

PRIVACY POLICY WWW.HUGOBOSS.COM

HUGO BOSS AG, Dieselstr. 12, 72555 Metzingen, Germany (hereinafter “HUGO BOSS” or “we”) provides the HUGO BOSS website under the URL www.hugoboss.com.

In the following, you receive information about the data controller processing your personal data and the data controller’s data protection officer (**Section A**) and about your rights you may have with respect to the processing of your personal data (**Section B**). You also receive information in the following about the processing of your personal data (**Section C**).

- All information on the processing of data with regards to cookies set during the visit of our website, including the online store integrated into it under the URL www.hugoboss.com you can find in the [HUGO BOSS Cookie Policy](#).

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A. Information about the data controller

I. Name and contact details of the data controller

HUGO BOSS AG

Dieselstr. 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

Dieselstr. 12, 72555 Metzingen, Germany

Telephone: +49 7123 94 – 80999

Fax: +49 7123 94 – 880999

E-mail: privacy@hugoboss.com

B. Information about the rights of data subjects

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. 57 (1) (f) GDPR)

You may contact our Data Protection Officer (Section A.II.) for the purpose of exercising your rights.

C. Information about the processing of personal data

In connection with our online activities different personal data are processed for different purposes. You will find information below regarding the purposes and means of the processing of personal data.

I. Informational use of the website including web analysis technologies

When the use of the website is purely informational, certain information, for example your IP address, is for technical reasons sent to our server by the browser used on your end device. We process this information in order to provide the website content requested by you.

In order to facilitate an informational use of the website by you, we use cookies on the website, by means of which personal data are processed. Details on the data processing with regards to cookies can be found in the [HUGO BOSS Cookie Policy](#).

You receive more detailed information on this below:

1. Details on the personal data that are processed

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Protocol data which accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S) ("HTTP Data") for	IP address, type and version of your Internet browser, operating system	Provision is not a statutory or contractual requirement, or a requirement necessary to enter	Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any

technical reasons when the website is visited.	used, the page accessed, the site accessed before visiting the site (referrer URL), date and time of the visit.	into a contract. There is no obligation to provide the data. Not providing these data means that we cannot provide the requested website content.	security related event occurs (e.g. a DDoS attack). If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.
Tracking pixels: Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) when the tracking pixels contained in our website are accessed ("Tracking Pixel HTTP Data"). Tracking pixels are small graphics on websites that allow recording of a log file and a log file analysis of visits to the websites.	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site (referrer URL), data and time of the visit.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data. Not providing these data means that we cannot measure the web audience.	An "IP anonymisation" is activated on this website for the use of tracking pixels. This means that the IP address transmitted via the browser for technical reasons is anonymised before being stored by shortening the IP address (by deleting the last octet of the IP address). This means that the other protocol data are not stored in a form allowing the data subject to be identified either.

2. Details on the processing of personal data

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP data are processed temporarily in web server log files to provide the website content requested by the user and to ensure the security of the IT infrastructure used to provide the website, in particular to identify, eliminate and preserve evidence of disruptions (e.g. DDoS attacks).	HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content requested by the user and ensuring the security of the IT infrastructure used to provide the website, in particular to identify, eliminate and preserve evidence of disruptions (e.g. DDoS attacks).	Hosting provider.

To measure the web audience, the visits to our website are recorded by tracking pixels and analysed in anonymised form.	Tracking Pixel, HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is measuring the web audience.	Hosting provider.
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Automated decision-making within the meaning of Art. 22 GDPR does not take place.

3. Details on the recipients of personal data and the transfer of personal data to countries outside the EEA and/or international organisations

Recipient	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider	EU	-

II. Use of the online contact form

We offer you the possibility on the website to contact us using contact forms. We process the information provided by you in the contact forms to process your request.

You receive more detailed information on this below:

1. Details on the personal data that is processed

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons ("HTTP Data").	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site (referrer URL), data and time of the visit.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data. Not providing these data means that we cannot provide the requested Website content.	Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security related event occurs (e.g. a DDoS attack). If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.
Data that you provide us with in the contact forms on the	Title, first name, last name, street, house number,	Provision is not a statutory or contractual requirement, or a	Data are usually stored until your request has been handled.

website ("Contact Form Data").	postal code, city, country, e-mail address, your request, your message (mandatory), title, telephone number, order number (voluntary).	<p>requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing the data means that we cannot process your request.</p>	<p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and in the event of any legal disputes until such have been concluded. We also store these data longer if we are legally required to do so, especially pursuant to commercial and tax law. Depending on the type of documentation, document retention requirements can be six or ten years pursuant to commercial or tax law (section 147 German Tax Code <i>Abgabenordnung (AO)</i>, section 257 German Commercial Code <i>Handelsgesetzbuch (HGB)</i>).</p>
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2. Details on the processing of the personal data

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP Data are processed temporarily on our web server to provide the contact forms on the website.	HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content requested by the user.	Hosting provider.
Processing your request.	Contact Form Data.	(Art. 6 (1) (f) GDPR). After balancing of the interests our legitimate interest is processing your request.	-
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Contact Form Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of any legal claims.	-

Storage of data in order to meet statutory document retention requirements, in particular commercial and tax law document retention requirements.	Contact Form Data.	Compliance with a legal obligation (point (c) of Article 6 paragraph 1 of the General Data Protection Regulation).	-
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Automated decision-making within the meaning of Art. 22 GDPR does not take place.

3. Details on the recipients of personal data and the transfer of personal data to countries outside the EEA and/or international organisations

Recipient	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider	EU	-

D. Effective date and amendment of this Privacy Policy

This Privacy Policy is effective immediately.

It may be necessary to amend this Privacy Policy due to technical developments and/or changes to statutory or regulatory requirements.

The currently valid version of this Privacy Policy can be accessed at any time at www.hugoboss.com.