

## Cookie Policy for [www.hugoboss.com](http://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](mailto:info@hugoboss.com) (hereinafter "HUGO BOSS" or "we") as well as your rights according to the General Data Protection Regulation ("GDPR").

Your browser uses so call 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. We generally refer to such other tracking technologies and cookies 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. If you prohibit the use of cookies, functional impairments are possible.

As far as the use of cookies is based on your consent, you give your consent either directly in the cookie banner via the button "Accept" or in the cookie settings when you actively confirm the respective slider. You can access the cookie settings either by clicking the "Options" button in the cookie banner or in the footer of our website under "Cookie settings". You can also revoke your consent at any time via the cookie settings.

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## 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 in the EU/EEA and the USA to provide certain technologies and passes data on to them for this purpose. Details of the service providers can be found here:

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

#### Note on the use of Google Analytics as "necessary cookie":

In order to comply with the principles of the GDPR (in particular the principle of lawfulness, data minimisation, and data protection by design and data protection by default), HUGO BOSS has implemented special configurations when using Google Analytics:

Unless you explicitly confirm that you consent to the processing of your data for analytics purposes (see c), the Google Analytics cookie will only collect and transmit a minimum of data ("pre-consent-cookie"). It is not possible for us to recognise you as a user if you return to our site at another time, as only a so-called session cookie is set, which is automatically deleted when you close your browser. It is also not possible to recognise you as a user across devices. No user profiles are created. Furthermore, we cannot assign your visit to a specific order, i.e. your usage data is not linked to order data or master or registration data. We do not collect precise information about your usage behaviour on the website, e.g. which goods you put into the shopping cart or whether you remove goods again, which clicks you made within a subpage, etc. The data is not used to address you as a user or potential customer. Our legitimate interest in using this specially configured Google Analytics cookie is, for example, to measure the reach of our online media, in order to learn more about the performance of our online stores (such as how often which page is called up), and to carry out statistical analyses to optimise our web offering. Due to the special configuration of Google Analytics, only a very small amount of data is transmitted to Google compared to the standard configuration.

Only with your consent to the processing of your data for analytics purposes (see under c) will the data be transmitted, which are usually collected and processed by the Google Analytics cookie ("post-consent-cookie"). In this case, too, we have, as far as possible, taken protective measures for your privacy, such as the anonymization of your IP address (by deleting the last octet of the IP address).

# HUGO BOSS

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 in the EU/EEA and the USA to provide certain functionalities and for this purpose forwards data to them. Details of the service providers can be found here:

- [Monotype](#)
- Akamai
- [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:

- [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.

# HUGO BOSS

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 in the EU/EEA and the USA for marketing purposes and passes on data to them for this purpose. Details of the service providers can be found here:

- [Adobe](#)
- [AppDynamics](#)
- [AppNexus](#)
- [Content square](#)
- [Cquotient](#)
- [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:

- I. Right of access (Art. 15 EU GDPR)
- II. Right to rectification (Art. 16 EU GDPR)
- III. Right to erasure („right to be forgotten“)(Art. 17 EU GDPR)
- IV. Right to restriction of processing (Art. 18 EU GDPR)
- V. Right to notification (Art. 19 EU GDPR)
- VI. Right to data portability under Art. 20 EU GDPR)
- VII. Right to objection (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

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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.

VIII. Right to withdraw your consent (Art. 7 (3) GDPR)

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](mailto:privacy@hugoboss.com) or at the company's address for the attention of the data protection officer.