

Cookie Policy

HUGO BOSS uses Cookies to be able to recognize your preferences when you visit our website and, thus, make the HUGO BOSS website user-friendly and more efficient.

Cookies are little text files that your browser stores on your hard disk. Whenever you revisit our website, HUGO BOSS can use the information in this saved cookie to enhance your browsing experience. Cookies may contain personal data if you have given your consent when you started to use the HUGO BOSS website or if this is necessary for technical reasons. Cookies cannot execute programs or transfer viruses to your computer.

You can set your browser to refuse or delete cookies. Please consult the corresponding instructions of the manufacturer for more detailed information on the actual procedure. If you opt to not allow the use of cookies, the functionality available to you may be impaired.

HUGO BOSS uses cookies to the following extent:

- Cookies that are absolutely necessary (Type 1)

These are cookies that are absolutely necessary for the proper operation of the website and its functions. For example, it is unfortunately not possible to log into your HUGO BOSS customer account without the corresponding cookie.

- Functional cookies (Type 2)

These are cookies that ensure maximum personal convenience when you visit the HUGO BOSS website. For example, cookies may contain language settings or changes in font size.

- Performance cookies (Type 3)

These cookies give HUGO BOSS information on your surfing habits. They tell HUGO BOSS which pages are visited especially often so that HUGO BOSS can enhance the website to make the information you desire available faster. These cookies contain no personal data.

- Third-party cookies (Type 4)

These are cookies from third parties such as, for example, social networks that integrate social media content into the HUGO BOSS website. In addition, HUGO BOSS uses the cookies of third-party providers to serve advertising that is especially likely to interest you or to measure the efficiency of advertising campaigns. Cookie information is passed on to third-party providers.

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Name	Description	Type	Placing Cookie	Maximum validity
dwanonymous_*	Is used by the Salesforce recommendation engine "Einstein" to show personalized recommendations to users on the website and in the search results.	Type 1	1st Party	180 days
dw	Set with dw_cookies_accepted.	Type 1	1st Party	current Session
dw_cookies_accepted	When the merchant has enabled the cookie hint notice, it records that the shopper has acknowledged that cookies are being used.	Type 1	1st Party	current Session
dw_dnt*	Controls client-side JavaScript for Commerce Cloud tracking features (Analytics, Einstein, ActiveData). Commerce Cloud sets it with each page response based on the value of the corresponding session attribute TrackingAllowed.	Type 1	1st Party	current Session
dw_TLSWarning	Identifies whether the shopper's browser only supports outdated versions of TLS. Set to true if the browser fails the compatibility check or if the check cannot be completed.	Type 1	1st Party	30 minutes
dwac_*	Stores the following data for analytics purposes: Session ID, report suite name, shopper's customer ID, source code group ID (encoded), currency mnemonic, and time zone. The * in the cookie name is a value unique to the site.	Type 1	1st Party	current Session
dwanonymous_*	Random ID used to identify an unregistered shopper or a shopper who has not yet logged in independent of the session. The * in the cookie name is a value unique to the site.	Type 1	1st Party	180 days
dwcustomer_*	Identifies a registered shopper. Used only when the shopper selects Remember Me. The * in the cookie name is a value unique to the site.	Type 1	1st Party	180 days
dwpersonalization_*	Tracks participation in A/B test groups for analytics purposes. If the shopper participated in a test, the value is cleared when the shopper logs out. The * in the cookie name is a value unique to the site.	Type 1	1st Party	180 days
dwsecuretoken_*	Used with dwsid to secure the session through HTTPS. The * in the cookie name is a value unique to the site.	Type 1	1st Party	current Session
dwsid	Identifies the current browsing session.	Type 1	1st Party	current Session

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dwsourcocode_*	Stores the source code for campaign and affiliate tracking. The lifespan is defined in Business Manager. The * in the cookie name is a value unique to the site.	Type 1	1st Party	999 days
rh, uc8.tv	Calculates a device ID based on technical data and stored in the browser in the form of a cookie. This ID is used to recognize the device for the purposes of detecting fraudulent and/or abusive behavior.	Type 1	3th Party	365 days
sid	Identifies the current browsing session. Only used by customizations.	Type 1	1st Party	current Session
01AI	This is used by Akamai Technologies in operating a media content delivery network. It is used to ensure that web content (like pictures and videos) are delivered to users quickly throughout the world.	Type 2	3th Party	365 days
Brightcove Player, Brightcove	Are placed by Brightcove to display videos on hugoboss.com.	Type 2	3th Party	current Session
FastFonts	Are placed by fast.fonts.net to load fonts on hugoboss.com faster.	Type 2	1th Party	365 days
Fit Analytics	Are placed by Fit Analytics for the purpose of providing online size advice. For further information on the type, use and purpose of the cookie, click on the following link: https://www.fitanalytics.com/files/Privacy_Policy_DE-EN_FitA.pdf	Type 2	3th Party	365 days
PHPSESSID, REALPERSON_SESSION	Are placed by chat100.realperson to support users with a chat function on hugoboss.com	Type 2	3th Party	current Session
IDE, _dc_gtm_UA, _ga, _gat_UA, _gid, _uetsid	Are placed by Google for the following applications: DoubleClick Bid Manager, Google AdWords Conversion, Google Adwords User Lists, DoubleClick Ad Exchange-Buyer, Google Dynamic Remarketing, DoubleClick, GA Audiences, Google Analytics, Google Tag Manager. For further information on the type, use and purpose of the cookie, click on the following link: http://www.google.com/intl/de/policies/privacy/	Types 2-4	1st Party + 3th Party	817 days
a7950981613.cdn.optimizely.com Optimizely Logging, Optimizely Geographical Targeting, Optimizely, Optimizely Error Log, optimizelyBuckets, optimizelyEndUserId,	Are placed by Optimizely to optimize our content. For further information on the type, use and purpose of the cookie, click on the following link. https://www.optimizely.com/de/privacy/	Type 3	3th Party	365 days

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optimizelyPendingLog Events, optimizelySegments				
Webtrekk, AWSELB, wteid, wtsid, wt_nbg_Q3	Are placed by Webtrekk. For further information on the type, use and purpose of the cookie, click on the following link: https://www.webtrekk.com/en/legal/opt-out-webtrekk/	Type 3	3th Party	180 days
__cfduid, GroupM Server	Are placed by GroupM / Turbine. For further information on the type, use and purpose of the cookie, click on the following link: https://www.xaxis.com/privacy-policy/datenschutzerklarung-von-xaxis/	Type 4	3th Party	365 days
anj, sess, uuid2	Are placed by the company App Nexus. For further information on the type, use and purpose of the cookie, click on the following link: https://www.appnexus.com/en/company/platform-privacy-policy-de	Type 4	3th Party	90 days
bscookie, lidc, Bizoid, lang	Are placed by LinkedIn for the following applications: LinkedIn Ads, LinkedIn Analytics, LinkedIn Marketing Solutions. For further information on the type, use and purpose of the cookie, click on the following link: https://www.linkedin.com/legal/sas-terms#additional-terms-for-optional-conversion-tracking	Type 4	3th Party	179 days
Flashtalking	Are placed by Flashtalking. For further information on the type, use and purpose of the cookie, click on the following link: http://www.flashtalking.com/de-privacy-policy/	Type 4	3th Party	730 days
fr, Facebook Pixel, Facebook Impressions, Facebook Custom Audience, Facebook Exchange (FBX), Facebook Connect	Are placed by Facebook for the following applications: facebook pixel, facebook impressions, facebook custom audience, facebook exchange (FBX) and Facebook Connect. For further information on the type, use and purpose of the cookie, click on the following link: https://de-de.facebook.com/help/cookies/	Type 4	3th Party	817 days

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guest_id, personalization_id	Are placed by Twitter for the following applications: Twitter Advertising, Twitter Conversion Tracking, Twitter Analytics. For further information on the type, use and purpose of the cookie, click on the following link: https://twitter.com/privacy	Type 4	3th Party	729 days
hb-cs-cmh, hb-cs-lc, hb-cs-rsm	Are placed by SAP Hybris for tracking newsletter campaigns.	Type 4	3th Party	64 days
MUID, MUIDB, Bing Ads, ORD	Are placed by Microsoft Advertising for the purposes of Bing Ads. For further information on the type, use and purpose of the cookie, click on the following link: https://privacy.microsoft.com/de-de/privacystatement	Type 4	3th Party	730 days
Outbrain Pixel, Outbrain Amplify, Outbrain	Are placed by Outbrain. For further information on the type, use and purpose of the cookie, click on the following link: https://www.outbrain.com/legal/privacy , https://www.outbrain.com/legal/amplify-terms#cookies	Type 4	3th Party	365 days
Pinterest Conversion Tracker, Pinterest	Are placed by Pinterest. For further information on the type, use and purpose of the cookie, click on the following link: https://policy.pinterest.com/de/privacy-policy	Type 4	3th Party	87 days
Sizmek, ActivityInfo2, u2, ORD	Are placed by Sizmek. For further information on the type, use and purpose of the cookie, click on the following link: https://www.sizmek.com/privacy-policy/	Type 4	3th Party	90 days
Yahoo Ad Exchange, BrightRoll, Yahoo Analytics	Are placed by Yahoo!. For further information on the type, use and purpose of the cookie, click on the following link: https://policies.yahoo.com/ie/de/yahoo/privacy/index.htm	Type 4	3th Party	365 days

HUGO BOSS aggregates, as far as possible, the data that it collects for the purposes of evaluation. Herefore HUGO BOSS uses the tool Evidon's Tag Auditor.

You can object to further collection and evaluation of your data by HUGO BOSS at any time. Simply set an opt-out cookie in your browser. Please consult the corresponding instructions of the manufacturer for information on the specific procedure. Please remember that, if you use more than a single browser, you must opt out on each individual browser separately. If you delete the cookies stored on your device, you will also delete the opt-out cookie. In that case, please set the corresponding cookie once again.