

## Privacy Policy for participation in HUGO BOSS EXPERIENCE

This Privacy Policy is applicable in the following countries: Albania, Andorra, Bulgaria, Croatia, Czech Republic, Estonia, Greece, Hungary, India, Israel, Latvia, Lithuania, Monaco, Montenegro, New Zealand, North Macedonia, Romania, Serbia, Slovakia, Slovenia, South Africa and Ukraine.

HUGO BOSS AG, Dieselstrasse 12, 72555 Metzingen, Germany (hereinafter **“HUGO BOSS”** or **“we”**) operates the customer loyalty programme HUGO BOSS EXPERIENCE (hereinafter **“Customer Loyalty Programme”**).

In the following you receive information in accordance with Art. 13 and 14 [General Data Protection Regulation](#) (hereinafter **“GDPR”**) about the data controller processing your personal data, 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**) in connection with the Customer Loyalty Programme. Additional information for [New Zealand](#) as the residence country can be found in **Section D**.

The brick-and-mortar retail stores in the EU, Switzerland and Norway (hereinafter **“Brick-and-Mortar Retail Stores”**) operated by HUGO BOSS or companies affiliated to HUGO BOSS provide the services of the Customer Loyalty Programme.

A list as amended of the current Brick-and-Mortar Retail Stores can be accessed using the HUGO BOSS Store Locator on the HUGO BOSS website ([www.hugoboss.com](http://www.hugoboss.com)). Also, the online store which can be accessed via [www.hugoboss.com](http://www.hugoboss.com) (hereinafter **“Online Store”**) provides the services of the Customer Loyalty Programme. The Brick-and-Mortar Retail Stores and the Online Store are jointly hereinafter referred to as **“Participating Stores”**.

You can receive further information about the processing of personal data with respect to our website on the HUGO BOSS website ([www.hugoboss.com](http://www.hugoboss.com)).

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## **A. Information about the data controller**

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

The data controller for the Customer Loyalty Programme is:

HUGO BOSS AG  
Dieselstrasse 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**

Our Data Protection Officer can be contacted as follows:

HUGO BOSS AG  
Data Protection Officer  
Dieselstrasse 12, 72555 Metzingen, Germany  
Telephone: +49 7123 94-80999  
Fax: +49 7123 94-880999  
E-mail: [privacy@hugoboss.com](mailto: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. 57 (1) (f) GDPR)

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

In addition, you will also have the rights under the data protection laws applicable in your residence country.

## C. Information about the processing of personal data

In connection with Customer Loyalty Programme different personal data are processed for different purposes. You will find information below regarding the purposes and means of the processing of personal data.

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

### I. Details on the personal data we process

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage Duration
Personal master data that we collect during registration for the Customer Loyalty Programme ( <b>"Personal Master Data"</b> ).	Salutation, last name, first name, e-mail address, country of residence, a password, when registering online.  We also record the relevant Participating Store at which you register for the Customer Loyalty Programme.	There is a contractual obligation to provide some Data. The required Data is marked with an asterisk (*). Not providing these Data means that you cannot participate in the Customer Loyalty Programme.	We store this information as long as you are registered for the Customer Loyalty Programme.  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.
Signature information (digital or paper based) that we collect during the registration process for the Customer Loyalty Programme in our Brick-and-Mortar Retail Stores ( <b>"Signature Data"</b> ).	Your signature on the digital or paper-based registration form.	There is a contractual obligation to provide this Data. Not providing this Data means that you cannot participate in the Customer Loyalty Programme.	We store this information as long as you are registered for the Customer Loyalty Programme.  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.

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage Duration
<p>Protocol data that accrue for technical reasons when the registration for the Customer Loyalty Programme is confirmed in the double opt-in procedure (<b>“Registration Protocol Data”</b>).</p>	<p>Date and time of confirmation of the registration in double opt-in procedure and IP address of the device used for the confirmation.</p>	<p>There is a contractual obligation to provide these Data. Not providing these Data means that you cannot participate in the Customer Loyalty Programme.</p>	<p>We store this information as long as you are registered for the Customer Loyalty Programme.</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>Voluntary information that the participant provides when registering for the Customer Loyalty Programme (<b>“Participant Data”</b>).</p>	<p>Telephone number, mobile phone number, date of birth and/or postal address that we store as your invoice address, information on your preferred communication channels and on your personal preferences (e.g. preferred HUGO BOSS brands, interests, styles etc.), sizes, body measurements, your wish list with HUGO BOSS products that you have selected in your My HUGO BOSS customer account, delivery addresses you have saved in your My HUGO BOSS customer account or have used when placing orders in the Online Store.</p>	<p>There is no obligation to provide the data.</p> <p>Not providing these data means that we cannot personalise the benefits of the Customer Loyalty Programme.</p> <p>If your preferred communication channels are not provided, we cannot contact you via these communication channels.</p>	<p>We store this information as long as you are registered for the Customer Loyalty Programme.</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>Information about your purchases (<b>“Transaction Data”</b>) if you identify yourself when making a purchase in a Brick-and-Mortar Retail Store as participant in HUGO BOSS EXPERIENCE or identify yourself in the Online Store as a participant by entering your access data.</p> <p>This Data is received from the Participating Stores.</p>	<p>Information about the articles purchased (article description, article number, quantity, size, if applicable body measurements, colour, price, currency, order number), on the type of transaction (purchase, exchange, return etc.) on the location (Online Store or country, city and store for Brick-and-Mortar Retail Stores) and the time of the relevant purchase.</p>	<p>There is a contractual obligation to provide this Data. Not providing this Data (not identifying yourself when making a purchase) means that we cannot record your Transaction Data.</p>	<p>We store this information as long as you are registered for the Customer Loyalty Programme.</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>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage Duration
Information that you provide us with in your inquiries made to customer service by telephone, chat or online contact form (" <b>Customer Service Inquiry Data</b> ").	Information that you provide us with in your inquiries made to customer service by telephone, chat or online contact form, e.g. subject of and background to your inquiry.	There is no obligation to provide the data. Not providing these data means that we cannot edit your inquiry.	We store this information as long as you are registered for the Customer Loyalty Programme.  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.
Shopping advice provided by our sales staff and personal shopping assistants (" <b>Shopping Advice Data</b> ").  These Data are received from the Participating Stores and autonomously generated.	Information about inquiries made to customer service by telephone, chat or online contact form and shopping advice discussions with employees of Brick-and-Mortar Retail Stores (in particular date, time and subject of your inquiry); specification of the personal shopping assistant and his/her personal product recommendations for you.	There is no obligation to provide the data. Not providing these data means that we cannot personalise the benefits of the Customer Loyalty Programme.	We store this information as long as you are registered for the Customer Loyalty Programme.  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.
Data in usage profiles that we create by analysing the usage behaviour of participants in the Customer Loyalty Programme in the Online Store (" <b>Online Usage Profile Data</b> ").  These Data are autonomously generated.	Data about the use of the website, in particular page visits, visit frequency and time spent on the pages visited, information about the articles you have looked at or placed in your shopping cart or have put on the wish list in your My HUGO BOSS customer account.	There is no obligation to provide the data. Not providing these data means that we cannot personalise the benefits of the Customer Loyalty Programme.	We store this information as long as you are registered for the Customer Loyalty Programme.
Information about the type and scope of the Customer Loyalty Programmes services used by you and your reactions to our marketing in the Participating Stores provided you have consented to receive marketing (" <b>Reaction Behaviour Data</b> ").	Data about the type and scope of your reaction to our marketing and the use of HUGO BOSS EXPERIENCE Programme services.	There is no obligation to provide the data. Not providing these data (not identifying yourself when making a purchase, not consenting to receive marketing) means that we cannot personalise the	We store this information as long as you are registered for the Customer Loyalty Programme.

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage Duration
These Data are autonomously generated.		benefits of the Customer Loyalty Programme.	
Allocation to participant segments that we create by analysing Personal Master Data, Participant Data, Transaction Data, Customer Service Inquiry Data, Shopping Advice Data, Online Usage Profile Data and Reaction Behaviour Data (" <b>Segment Data</b> ").  These Data are autonomously generated.	Data about affinity to HUGO BOSS brands, their products or content, e.g. determining the store at which the participant uses most often for purchases or is closest where the participant lives.	There is no obligation to provide the data. Not providing these data means that we cannot personalise the benefits of the Customer Loyalty Programme.	We store this information as long as you are registered for the Customer Loyalty Programme.

## II. Additional information regarding Storage Duration

In addition to the specified information regarding the Storage Duration given above, all personal data will be erased undue delay when the personal data are no longer necessary in relation to the purpose for which they were collected or otherwise processed.

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

### I. Processing of personal data on the basis of statutory legislation

Purpose of processing the personal data	Categories of personal data processed	Legal basis and, if applicable, legitimate interests
Provision of web applications in the Online Store and the digital or paper based registration form in the Brick-and-Mortar Retail Stores in which you can provide us with your data to register for the Customer Loyalty Programme.	Personal Master Data, Registration Protocol Data, Participant Data if these have already been provided in the registration form.	Art. 6 No.1 (b) GDPR, Performance of a contract.  Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is to simplify the registration procedure and to collect accurate and valid data.
Operation of a customer database in which we maintain and update Customer Master Data and Participant Data.	Personal Master Data, Participant Data.	Art. 6 No.1 (b) GDPR, Performance of a contract.  Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the operation of an organised customer database as the basis for optimum maintenance of customer data.



Purpose of processing the personal data	Categories of personal data processed	Legal basis and, if applicable, legitimate interests
Archiving Signature Data for evidence purposes and for the establishment, exercise or defence of any legal claims.	Personal Master Data, Signature Data, Participant Data.	Art. 6 No.1 (b) GDPR, Performance of a contract. Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of legal claims.
Updating of postal and e-mail addresses. In order to ensure the accuracy of address data we validate the postal and e-mail address data. We automatically correct any obvious errors in the postal address provided, e.g. digit typing errors in the postal code. We contact you personally in cases, which are unclear.	Participant Data.	Art. 6 No.1 (c) GDPR, Art. 5 No.1 (d) GDPR. Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is ensuring the accuracy of the data.
<p>Provision of the functions of the My HUGO BOSS customer account and a convenient ordering process in the Online Store:</p> <p>In your My HUGO BOSS customer account you can conveniently maintain the Personal Master Data, Participant Data, preferences and your wish list provided by you. We use your data regarding your preferences, your Transaction Data and your Reaction Behaviour Data to personalise your My HUGO BOSS customer account.</p> <p>If you are logged in to your My HUGO BOSS customer account, the sizes stored in your customer account will automatically be preselected for your online purchases to make shopping in the Online Store as easy and pleasant as possible for you. Information requested during the checkout process (e.g. invoice address) are autocompleted with the data stored in the customer database to make the ordering process even easier for you.</p> <p>Based on your Transaction Data we provide you in your My HUGO BOSS customer account with an overview of your purchases to date.</p>	Personal Master Data, Participant Data, Transaction Data, Online Usage Profile Data, Reaction Behaviour Data, Segment Data.	Art. 6 No.1 (b) GDPR, Performance of a contract.
Anonymisation of the data for an anonymised analysis of the store information for the development and improvement of the content and functions of the Customer Loyalty Programme.	All personal data specified in Section C in anonymised form.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the development and improvement of the Customer Loyalty Programme.
Data transfer to the Brick-and-Mortar Retail Stores to provide the benefits of the Customer Loyalty Programme described in detail in the Terms and Conditions for participation in HUGO BOSS EXPERIENCE as well as to our Customer Care departments.	Personal Master Data, Participant Data, Transaction Data.	Art. 6 No.1 (b) GDPR, Performance of a contract. Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is to provide the benefits of the Customer Loyalty Programme to the customer also in other countries than the respective residence country.

## II. Processing of personal data on the basis of your consent

Purpose of processing the personal data	Categories of personal data processed	Legal basis and, if applicable, legitimate interests
<p>Offering personalised shopping advice in the Brick-and-Mortar Retail Stores and via customer telephone service on the basis of the information stored in our customer database.</p>	<p>Personal Master Data, Registration Protocol Data, Participant Data, Transaction Data, Customer Service Inquiry Data, Shopping Advice Data, Reaction Behaviour Data, Segment Data.</p>	<p>Art. 6 No.1 (a) GDPR, Consent.</p>
<p>Sending of information material on the components of the Customer Loyalty Programme and of relevant, personalised marketing for our own offers (e.g. information about HUGO BOSS, product information, newsletters, customer survey and exclusive offers or invitations to take part in competitions, events and (local) promotions of HUGO BOSS or the Participating Stores) to the communication channels selected by the participant (e-mail, post, telephone and/or SMS MMS messages and push messages within the HUGO BOSS applications for mobile user devices, provided you have consented to the receipt of app push messages in the HUGO BOSS applications).</p> <p>You can select or change the communication channels at any time in your My HUGO BOSS customer account.</p> <p>We use:</p> <ul style="list-style-type: none"> <li>• the salutation and your name specified when registering to adapt gender-specific content in our marketing materials.</li> <li>• the country recorded during registration to determine the language and country-specific content of our marketing materials.</li> <li>• the date of birth you may have provided voluntarily to have personal birthday wishes and information tailored to your age sent to you.</li> <li>• voluntary information you may have provided regarding your personal preferences, your Transaction Data, Segment Data and your wish list in your My HUGO BOSS customer account to provide you with shopping advice and to have content tailored to your personal preferences sent to you.</li> </ul> <p>We also send you reminder e-mails if you have not completed orders in the Online Store or articles are still on your wish list in your My HUGO BOSS customer account.</p>	<p>Personal Master Data, marketing cookie data provided you have consented to the use of cookies when visiting the HUGO BOSS website, Online Usage Profile Data, Transaction Data, Reaction Behaviour Data, Segment Data.</p>	<p>Art. 6 No.1 (a) GDPR, Consent.</p>

Purpose of processing the personal data	Categories of personal data processed	Legal basis and, if applicable, legitimate interests
<p>Cookies are used on our website for these purposes if the participant has consented to this. Additional information can be received on the HUGO BOSS website.</p>		
<p>If you register in a participating Brick-and-Mortar Retail Store and your place of residence is in the registration country, we transfer your Personal Master Data, Participant Data, Transaction Data, Segment Data and your preferred communication channels to the participating Brick-and-Mortar Retail Store in which you registered for the Customer Loyalty Programme for the purpose of marketing materials being sent to you by the participating Brick-and-Mortar Retail Store. The marketing materials in particular contain information about local promotions taking place in the relevant participating Brick-and-Mortar Retail Store.</p>	<p>Personal Master Data, Participant Data, Transaction Data, Segment Data.</p>	<p>Art. 6 No.1 (a) GDPR, Consent.</p>
<p>Personalised analysis of affinity of participants in the Customer Loyalty Programme to HUGO BOSS products and personalisation and design of marketing content in line with user preferences. We use different analysis methods for this which allow us to personalise marketing content optimally and tailor this to your individual personal interest which we derive from all the information stored in our customer databases. In this way we create a customer-specific optimised marketing and communication strategy for each participant. We want to ensure with this personalisation of marketing content that you primarily receive information which we consider to be particularly interesting for you.</p> <p>Cookies are used on our website for these purposes if the participant has consented to this. Additional information can be received on the HUGO BOSS website.</p>	<p>Personal Master Data, Participant Data, Transaction Data, Shopping Advice Data, marketing cookie data provided you have consented to the use of cookies when visiting the HUGO BOSS website, Online Usage Profile Data, Reaction Behaviour Data and Segment Data based on these.</p>	<p>Art. 6 No.1 (a) GDPR, Consent.</p>
<p>Display of personalised banner advertising on third-party websites.</p> <p>For (re-)targeting participants in the Customer Loyalty Programme, the behaviour of users of our website is recorded and analysed. Users are marked in a pseudonymously form so that they can be recognised again on the website to increase the marketing relevance and therefore the click and conversion rate (e.g. order rate).</p> <p>Cookies are used on our website for these purposes if the participant has consented to this. Additional information can be received on the HUGO BOSS website.</p>	<p>Online Usage Profile Data and Segment Data based on these, marketing cookie data provided you have consented to the use of cookies when visiting the HUGO BOSS website.</p>	<p>Art. 6 No.1 (a) GDPR, Consent.</p>

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

Categories of Recipients	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Hosting provider, Brick-and-Mortar Retail Stores in the EU and Norway, IT service provider, IT service provider (intragroup), SMS provider, Survey agencies, Archiving service provider, Campaign service provider, Postal services provider, Customer service provider, Newsletter service provider, Digital Member Card service provider, Registration service provider, Fulfilment Service Provider Online Shop, Marketing Service Provider.	EU, EEA	
E-mail service provider	United Kingdom	
Brick-and-Mortar Retail Stores	Switzerland	Adequacy decision of the EU Commission for the protection of personal data provided in Switzerland: <a href="http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32000D0518&amp;from=EN">http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32000D0518&amp;from=EN</a>
IT service provider (intragroup)	USA	The transfers are subject to EU Standard Data Protection Clauses pursuant to Art. 46 (2) (c), (5) GDPR. A copy of the Standard Data Protection Clauses can be obtained under <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087">https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087</a>
	Hong Kong	
SMS provider	Respective residence country	In non-EU/EEA countries the transfers are subject to EU Standard Data Protection Clauses pursuant to Art. 46 (2) (c), (5) GDPR. A copy of the Standard Data Protection Clauses can be obtained under <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087">https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087</a>

## D. Addendum for New Zealand as the residence country

In addition to the Brick-and-Mortar Retail Stores in the EU, Switzerland, Norway, Malaysia and Singapore, the Brick-and-Mortar Retail Stores in Australia operated by HUGO BOSS or companies affiliated to HUGO BOSS also provide the services of the Customer Loyalty Programme.

Categories of Recipients	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Brick-and-Mortar Retail Stores	Australia, Singapore, Malaysia	The transfers are subject to EU Standard Data Protection Clauses pursuant to Art. 46 (2) (c), (5) GDPR. A copy of the Standard Data Protection Clauses can be obtained under <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087">https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087</a>
Customer service provider	Singapore	The transfers are subject to EU Standard Data Protection Clauses pursuant to Art. 46 (2) (c), (5) GDPR. A copy of the Standard Data Protection Clauses can be obtained under <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087">https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32010D0087</a>

## E. Effective date and amendment of this Privacy Policy

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

Last updated 12 of February 2021