

# HUGO BOSS

## Privacy Policy for Participation in HUGO BOSS EXPERIENCE

United Kingdom

(As of: 21<sup>st</sup> February 2018)

HUGO BOSS attaches great importance to protecting your personal data and will collect, process and use your personal data solely in line with the principles described below and observing the applicable data protection legislation. Personal data is all information that refers to a specific or identifiable natural person, such as your name, or your postal and email address.

### 1. Data controller for the operation of HUGO BOSS EXPERIENCE

HUGO BOSS AG, Dieselstr. 12, D-72555 Metzingen, Germany (“**HUGO BOSS**” or “**we**”) operates the customer loyalty programme HUGO BOSS EXPERIENCE (hereinafter also referred to as “**customer loyalty programme**”) and collects, processes and uses your personal data obtained in connection with the customer loyalty programme solely for the operation of said customer loyalty programme.

The retail stores located in the EU and Switzerland operated by HUGO BOSS or companies affiliated with HUGO BOSS (“**retail stores**”) and the HUGO BOSS online store integrated into the HUGO BOSS website (www.hugoboss.com, hereinafter “**website**”) operated by HUGO BOSS including any versions adjusted for mobile devices as well as associated services like the HUGO BOSS mobile application (“**online store**”) are participating in the customer loyalty programme (jointly hereinafter also referred to as “**participating stores**”). An overview of the current participating retail stores can be found in the HUGO BOSS Store Locator on the website.

### 2. Data collected as part of the customer loyalty programme

To this end, HUGO BOSS collects and stores the following personal data in a central customer database:

#### 2.1 Customer master data

HUGO BOSS collects and stores the **customer master data** provided by you. This includes the **minimum information** requested in the registration form

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(salutation, surname, first name, email and the country of residence, and in case of registration in the online store additionally a password) and the additional contact data you may have optionally provided at your discretion (title, telephone number, mobile phone number, date of birth and/or postal address, which we store as your billing address). The postal address you provided as your “billing address” when placing an order in the online store is stored by us as part of your customer master data. To keep our customer information up to date at all times, we save only one billing address for you. The billing address we use for you, if available, is the most recent address provided as the “billing address” in the order process or the address you most recently saved in your My HUGO BOSS customer account (see Section 3.2), whichever piece of information is more current.

## 2.2 Additional optional information provided by the participant

HUGO BOSS also collects and stores the information optionally provided by you at the registration or in your My HUGO BOSS customer account regarding your **preferred communication channels** and your individual **preferences** (preferred retail store, preferred HUGO BOSS brands, sizes and interests). If you have given your consent, you can when selecting a preferred retail store in your My HUGO BOSS customer account have your location identified automatically using your IP address, so that we can on this basis suggest the nearest retail store to you. Alternatively, you can enter your location manually in order to identify the nearest retail store or select the retail store preferred by you directly.

In your My HUGO BOSS customer account you can also store delivery addresses for subsequent visits to the online store and create a wish list with HUGO BOSS products that you select.

## 2.3 Purchase history

HUGO BOSS records the purchases and other transactions you make in the retail stores and the online store and thereby creates a purchase history. This includes information on the products purchased (item description, item number, number of items, size, colour, price, currency, order number), on the transaction type (purchase, exchange, return etc.), on the place of purchase (online store or country, city and branch in the case of retail stores) and the time of purchase.

If you identify yourself as a HUGO BOSS EXPERIENCE participant when shopping in a retail store, the participating stores register this purchase and send the associated information to HUGO BOSS: In the online store we register your

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purchase history when you identify yourself during your visit as a participant in the customer loyalty programme by entering your access data in the online store.

## **2.4 Information regarding customer service and advice**

HUGO BOSS collects information regarding your inquiries made to our telephone customer service and regarding the advice provided to you by staff at retail stores. We also record in our customer database which member of staff has been allocated to you in one of our local stores as your personal sales advisor. Your personal sales advisors in our local stores can save information about products in our customer database which they consider particularly interesting for you.

## **2.5 Information regarding use of the website**

If you have given your consent, HUGO BOSS also collects information regarding your use of the website. In this respect, HUGO BOSS for example collects information on the content you have accessed on the website and on the items you access on the website and/or place in your shopping bag.

## **3. Use of the data collected**

The data stated under Section 2 is used for operation of the customer loyalty programme and for providing programme services as described in the Terms and Conditions. In detail:

### **3.1 Personal shopping, customer service and advertising for HUGO BOSS offers**

#### **a) Personal shopping and customer service**

In order to be able to provide you with the best possible individual advice, the staff at our retail stores and telephone customer service may retrieve the data stated under Section 2 and use this to provide you with personal shopping advice.

#### **b) Advertising for HUGO BOSS offers**

If you have given your consent, HUGO BOSS and Hugo Boss UK Limited may send you advertising by email, post and/or SMS/MMS or contact you by telephone about its offers (e.g. information on HUGO BOSS, product

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information and customer surveys as well as exclusive offers or invitations to events and promotions organized by HUGO BOSS or the participating stores).

On the basis of the information stated under Section 2, HUGO BOSS and companies affiliated to HUGO BOSS may individualize the information it sends to you so that you preferentially receive information that HUGO BOSS believes will be of special interest to you. In order to be able to cater more personally for you, we also use the data stated under Section 2 to create various different customer groups.

If you have consented to the receipt of personalized advertising by email, we identify which of the received newsletters and the links they contain you access and information about your subsequent use of the website (see also Section 2.5 above) in order to be able to provide you with more personalized information in future.

You can select the communication channels (i.e. email, post, SMS/MMS and/or telephone) via which you would like to be contacted at the registration and/or in your My HUGO BOSS customer account. You can also have the communication channels selected by you changed in the retail stores anytime.

## **3.2 My HUGO BOSS customer account**

In order to offer you the best possible HUGO BOSS EXPERIENCE online, we also use data saved in connection with the customer loyalty programme for the following functions of your My HUGO BOSS customer account:

In your My HUGO BOSS customer account you can easily manage the customer master data provided by you, your preferences as well as the delivery addresses and wish lists saved there. We use the information provided by you with respect to your preferences to personalize the configuration of your My HUGO BOSS customer account. If you are logged into your My HUGO BOSS customer account when using the online store, the sizes saved in your customer account will be selected automatically to make shopping in the online store as easy and as comfortable as possible for you. On the basis of the preferred sizes and retail stores stated by you in your My HUGO BOSS customer account we inform you in the online store whether a selected product is available in your preferred retail store in your preferred size. The information required for the order process (e.g. delivery address) will be entered automatically on the basis of the information saved in the customer database to make the order process even more comfortable for you.

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On the basis of your purchase history we provide you with an overview of your previous purchases in your my HUGO BOSS customer account and show you the processing and delivery status of your orders in the online store.

For items you have put on a wish list in your My HUGO BOSS customer account, we show you which of these items are available in your preferred retail stores and the online store.

## **3.3 Market research**

The customer master data, purchase history and other information relating to the relevant participant and stored in the customer database may be used in anonymised form by HUGO BOSS for analytical and statistical purposes as part of internal market research activities to continuously improve the HUGO BOSS EXPERIENCE programme and its services and offers.

## **4. Right to information, correction, blocking or deletion**

You have the right to access, free of charge, the stored personal data about you and the right to correct, block or delete your data. If you have any further questions about data protection, wish to request information or to exercise the above rights, please send an email to [experience-uk@hugoboss.com](mailto:experience-uk@hugoboss.com).

In their My HUGO BOSS customer account, participants may also themselves view and amend their customer master data, preferences, preferred communication channels and the delivery addresses and wish lists they have saved in their My HUGO BOSS customer account.

## **5. Right of revocation**

If, as part of your participation in the customer loyalty programme, you have given your consent to the collection and/or use of your personal data, you may revoke this consent free of charge at any time and with future effect, for example by email to [experience-uk@hugoboss.com](mailto:experience-uk@hugoboss.com).

## **6. Commissioned data processing**

Your personal data will be collected by the retail stores solely for the operation of the customer loyalty programme on behalf of and in accordance with the instructions of HUGO BOSS.

For the provision of services under the customer loyalty programme, HUGO BOSS uses special service providers who will also process your personal data

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solely on behalf of and in accordance with the instructions of HUGO BOSS. HUGO BOSS ensures that this will occur in line with data protection provisions and the necessary security measures.