact Form Data or Online Chat Data.	Art. 6 (1) (f) GDPR. After balancing of the interests our legitimate interest is processing your request.	Hosting provider and communications service provider, if applicable

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	-
Service provider	EU	-
Communications service provider	Depending on your means of communication and your location	-

II. 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 use of the online store (" HTTP(S) 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 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.
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,	Provision is necessary to enter into a purchase agreement. Not providing these data means that you cannot order anything from the online store.	We store your data usually until your order has been completely processed, i.e. until the goods have been sent. We store these 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.

	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.		We are obliged to store the data according to German commercial or tax laws up to 10 years.
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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	Legal basis, and, if applicable, legitimate interests	Recipient
Provision of our Online Store functions on the Website.	HTTP(S) 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. as well as data in the context of a rescission of the contract	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, shipment 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 of data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims..	Order Data.	Balancing of interests (Art. 6 (1) (f) GDPR. Our legitimate interest is the enforcement, exercise or defence of legal claims.	Hosting provider
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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, fulfilment partner (Global-e), shipment provider	EU	-

D. Effective date and amendment of this Privacy Policy

It may be necessary to amend this Privacy Policy due to technical developments and / or changes in legal requirements and / or regulatory standards. The latest Privacy Policy can be accessed at any time at the bottom of the homepage of www.hugoboss.com.