

PRIVACY POLICY

www.hugoboss.com

HUGO BOSS AG, Dieselstrasse 12, 72555 Metzingen, Germany (hereinafter referred to as “Hugo Boss” or “we”) provides the HUGO BOSS Website including the integrated Online Store at www.hugoboss.com. We also provide adapted versions of our Website in the HUGO BOSS application for mobile devices (hereinafter referred to as “App”), and in the application for the “Order from Store” service that we offer in our high street stores.

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

Below you will find information about HUGO BOSS as the data controller responsible for your personal data and about our Data Protection Officer (**Section A**). You will also find information about your rights as a data subject in relation to the processing of your personal data (**Section B**), as well as details about how HUGO BOSS processes your personal data (**Section C**).

- Information about how we process personal data with respect to our customer loyalty programme HUGO BOSS EXPERIENCE can be found in our [Privacy Policy for the participation in HUGO BOSS EXPERIENCE](#).
- Information about how we process personal data with respect to the HUGO BOSS Newsletters can be found in our [Privacy Policy HUGO BOSS Newsletter](#).

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A. Information about the data controller

I. Name and contact details of the data controller

HUGO BOSS AG
Dieselstrasse 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
Dieselstrasse 12, 72555 Metzingen, Germany
Telephone: +49 7123 94 - 80999
Fax: +49 7123 94 - 880999
E-mail: privacy@hugoboss.com

B. Information regarding your rights as a data subject

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**) for the purpose of exercising your rights.

C. Information regarding the processing of personal data

In relation to our online activities we process different kinds of personal data for different purposes. Below you will find detailed information regarding the specific instances in which we process your personal data and how.

I. Use of Cookies on this website

1. General information

Your browser uses so-called Cookies. 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 and our service providers use browser and flash Cookies and other common online tracking technologies, including small graphics known as counting pixels, pixel tags, web beacons or clear GIFs, which are used in connection with the provision of our services to track the use of the online service by our users. In general, Tracking-Technologies and Cookies are referred to as "**Cookies**".

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. You can also revoke your consent for functional, analytics and marketing cookies either per category or per service at any time via the "Cookie settings" which you can find in the footer of our website. If you prohibit the use of Cookies, functional impairments are possible.

2. Various types of Cookies

HUGO BOSS uses various types of cookies, namely necessary Cookies, functional Cookies, Cookies for analytics and Cookies for marketing purposes. In the following you will receive more information about these various types of cookies.

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.

For more information about the service providers, which we use, please go to "Cookie Settings" in the footer of our Website.

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 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 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.

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 provision of your personal data is not necessary for the use of the website.

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 provision of your personal data is not necessary for the use of the website.

II. Visiting our Website

When visiting our Website for purely informational purposes (see Section C. II. below on how we process your personal data when using our Online Store), the browser and / or the App that you are using will, per default, send certain technical data to our Website server, for example your IP address. To ensure the security of the IT infrastructure used to provide the Website, this technical data is temporarily stored in a so-called Web Server Log File.

We also provide different functions intended to support you when visiting our website and / or using the App (e.g. chat function, contact form, store locator). Depending on which functions you use, additional data is processed.

You will find more detailed information in the table below.

1. Details regarding personal data to be processed

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide personal data	Storage period
Protocol data that is generated for technical reasons via the Hypertext Transfer Protocol (Secure) when the website is accessed („HTTP(S) data“).	On the Website: IP address, type and version of your internet browser, operating system used, the webpage accessed, the webpage previously visited (“Referrer URL”), date and time of access. In the App: device ID (IMEI), IP address, operating system, webpage accessed, date and time of access.	There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not made available, we will not be able to provide the accessed website content.	Data is stored in Web Server Log Files in a way that allows for identification of the individual concerned and for a maximum period of 7 days, unless a security-relevant event occurs (e.g. a DDos attack). In the event of a security-relevant event, Web Server Log Files are stored until the security-relevant event has been corrected and fully resolved.
Only when using the <u>App</u> : Protocol data that is generated via the Hypertext Transfer Protocol (Secure) (“Tracking data”) We use cookies on our Website to process personal data.	Your terminal device (model and IMEI), operating system, the (sub-) webpage accessed, date and time of access, country (according to IP address), technical usage data (e.g. which products were accessed, shopping basket information, completion of a purchase	There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not made available, we will not be able to measure web audience.	In the App a so-called IP address anonymisation is activated. This means that the IP address transmitted by the browser for technical reasons is anonymised or alienated by shortening the IP address (by deleting the last octet of the IP address) before it is saved. This means that other Protocol data as well is not being stored in a way that would allow for direct identification of the individual concerned.
When using the Fit Finder function (optional): Information you enter under the link “What is my size” (“Fit Finder data”)	Body-related data such as your height, weight, body type, preferred fit etc.	There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not made available, we will not be able to provide the accessed website content.	The data is stored in a cookie. You can delete cookies in your respective browser settings at any time. Otherwise, the cookies will be deleted within 30 days. This does not require your participation.

When using the Store locator or the "Check in-store availability" function: Information that allows us to determine your location ("Location data")	Location data	There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not made available, we will not be able to provide the accessed Website content.	When using the map (Store locator) and / or the "in-store availability" function and sharing your location with our Website via your browser, data is processed in order to display your location or to determine the nearest store. This data is not retained beyond that.
When using the Online Chat function and / or the style advice function (optional): Information you communicate to us in the Online Chat / via the style advice function ("Online Chat data").	The Online Chat data you provide.	There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not provided, we will not be able to process your request.	a) The data will be stored until your request has been dealt with. b) We will also store this data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims for a transitional period of 3 years starting with the end of the calendar year in which you provided us with the data and, in the event of any legal disputes, until their conclusion. c) We also store this data insofar as statutory retention obligations exist, in particular under commercial and tax law.
When using our Contact form function (optional): Information you provide us with via the Contact forms on our Website ("Contact form data").	Form of address, name, surname, street, house number, postcode, city, country, E-mail address, your request, your message (mandatory), title, telephone number, order number (optional).	There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not provided, we will not be able to process your request.	We store the data as described above under a), b), and c).
When contacting us via other communication channels (optional): Information you provide us with when making contact ("Contact data").	Depending on the communication channel: telephone number when contacting us via telephone, mobile telephone number and username when contacting us via messenger (communication service provider), E-mail address when contacting us via e-mail. In	There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not	We store the data as described above under a), b), and c).

	addition, we store the information you provided us with in relation to your reason for contacting us.	provided, we cannot accept your request.	
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2. Details regarding the processing of personal data

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis and legitimate interests, if applicable	Recipient
Provision of content of Website / App accessed by the user	HTTP(S) data	Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the provision of the Website content accessed by the user.	Hosting provider and / or App provider, respectively
Only when using the App: Measurement of web audience We use cookies on our Website to process personal data.	Tracking data	Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the measurement of the web audience.	Service 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	Balancing of interests (Art. 6 (1) (f) GDPR). 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
Display of information regarding the attractiveness of our products, e.g. on how often a product has been viewed or is sold ("X people have bought this product since your last visit.").	HTTP(S) data and your purchase order form data, if applicable	Consent (Art. 6 (1) (a) GDPR) in respect of the cookie banner on our Website.	-
Provision of a personalised clothing size recommendation	Fit Finder data	Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is to support our customers in choosing the right clothing size in order to increase customer satisfaction and to avoid incorrect or unsatisfactory orders.	Service provider
Display of your location and / or stores in the vicinity	Location data	Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is to support our customers in searching for our stores. Your data is only submitted when released by you in your browser.	-

Processing your request	Online chat data	Insofar as your enquiry concerns the performance of a contract to which you are a contracting party, or the implementation of pre-contractual steps: Art. 6 (1) (b) GDPR. Otherwise: Balancing of interests (Art. 6 (1) (f) GDPR). In this case, our legitimate interest is the processing of your request.	Hosting provider
Provision of the “Co-browsing” function to actively support you with your order through our live-chat agents.	Online chat data as well as a copy of your browser, whereby it is technically ensured that the chat agent can only access the content in our online store that is necessary in order to provide support and that no personal data from your computer or other (in particular browser) windows is processed.	Insofar as you agree, in the course of an online chat on our website, that the respective chat agent can control your browser remotely, the chat agent can carry out individual steps in the ordering process for you (see also section 3 of the General Terms and Conditions for our Online Store). Balancing of interest (Art. 6 (1) (f) GDPR). Our legitimate interest is the user-friendly, technical support of the ordering process.	Hosting provider
Processing your request	Contact form data and / Contact data	Insofar as your enquiry concerns the performance of a contract to which you are a contracting party, or the implementation of pre-contractual steps: Art. 6 (1) (b) GDPR. Otherwise: Balancing of interests (Art. 6 (1) (f) GDPR). In this case, our legitimate interest is the processing of your request.	Hosting provider and communications service provider, if applicable

Automated decision-making in the sense of Art. 22 GDPR does not take place.

3. Details regarding recipients of personal data and the transfer of personal data to a third country and / or international organisations

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate safeguards for transfers of personal data to a third country and / or international organisations
Hosting provider	Processor	EU	-
Service provider	Processor	EU	-
App provider	Controller	EU	-
Communications service provider	Controller	Depending on your means of communication and your location	-

III. Using our Online Store

In addition to the purely informational use of our Website (as described above under C. I.) you have the option of making purchases through our Online Store. Use of our Online Store will trigger further data processing, as described below. We process different kinds of personal data in relation to different functions within our Online Store, to conclude and execute purchase agreements and for debt recovery purposes.

You will find more detailed information in the table below.

1. Details regarding personal data to be processed

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide personal data	Storage period
Information that you provide us with in order to process your purchase order ("purchase order form data").	Form of address, name, surname, address, as well as your e-mail address	Provision is required for the conclusion of the purchase contract. If the data is not provided, you will not be able to purchase products from our Website.	a) The data will be stored until your order has been processed completely, i.e. until the products are shipped. b) We will also store this data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims for a transitional period of 3 years starting with the end of the

			<p>calendar year in which you provided us with the data and, in the event of any legal disputes, until their conclusion.</p> <p>c) We also store this data insofar as statutory retention obligations exist, in particular under commercial and tax law.</p> <p>d) If you participate in our customer loyalty programme HUGO BOSS EXPERIENCE and use your My HUGO BOSS customer account in order to place your purchase order, we will store your address details for the operations of the HUGO BOSS customer account, as well as use them for the purposes described in Section C. II. of our Privacy Policy for the participation in HUGO BOSS EXPERIENCE.</p>
Technical data regarding the device used for the purchase order ("Device data").	<p>Type of browser, type of device (e.g. iPad, iPhone, Android mobile), IP address.</p> <p>In the App: your terminal device (model and IMEI), operating system, the (sub-) webpage accessed, date and time of access, country (according to IP address).</p>	<p>There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data.</p> <p>If the data is not provided, we cannot process your request.</p>	We store the data as described above under a) and b).
Information that you provide us with as part of the payment process for ordered products or, insofar as the purchase contract is set aside, for the purposes of refunding ("Payment data").	<p>Information regarding the selected payment method (PayPal, credit card, by invoice, by instalment, instant bank transfer, iDeal) and information to be provided for the respective means of payment, as applicable.</p> <p>We may receive information from the payment service provider you have chosen regarding confirmation or cancellation of your payment, as applicable.</p>	<p>Provision of personal data is required for the conclusion or setting aside of the purchase contract.</p> <p>If the data is not provided, you will not be able to purchase products from our Online Store.</p>	We store the data as described above under a), b), and c).

	Additionally for PayPal: username for your PayPal account.		
When using the „PayPal Express“ order method (optional): Your contact details provided by PayPal (“PayPal contact details”)	Form of address, name, surname, address, as well as e-mail address	Provision is required for the conclusion of a purchase contract via the “PayPal Express” order channel. If the data is not provided, you will not be able to purchase products via this ordering channel.	We store the data as described above under a), b), and c).
Information regarding your purchase required to process your order (“Purchase data”).	Information regarding product(s) purchased (product name, product number, quantity, clothing size, colour, purchase price, currency, order number), store version used, date and time of respective purchase, selected means of payment and shipping method, status of your order including information on product returns.	Provision is required for the conclusion of a purchase contract. If the data is not provided, you will not be able to purchase products via our Online Store.	We store the data as described above under a), b), c), and d).
Information in transaction e-mails sent by us regarding the processing / reversal of your purchase order, e.g. order confirmation (“Transaction e-mail data”).	Purchase order form data, purchase data, further content and time of transaction e-mail	Provision is required for the conclusion of a purchase contract. If the data is not provided, you will not be able to purchase products via our Online Store.	We store the data as described above under a), b), and c).

2. Details regarding the processing of personal data

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis and legitimate interests, if applicable	Recipient
Provision of our Online Store functions on the Website.	HTTP(S) data	Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the provision of the Website content accessed by the user.	Hosting provider
Conclusion and performance of purchase contracts concluded via our Website or App.	Purchase order form data, purchase data, further content and time of transaction e-mail	Performance of contract (Art. 6 (1) (b) GDPR).	Hosting provider; E-mail service provider; Payment service

This includes in particular preparation of shipment of the products purchased by you by the shipping service provider selected by you, as well as sending transaction e-mails to inform you about the respective status of your order.			provider; Shipping service provider
Provision of the „PayPal Express“ order channel in order to process payment (you will be directed to the “PayPal Express” website only when using this order channel for faster completion of your order via the “Direct to PayPal” link). PayPal then transmits the data required for processing the order to us so that we can execute the order.	Contact details PayPal	Conclusion and performance of contract (Art. 6 (1) (b) GDPR).	Payment service provider; Hosting provider
When selecting the payment methods PayPal or iDeal (optional): Provision of these payment methods for processing of payment.	Total purchase value	Conclusion and performance of contract (Art. 6 (1) (b) GDPR).	Payment service provider
When selecting the Klarna payment methods “by invoice”, “by instalment”, and “pay now”: Provision of said payment methods for processing of payment. Your data will be transmitted to Klarna. Klarna may carry out its own risk and fraud checks to determine whether the selected payment method can be offered. For that purpose, Klarna may process further personal data in their own responsibility. More information about this and other data protection matters in relation to Klarna’s payment methods can be found in Klarna’s Privacy Policy . Questions regarding data processing in connection with Klarna’s payment methods should be addressed to Klarna. Contact details of the respective controller as well as detailed information on your rights as a data subject can also be found in Klarna’s Privacy Policy linked above.	Purchase order form data, purchase data	Conclusion and performance of contract (Art. 6 (1) (b) GDPR).	Payment service provider

<p>When selecting credit card as payment method (optional):</p> <p>Provision of credit card payment option for processing of payment. Credit card information is processed exclusively by our payment service provider, subject to strict information security measures.</p> <p>Carrying out fraud checks to prevent credit card misuse. By means of various parameters – also using address data – risk of fraud / credit card misuse is assessed. If such a risk is identified, the customer is also required to verify their identity with the card issuer using the “3-D-Secure procedure”.</p>	<p>Purchase order form data, purchase data, total purchase value, payment data, device data</p>	<p>Conclusion and performance of contract (Art. 6 (1) (b) GDPR), as well as balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the prevention of fraud / credit card misuse.</p>	<p>Payment service provider</p>
<p>Address completion and validation</p>	<p>Address</p>	<p>Steps prior to entering into a contract (Art. 6 (1) (b) GDPR).</p>	<p>Address validation service provider</p>
<p>Provision of shipping information / track and trace</p>	<p>Purchase order form data, e-mail data</p>	<p>Performance of contract (Art. 6 (1) (b) GDPR).</p>	<p>E-mail service provider; Hosting provider; Shipping service provider</p>
<p>Storage and processing of data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims.</p>	<p>Purchase order form data, payment data, purchase data, transaction e-mail data</p>	<p>Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the enforcement, exercise or defence of legal claims.</p>	<p>Hosting provider</p>
<p>Reversal of purchase contracts in case of revocation or other reasons for reversal.</p> <p>For any payment refunds we use the same payment method that you used for making the payment.</p> <p>If you use our „Order from Store” service, pay directly at store checkout and subsequently decide to cancel your purchase, we will collect and process your bank account details for the refund, as we do not store details of your payment at our store checkouts. For this purpose we will contact you by e-mail and inform you about the next steps</p>	<p>Purchase order form data, payment data, purchase data, transaction e-mail data</p>	<p>Performance of contract (Art. 6 (1) (b) GDPR) and balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is in this case the reversal of the contract.</p>	<p>Hosting provider; E-Mail service provider</p>

Storage of data in compliance with statutory retention obligations, in particular under commercial and tax law.	Purchase order form data, payment data, purchase data, transaction e-mail data	Compliance with a legal obligation (Art. 6 (1) (c) GDPR).	Hosting provider
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Automated decision-making in the sense of Art. 22 GDPR does not take place.

3. Details regarding recipients of personal data and the transfer of personal data to a third country and / or international organisations

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate safeguards for transfers of personal data to a third country and / or international organisations
Hosting provider	Processor	EU	-
E-mail service provider	Processor	EU	-
Payment service provider	Controller / Processor	EU	-
Address validation service provider	Processor	EU	-
Shipping service provider	Controller	EU	-

D. Changes to this Privacy Policy

It may become necessary to adapt this Privacy Policy due to technical development and / or changes in legal requirements and / or regulatory standards. The latest Privacy Policy can be accessed at any time at www.hugoboss.com under Data Protection and in the App under My HUGO BOSS, Info & Legal, Data Protection.

Last updated: 04 May 2021