

Privacy Notice for participation in HUGO BOSS EXPERIENCE

(Issued: April 2014)

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

To participate in the Australian HUGO BOSS EXPERIENCE program, HUGO BOSS Australia Pty. Ltd., 6 Albert Street, Preston 3072 ("HUGO BOSS" or "we") requires you to provide the compulsory information ("Basic Information") asked for in the registration process and offers you to provide certain additional information about yourself ("voluntary information"). We collect, process and use this personal information so that we can manage your participation in HUGO BOSS EXPERIENCE. We will handle this information in accordance with our privacy policy. Please send an e-mail to experience-au@hugoboss.com or write to the address above if you wish to receive a copy of the privacy policy.

2. Personal Shopping

As a participant in HUGO BOSS EXPERIENCE, you may use our exclusive Personal Shopping offer in participating HUGO BOSS Stores in Australia (see T&Cs section 1.3). To use the Personal Shopping service identify yourself as HUGO BOSS EXPERIENCE participant in the HUGO BOSS Store. Your personal sales consultant will then be able to call up your purchase history, your Basic Information and the voluntary information you provided from our database in Germany in order to give you more individual services. HUGO BOSS's database is managed by HUGO BOSS AG, Dieselstr. 12, D-72555 Metzingen, Germany ("HUGO BOSS AG").

3. Reporting of Your Purchase History

When you make a purchase at a participating HUGO BOSS Store and have identified yourself as HUGO BOSS EXPERIENCE participant, the Store reports your purchase history (item, price, time and place of purchase) to HUGO BOSS's database for further improvement of our Personal Shopping offers. In addition, this enables us in the future to provide you with an up-to-date overview of the products you have purchased and to invite you to specific events and promotions that are likely to interest you.

4. Advertising

If you have given your consent, you may receive advertising (e.g. information about HUGO BOSS and its products and services, information about fashion and lifestyle trends, surveys and exclusive offers) by mail, e-mail, SMS/MMS or phone call from HUGO BOSS or HUGO BOSS AG. This information is tailored to suit you using your Basic Information, your voluntary information as well as the purchase history reported by the HUGO BOSS Stores.

If you would like to revoke your consent free of charge with effect for the future, please write an e-mail to experience-au@hugoboss.com.

5. Statistics and Analytics

With your participation HUGO BOSS and HUGO BOSS AG have the right to use your personal data (including your Basic Information, your voluntary information and your purchase history) for statistics purposes and analysis in order to continuously improve HUGO BOSS EXPERIENCE and HUGO BOSS's other products and services.

6. Our Service Providers

We work with specialized service providers in Australia and Germany to provide the contractual benefits or if you have given your consent, to send marketing information to you. These service providers process your personal data solely at our request and in accordance with our instructions. We ensure that they comply with the provisions of this Privacy Notice and that they have taken the necessary security measures.

7. HUGO BOSS stores in other countries

The HUGO BOSS EXPERIENCE services are only available in participating HUGO BOSS Stores in Australia. However, you can still obtain access to your personal data (including your purchase history) at any HUGO BOSS owned retail store located around the world which is offering a personal shopping service. These stores are operated by other companies in the HUGO BOSS group. If you request your personal data, we will provide that HUGO BOSS retail store with access to your personal data so that the data can be used by the store to assist you.

8. Your Rights Concerning Your Personal Data

If you would like to obtain information about your personal data that is processed by HUGO BOSS or HUGO BOSS AG or if you have any questions about data protection, please send a request to experience-au@hugoboss.com. You may also request rectification of your personal data that has been collected. Our privacy policy provides details about how you can seek access to or correct any personal information HUGO BOSS holds about you, how to complain about a privacy breach and how HUGO BOSS will deal with a privacy complaint.