

Personal Information Collection Statement and Privacy Policy Statement for participation in HUGO BOSS EXPERIENCE (the “Privacy Policy”)

Hong Kong
As of March 2019

1. Scope of the Collection, Processing and Use of the Data

HUGO BOSS AG, Dieselstr. 12, D-72555 Metzingen, Germany (“**HUGO BOSS**” or “**we**”) operates the customer loyalty programme as detailed in the *Terms and Conditions for participation in HUGO BOSS EXPERIENCE* (hereinafter also referred to as “**HUGO BOSS EXPERIENCE**”) and collects, processes and uses your personal data obtained in connection with HUGO BOSS EXPERIENCE solely for the operation of HUGO BOSS EXPERIENCE. HUGO BOSS, as data controller of the data we collect from you, is represented in Hong Kong by HUGO BOSS Hong Kong Limited,

To participate in HUGO BOSS EXPERIENCE, HUGO BOSS requires you to provide the compulsory information, including but not limited to your salutation form, first and last name, mobile phone number and country of residence (“**Basic Information**”) asked for in the registration process and offers you to provide certain additional information, including but not limited to your birthday date (day/month), email address and postal address (collectively “**Personal Data**”) for respective purposes as stated in Clause 3 of the Privacy Policy. We collect, process and use this information so that we can manage your participation in HUGO BOSS EXPERIENCE. If you fail to provide or update accurate Basic Information and Personal Data as requested, the provision of such services by HUGO BOSS may be affected.

2. Data collected as part of HUGO BOSS EXPERIENCE

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

2.1 Personal Data

HUGO BOSS collects and stores the Personal Data provided by you.

2.2 Purchase history

HUGO BOSS records the purchases and other transactions you make in HUGO BOSS Retail Stores (as defined below) 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 (country, city and branch in the case of HUGO BOSS Retail Stores as defined below) and the time of purchase.

If you identify yourself as a HUGO BOSS EXPERIENCE participant when shopping in HUGO BOSS Retail Stores, the participating HUGO BOSS Retail Stores register this purchase and send the associated information to HUGO BOSS.

“HUGO BOSS Retail Store(s)” means brick and mortar store(s) – including a HUGO BOSS online store if available - which are directly operated by HUGO BOSS, HUGO BOSS subsidiaries and/or companies affiliated with HUGO BOSS.

2.3 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 HUGO BOSS Retail Stores. We also record in our customer database which member of staff has been allocated to you in one of our local HUGO BOSS Retail Stores as your personal sales advisor. Your personal sales advisors in our local HUGO BOSS Retail Stores can save information about products in our customer database which they consider particularly interesting for you.

2.4 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.

3. Purpose for the Use of Your Personal Data

If you have given your consent, your Personal Data may be shared with and used by the following entities and their Service Providers (defined under Clause 5 below), in the countries where these entities and/or the Service Providers are located, until the later of your withdrawal of the consent or the expiration of the period required or permitted by applicable law:

- (1) HUGO BOSS;
- (2) HUGO BOSS Hong Kong Limited, a company incorporated in Hong Kong;
- (3) HUGO BOSS Hong Kong Limited, Taiwan Branch, a branch office of HUGO BOSS Hong Kong Limited in Taiwan (R.O.C.);
- (4) HUGO BOSS (Macau) Company Limited, a company incorporated in Macau;
- (5) HUGO BOSS China Retail Co., Ltd, a company incorporated in the People's Republic of China; and/or
- (6) the HUGO BOSS subsidiary in the country where you reside (the "**HUGO BOSS Subsidiary**") if you have applied for HUGO BOSS EXPERIENCE participation in a HUGO BOSS Retail Store provided that the HUGO BOSS loyalty programme, HUGO BOSS EXPERIENCE, is run at the HUGO BOSS Subsidiary. A list of HUGO BOSS Retail Stores to which your application for registration may be transferred to can be found at www.hugoboss.com/stores.

(Items 2 to 6 collectively referred to as "**HUGO BOSS Greater China**") for the following purposes:

- (a) advertising, marketing, promoting, public relations and/or direct marketing in relation to the provisions of HUGO BOSS EXPERIENCE services and/or HUGO BOSS's goods (including clothing, accessories, eyeglasses, leather products, shoes, perfumes and watches) and/or services (collectively, the "**Classes of Marketing Subjects**") to you;
- (b) provision of goods, services and/or promotional offers in relation to the Classes of Marketing Subjects to you;
- (c) communicating to you regarding our latest news and/or information;
- (d) information, data and/or database administration; and/or
- (e) market research, statistics and/or analysis.

You may receive advertising (e.g. information about HUGO BOSS, product information and customer surveys as well as exclusive offers or invitations to events and promotions organized by HUGO BOSS or the participating HUGO BOSS Retail Stores) by SMS/MMS, email, mobile phone or mail from HUGO BOSS or HUGO BOSS Greater China. This information is tailored to suit you using your Basic Information, your voluntary information as well as the purchase history reported by HUGO BOSS Retail Stores.

On the basis of the information stated under Clause 2, HUGO BOSS and HUGO BOSS Greater China 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 Clause 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 Clause 2.4 above) in order to be able to provide you with more personalized information in future.

You can select the communication channels (i.e. SMS/MMS, email, mobile phone and/or mail) via which you would like to be contacted at the registration. You can also have the communication channels selected by you changed in HUGO BOSS Retail Stores anytime.

4. Access and Correction of Your Personal Data

You may at any time request either verbally or in writing:

- (a) access to your Personal Data held by HUGO BOSS or have a copy of your Personal Data (if any);
- (b) correct your Personal Data or have it updated;
- (c) request HUGO BOSS to cease collecting, processing or using your Personal Data;
- (d) delete you or your Personal Data from any HUGO BOSS's active mailing or distribution lists or database; and
- (e) withdraw your consent to the process of your Personal Data,

by notifying HUGO BOSS in accordance with Clause 6 of the Privacy Policy. HUGO BOSS will respond to your request in accordance with legal requirements.

5. Transfer and Disclosure of Your Personal Data

For the purposes mentioned in Clause 3 of the Privacy Policy, HUGO BOSS will take all practicable steps to keep your Personal Data confidential but we may share, transfer and/or disclose the same to:

- (a) HUGO BOSS Greater China which are providing the Classes of Marketing Subjects and data administration;
- (b) the HUGO BOSS Subsidiary; and/or
- (c) agents, contractors, suppliers and service providers engaged by HUGO BOSS for the provision of data processing and storage services to

HUGO BOSS and/or the assistance in providing HUGO BOSS's service to you (the "**Service Providers**") within Germany, China, Hong Kong, Macau and Taiwan.

The Service Providers process your Personal Data solely at our request and in accordance with our instructions. We ensure that the Service Providers comply with the provisions of the Privacy Policy and that the Service Providers have taken the necessary security measures.

Considering the above-mentioned, you acknowledge and expressly consent that your Personal Data may be transferred to Germany, China, Macau and Taiwan.

6. **Change of the Privacy Policy**

The Privacy Policy may from time to time be updated, amended and changed. HUGO BOSS will notify HUGO BOSS EXPERIENCE participants of the change in each case by email or in writing to the most recently communicated mobile phone number.

7. **Contacting Us**

Should you have any inquiries, complaints and questions regarding personal data protection or our use of your Personal Data or wish to access or correct your Personal Data held by HUGO BOSS, please contact HUGO BOSS - Personal Data Privacy Officer at any time on the email address experience-hk@hugoboss.com.

HUGO BOSS will take appropriate measures to satisfy you.