

Cookie Policy for www.hugoboss.com

We are pleased that you are visiting our website. The protection of your privacy and your personal data when using our website is important to us.

The following Cookie Policy informs you about the processing of your personal data by the controller HUGO BOSS AG, Dieselstr. 12, 72555 Metzingen, Germany, telephone: +49 7123 94-0, fax: +49 7123 94-80259, email: info@hugoboss.com (hereinafter "HUGO BOSS" or "we").

Cookies are small text files that your browser stores on your hard drive. If you access the HUGO BOSS websites again, HUGO BOSS may retrieve the stored cookie information. Personal data may also be stored in cookies. Personal data is all data that can be related to you personally. The execution of programs or the transmission of viruses to your computer is not possible. We would also like to point out that you can generally prohibit the use of cookies or delete cookies in your browser settings. Please refer to the manufacturer's instructions for further details on the specific procedure. If you prohibit the use of cookies, functional impairments are possible.

Data processing and transfer

HUGO BOSS uses various types of cookies:

a) Necessary Cookies

Some functions of our website cannot be offered without the use of technically necessary cookies. In these cookies, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. The legal basis for the processing of your personal data in this case is Art. 6 Para. 1 S. 1 lit. f EU GDPR. Our legitimate interest is to provide you with our website and thus information about our products and a direct sales channel. Necessary cookies are usually deleted automatically as soon as you close your browser (so-called session cookies). Some are stored for a maximum of 999 days. HUGO BOSS uses service providers to provide certain technologies and passes data on to them for this purpose. Service providers based in the USA provide appropriate guarantees in the form of a US Privacy Shield certification from the service provider. Details of the service providers can be found here:

- [Brightcove](#)
- [Demandware](#)
- [Google](#)
- [EVIDON](#)

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The provision of your personal data is necessary for the use of the website. Please note that if you do not provide your personal data to the extent described above, you will not be able to use the website to its full extent.

b) Functional Cookies

Functional cookies serve the purpose of enabling you to have a better surfing experience. These cookies are not required, but they simplify your visit to the website by storing communication and usage data, such as font, country and currency settings, as well as a unique cookie ID, which enables us to recognize you when you return to our website. The legal basis for the processing of your personal data is your consent in accordance with Art. 6 para. 1 sentence 1 lit. a EU-GDPR. You give your consent either by clicking on the "Accept" button in the cookie banner or by selecting the slider behind "Functional" in the cookie options.

The cookies containing your personal data are usually deleted automatically as soon as you close your browser (so-called session cookies). Some are stored for a maximum of 13 months in order to retain certain settings you have made when you return to our website.

The provision of your personal data is not necessary for the use of the website. Please note that it can have a negative influence on the presentation and user comfort (usability) if you do not provide your data to the extent mentioned above. HUGO BOSS uses service providers to provide certain functionalities and for this purpose forwards data to them. Service providers based in the USA provide appropriate guarantees in the form of US Privacy Shield certification. Details of the service providers can be found here:

- [Monotype](#)
- Akamai
- [LivePerson](#)
- [Salesforce](#)

c) Cookies for Analytics

HUGO BOSS uses various cookies for analytics purposes, e.g. to better understand how the website is used and to improve its services. For this purpose, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. We also collect certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn. The legal basis for the processing of your personal data is your consent pursuant to Art. 6 para. 1 sentence 1 lit. a EU-GDPR. You give your consent either by clicking on the "Accept" button in the cookie banner or by selecting the slider behind "Analytics" in the cookie options. The provision of your personal data is not necessary for the use of the website. The cookies with your personal data are stored for a maximum of 13 months.

HUGO BOSS uses cookies for analytics service providers and for this purpose forwards data to them. A transfer to a third country is not intended. Details of the service providers can be found here:

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- [Webtrekk](#)

(d) cookies for marketing purposes

HUGO BOSS uses various cookies for advertising and targeted marketing purposes, e.g. to place personalized advertisements. This also includes the use of cookies from various social media providers, such as Facebook.

For this purpose, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. We also collect certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn.

The legal basis for the processing of your personal data is your consent pursuant to Art. 6 para. 1 sentence 1 lit. a EU- GDPR. You give your consent either by clicking on the "Accept" button in the cookie banner or by selecting the slider behind "Marketing" in the cookie options. The provision of your personal data is not necessary for the use of the website. Cookies with your personal data are stored for a maximum of 817 days.

HUGO BOSS uses service providers for marketing purposes and passes on data to them for this purpose. Service providers based in the USA provide appropriate guarantees in the form of a US Privacy Shield certification. Details of the service providers can be found here:

- [Adobe](#)
- [AppDynamics](#)
- [AppNexus](#)
- [Criteo](#)
- [Demandware](#)
- [Facebook](#)
- [Flashtalking](#)
- [Google](#)
- [LinkedIn](#)
- [Microsoft](#)
- [Optimizely](#)
- [Outbrain](#)
- [Pinterest](#)
- [Salesforce](#)
- [Sizmek](#)
- [TradeDoubler](#)
- [Twitter](#)

Within our company, we pass on your personal data exclusively to those units and persons who need this data to fulfil their contractual and legal obligations or to execute our legitimate interest. There is no automated individual decision-making cases within the meaning of Art. 22 EU GDPR.

Your rights

As a data subject according to EU GDPR you are entitled to the following rights:

- Right of access under Art. 15 EU GDPR

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- Right to rectification under Art. 16 EU GDPR
- Right to erasure under Art. 17 EU GDPR
- Right to restriction of processing under Art. 18 EU GDPR
- Right to notification under Art. 19 EU GDPR
- Right to data portability under Art. 20 EU GDPR
- You have the right to object in accordance with Art. 21 if your personal data was collected on the basis of the legitimate interests of the data controller (Art. 6 Para. 1 S. 1 lit. f EU GDPR).
- If the processing of data takes place on the basis of your consent, you are entitled under Art. 7 EU GDPR to withdraw your consent to the use of your personal data at any time for the future without affecting the legality of the processing carried out on the basis of the consent up to the time of revocation.

In addition, you have the right to lodge a complaint to a data protection supervisory authority pursuant to Art. 77 EU GDPR if you are of the opinion that the processing of your personal data is not lawful. The data protection supervisory authority in Baden-Württemberg is the Landesbeauftragte für den Datenschutz und die Informationsfreiheit, Königstr. 10a, 70173 Stuttgart.

You can contact the data protection officer of HUGO BOSS AG by e-mail to privacy@hugoboss.com or at the company's address for the attention of the data protection officer.