

## PRIVACY POLICY HUGO BOSS WEB

### CANADA

HUGO BOSS Canada, Inc., 2600 Steeles Avenue West, Concord, Ontario L4K 3C8, Canada (hereinafter “**HUGO BOSS**” or “**we**”) provides the HUGO BOSS website, including the online store integrated into it under the URL [www.hugoboss.com/ca](http://www.hugoboss.com/ca). HUGO BOSS attaches great importance to the protection of your personal data and processes it exclusively in accordance with the principles described below and in compliance with applicable local data protection laws.

In this Privacy Policy you will receive information about HUGO BOSS and its privacy officer (**Section A**) and information about the rights you may have with respect to the processing of your personal data (**Section B**). You will also receive information about the processing of your personal data (**Section C**).

**TABLE OF CONTENTS**

- A. INFORMATION ABOUT HUGO BOSS.....3**
  - I. Name and contact details.....3**
  - II. Contact details of the Privacy Officer .....3**
- B. INFORMATION REGARDING YOUR RIGHTS AS A DATA SUBJECT .....4**
- C. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA .....5**
  - I. Usage of Cookies.....5**
  - II. Informational use of the website .....9**
  - III. Use of the online store .....14**
- D. COMMUNICATIONS RECEIVED FROM US .....20**
- E. SECURITY MEASURES.....20**
- F. EFFECTIVE DATE AND AMENDMENT OF THIS PRIVACY POLICY .....20**

**A. INFORMATION ABOUT HUGO BOSS**

**I. Name and contact details**

HUGO BOSS Canada, Inc.  
2600 Steeles Avenue West, Concord  
Ontario L4K 3C8  
Canada  
Telephone: +1 905 739 2677  
E-mail: [info@hugoboss.com](mailto:info@hugoboss.com)

**II. Contact details of the Privacy Officer**

2600 Steeles Avenue West, Concord  
Ontario L4K 3C8  
Canada  
E-mail: [privacy@hugoboss.com](mailto:privacy@hugoboss.com)

**B. INFORMATION REGARDING YOUR RIGHTS AS A DATA SUBJECT**

As a data subject you may exercise the following rights with respect to the processing of your personal data:

- I. Right of access to your personal information;
- II. Right to correct your personal information;
- III. Right to withdraw consent; and
- IV. Right to lodge a complaint with the supervisory authority.

You may withdraw your consent at any time and such withdrawal shall not affect the lawfulness of the processing of your personal data before the withdrawal.

You may contact [privacy-ca@hugoboss.com](mailto:privacy-ca@hugoboss.com) 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.

If you decide to use this website as outlined herein, your personal data will be automatically transferred to HUGO BOSS affiliates in the U.S. and processed according to the terms described in this Privacy Policy. We may share your personal data with our affiliates, external service providers, third party vendors, agents, and/or other, unaffiliated third parties, which may be located in the U.S., Canada, the EU, or other locations, for the purposes outlined herein. Where required or permitted by law, we may share your information with law enforcement agencies or regulators located in such jurisdictions.

### **I. Usage of Cookies**

In this Cookie Policy you will receive information about the use of certain tracking tools, such as cookies within the HUGO BOSS website.

#### **1. What tracking tools do we use?**

We obtain information about the use of our website through certain tracking technologies. Some of this information may be linked to you personally. This information helps our website function correctly and supports the work we do to understand the needs of our customers. Device and activity data may be automatically collected via our website, as described below.

- **Google Analytics.** We use tracking tools, such as Google Analytics, which is a web analytics service that allows us to understand how users engage with our website. Through the use of cookies, the tool collects information such as how often users visit our website, and the pages that users visit. We use this technology to optimize our customer journey and improve site performance. For more information about how Google Analytics collects and processes data, you may visit ["How google uses data when you use our partners' sites or apps."](#)
- **Activity and Cookie Data.** Your Internet browser has a feature called cookies, which store small amounts of data on your computer or device about your visit to our website. We and our service providers use browser and flash cookies and other common online tracking technologies, including pixels, and electronic images known as "web bugs" (sometimes called transparent GIFs, clear GIFs, or beacons). We generally refer to such other tracking technologies and cookies as "cookies".

- **Other Technologies.** In conjunction with cookies and other tracking tools, we use data management platforms, such as the Adobe Audience Manager, in order to understand how users engage with our website. We use these technologies to understand how you use our website and so that we may deliver some targeted advertisements to you.

Cookies allow us and our service providers to automatically collect information regarding general user-traffic patterns, and your interactions with our sites, including managed social media presences, and other unaffiliated websites and mobile applications. In using such technology, we automatically collect data such as the page served, time, source of the request, type of browser making the request, preceding page view, dynamic IP addresses and other similar information to understand how our advertising campaigns are performing or how to improve and tailor advertising and the site experience for you. Please see below for a description of how our sites may be impacted by the cookie settings on your devices.

## 2. **What are our policies to manage cookies, “Do Not Track” signals and interest-based advertising?**

### **Controlling Our Tracking Tools.**

You do not need to have cookies turned on to visit our website, although active participation in certain areas of our website may require cookies. You can set your browser to refuse or delete cookies. Please consult the corresponding instructions of the manufacturer for more detailed information on the actual procedure. If you configure your computer or device to block all cookies, you may disrupt certain features of our website and limit the functionality we can provide when you visit or use our website.

**Controlling Online Interest-Based Ads.** We sometimes work with online advertising vendors to provide you with relevant and useful ads, including ads served on or through our website or on other companies' websites. These ads may be based on information collected by us or third parties. For example, your postal code may be used to target an ad for people in your area. These ads may also be based on your activities on our website or on third party websites.

For more information about our ad service provider and its cookies, including information about how to opt out of these technologies, you may visit <http://www.youradchoices.ca>. In addition, you may prevent Google's collection of data generated by your use of the websites (including your IP address) by downloading and installing a Browser Plugin available at <https://tools.google.com/dlpage/gaoptout?hl=en>.

To learn more about certain cookies used for interest-based advertising (including through cross-device tracking) and to exercise certain opt-out choices you may have regarding cookies, please visit the [Digital Advertising Alliance of Canada](#), or your device settings for our mobile app.

### **3. Why do we use cookies?**

We use various types of cookies for the purposes outlined below:

#### **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. Necessary cookies are usually deleted automatically as soon as you close your browser (so-called session cookies), however, some may be stored for a limited period of time, as may be permitted pursuant to applicable laws. We use service providers to provide certain technologies and pass data on to them for this purpose.

#### **Functional Cookies**

Functional cookies serve the purpose of enabling you to have a better user 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 cookies containing your personal data are usually deleted automatically as soon as you close your browser (so-called session cookies). The provision of your personal data is not necessary for the use of the website, however, please note that it can have a negative impact on the presentation and user comfort (usability) of the website if you do not provide your data to the extent mentioned above. We use service providers to provide certain functionalities and pass data on to them for this purpose.

#### **Cookies for Analytics**

We use 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. We use cookies for analytics service providers and pass data on to them for this purpose.

**Cookies for marketing purposes**

We use 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. We use service providers for marketing purposes and pass data on to them for this purpose.

Within our company, we pass on your personal data and tracking data exclusively to those affiliate companies, units, and persons who need this data to fulfil their contractual and legal obligations or to assist in completing the purpose for which the data are collected.

**II. Informational use of the website**

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. To ensure the security of the IT infrastructure used to provide the website, this information is also stored temporarily in what is referred to as a “web server log file”.

You will receive more detailed information on this below:

Categories of personal data that are processed	Personal data included in the categories	Purpose of processing the personal data	Storage duration	Service Provider with whom personal data may be shared
Protocol data which accrue via the Hypertext Transfer Protocol (Secure) (“ <b>HTTP(S) Data</b> ”) for technical reasons when the website is visited.	IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site (referrer URL), date and time of the visit.	HTTP(S) data are processed temporarily in web server log files 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).	Data are stored in server log files in a form allowing the identification of data subject for a period of time as may be necessary to fulfill the purpose listed herein, 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.	Hosting Provider

Categories of personal data that are processed	Personal data included in the categories	Purpose of processing the personal data	Storage duration	Service Provider with whom personal data may be shared
Data that you have stored during a previous visit (“ <b>Return Data</b> ”)	Information about the last products you visited, e.g., information about products you added to the wish list or shopping cart or the selected specification like size and colour.	Personalized displays of information, e.g., on the attractiveness of our products, on current price or product changes, and on equivalent or thematically related products and content, in order to tailor the website visit to the respective personal interests in the best possible way.	The data are stored in a cookie. Cookies can be deleted by you in the respective browser settings at any time.	Service Provider
In case of (optional) use of personalized size recommendations:  Data you provide to receive a personalized size recommendation, e.g., under the link “What is my size?” or “Try it on now” (“ <b>Personalized Size Data</b> ”).	Body-related information such as height, weight, physique information, preferred fit, photo/video footage of your body, etc.	Provision of a personalised clothing size recommendation.	The data are stored in a cookie. Cookies can be deleted by you in the respective browser settings at any time.	Service Provider

Categories of personal data that are processed	Personal data included in the categories	Purpose of processing the personal data	Storage duration	Service Provider with whom personal data may be shared
<p>When using the Store locator or the “Check in-store availability” function: Information that allows us to determine your location (“<b>Location data</b>”).</p>	<p>Location data</p>	<p>Display of your location and / or stores in the vicinity.</p>	<p>When using the map (Store locator) and / or the “in-store availability” function and sharing your location with our websites via your browser, data are processed in order to display your location or to determine the nearest store. These data are not retained beyond meeting this function.</p>	<p>-</p>
<p>Data that you give us in online chats (“<b>Online Chat Data</b>”).</p>	<p>All information related to your online chat, e.g., communication content and communication time.</p>	<p>Processing your request. Provision of the “Co-browsing” function to actively support you with your order through our live-chat agents.  Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.  Storage of data to comply with applicable statutory document retention requirements.</p>	<p>Data are stored until your request has been fulfilled. If you use the Co-browsing function, the image of your browser will not be saved.  We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data and in the event of any legal disputes until such have been concluded.</p>	<p>Hosting provider</p>

Categories of personal data that are processed	Personal data included in the categories	Purpose of processing the personal data	Storage duration	Service Provider with whom personal data may be shared
		<p>Optimization of our customer service e.g., by creating chat reports.</p>	<p>We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p> <p>Insofar as the data are stored in a cookie: cookies can be deleted by you in the respective browser settings at any time.</p>	
<p>Data that you provide us with in the contact forms on the website (“<b>Contact Form Data</b>”).</p>	<p>First name, last name, street, house number, postal code, city, country, e-mail address, your request, your message (mandatory), title, telephone number, order number (voluntary).</p>	<p>Processing your request.</p> <p>Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.</p> <p>Storage of data in order to meet applicable statutory document retention requirements.</p> <p>Optimization of our customer service e.g., by creating chat reports.</p>	<p>Data are stored until your request has been handled.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data to us and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p>	<p>Hosting Provider and communications service provider, if applicable</p>

Categories of personal data that are processed	Personal data included in the categories	Purpose of processing the personal data	Storage duration	Service Provider with whom personal data may be shared
<p>When contacting us via other communication channels (optional), such as mobile messaging or WhatsApp: Information and communications you send to us when making contact (“Contact data”).</p>	<p>Depending on the communication channel: telephone number when contacting us via telephone, mobile telephone number and username when contacting us via messenger (third party communication service provider such as WhatsApp), e-mail address when contacting us via e-mail. In addition, we store the information and communications you provided us in relation to your reason for contacting us.</p>	<p>Processing your communication request. Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims. Storage of data to comply with applicable statutory document retention requirements. There is no obligation to provide the Contact data. However, if the Contact data is not provided, we cannot accept or respond to your communication request via such communication channels.</p>	<p>Data are stored until your request has been fulfilled. We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data 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, pursuant to any applicable law.</p>	<p>Customer care service providers Communications service provider (depending on your means of communication and your location). Please be advised that with respect to the use of a communications service provider, additional privacy policies of such communications service provider may also apply to your personal data. For ease of reference, we provide a link to the WhatsApp <a href="#">privacy policy</a>.</p>

**III. Use of the online store**

You have the possibility on our website to use the online store. Various different possibilities are available to you for placing orders in our online store. You can place your order as a guest customer, by using your My HUGO BOSS customer account, via PayPal or with the support of an online chat agent (“co-browsing”). We process various personal data, for example personal data that you provide us with in the order form, in particular to provide various functions in our online store, for the conclusion and performance of purchase agreements, for the management and collection of our purchase price receivables and in order to carry out a risk and fraud assessment.

You will 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	Data source(s)	Storage duration
Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons during use of our online store (“ <b>HTTP(S) Data</b> ”).	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.	Online store users.	Data are stored in server log files in a form allowing the identification of data subject for a period of time as may be necessary to fulfill the purpose listed herein, 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 provide us with the ability to process your order (“ <b>Order Form Data</b> ”).	Title, first name, last name, address and e-mail address.	Online store users.	We store your data until your order has been completely processed, i.e. until the goods have been sent.  We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provide the data and in the event of any legal disputes until such have been concluded.

Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Storage duration
			<p>We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p> <p>If you have given your consent, we also store and use your purchase data for fraud check and creditworthiness verification (as further described herein).</p> <p>If you participate in the customer loyalty programme HUGO BOSS EXPERIENCE and use your My HUGO BOSS customer account for orders, we also store your address data for the functions of your My HUGO BOSS customer account and use them for the purposes described within the Privacy Policy for participation in HUGO BOSS EXPERIENCE.</p>
<p>Your contact data with which PayPal provides us when the payment method “PayPal Express” is used, if you consent to this (“<b>PayPal Contact Data</b>”).</p>	<p>Title, first name, last name, address and e-mail address.</p>	<p>PayPal Canada Co., MaRS Centre, West Tower, 661 University Avenue, Suite 506, Toronto, ON M5M 1G1</p>	<p>We store your data until your order has been completely processed, i.e., until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p>

Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Storage duration
Data you provide us for the payment of the items you have ordered (" <b>Payment Data</b> ").	The details that are required for the payment method you choose (debit card, credit card, Apple Pay, PayPal, PayPal Express).	Online store users.	<p>We store your data until your order has been completely processed, i.e. until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p>
Information about your purchase that we need to fulfill your order (" <b>Purchase Data</b> ").	Information about the articles purchased (article description, article number, number of articles, size, colour, price, currency, order number), store version used, date and time of each purchase, payment method chosen and shipping option, status of your order.	Generally generated autonomously.	<p>We store your data until your order has been completely processed, i.e., until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p> <p>If you have given your consent, we also store and use your purchase data for the fraud check and creditworthiness verification (as further described herein).</p>

Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Storage duration
			<p>If you participate in the customer loyalty programme HUGO BOSS EXPERIENCE and use your My HUGO BOSS customer account for orders, we also store your purchase data for the functions of your My HUGO BOSS customer account and use them for the purposes described within the Privacy Policy for participation in the HUGO BOSS EXPERIENCE.</p>
<p>Information in transaction e-mails, that we send to process (or reverse) your order (e.g. order receipt confirmation) (“<b>Transaction E-Mail Data</b>”).</p>	<p>Order Form Data, Purchase Data, Receivables Data, other content and the time of the transaction e-mails.</p>	<p>Generated autonomously.</p>	<p>We store your data until your order has been completely processed, i.e., until the goods have been sent.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data and in the event of any legal disputes until such have been concluded.</p> <p>We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p>

**2. Details on the processing of the personal data**

Purpose of processing the personal data	Categories of personal data that are processed	Service Provider with whom personal data may be shared
<p>Providing the ordering method “PayPal Express”, that enables you to order even more quickly. If you wish to pay for your order using PayPal and click on “directly to PayPal”, you arrive at the website of PayPal Canada Co., MaRS Centre, West Tower, 661 University Avenue, Suite 506, Toronto, ON M5M 1G1, where you will be asked to provide and/or confirm your login and contact data stored by PayPal. PayPal then transfers the data necessary to process the order to us so that we can carry out the order.</p>	<p>PayPal Contact Data.</p>	<p>Payment services provider, Hosting provider</p>
<p>Conclusion and performance of purchase agreements that are entered into via our online store.</p> <p>This includes in particular preparing the shipping of the goods you have ordered by the shipping services provider you have chosen and the sending of transaction e-mails, to inform you of the status of each of your orders.</p>	<p>Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data.</p>	<p>Hosting provider, e-mail provider, payment services provider, shipping services provider, gift card provider</p>
<p>Management of our receivables from customers in our internal receivables management system.</p>	<p>Receivables Data.</p>	<p>Hosting provider</p>
<p>Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.</p>	<p>Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data, Receivables Data.</p>	<p>Hosting provider</p> <p>For Transaction E-mail Data, third party cloud service provider, and third party archiving service provider.</p>

Purpose of processing the personal data	Categories of personal data that are processed	Service Provider with whom personal data may be shared
<p>Reversing purchase agreements in the event of a cancellation or another reason for reversal.</p> <p>To refund the purchase price, we use the same payment method that you used to pay the purchase price, unless PayPal was used as the payment method and the return is made to a physical store location, in which case it will be processed as an exchange or store credit.</p>	<p>Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data, Receivables Data.</p>	<p>Hosting provider, e-mail provider</p>
<p>Storage of data to comply with applicable statutory document retention requirements.</p>	<p>Order Form Data, Payment Data, Purchase Data, Transaction E-Mail Data, Receivables Data.</p>	<p>Hosting provider</p> <p>For Transaction E-mail Data, third party cloud service provider, and third party archiving service provider.</p>
<p>Processing of the payment, fraud screening</p>	<p>Order Form Data, Purchase Data, Receivables Data, Device Data, Internal Risk Data, External Risk Data chosen and payment type.</p>	<p>For the purposes of fraud prevention, we may share your personal information with Forter, Inc., our third-party provider of fraud screening services, who may use such information in accordance with the Forter privacy policy accessible here: <a href="https://www.forter.com/service-privacy-policy/">https://www.forter.com/service-privacy-policy/</a></p>

**D. COMMUNICATIONS RECEIVED FROM US**

If you receive newsletters or other marketing communications from us, you can opt-out any time by clicking the unsubscribe link at the bottom of the message. You can also log in to your account to opt-out and update your marketing preferences at any time. You may also opt-out of receiving HUGO BOSS marketing e-mails at any time by emailing your unsubscribe request to [privacy-ca@hugoboss.com](mailto:privacy-ca@hugoboss.com).

Even after you opt-out or update your marketing preferences, please allow sufficient time to process your marketing preferences. It may take up to ten (10) business days to process your unsubscribe request. And even after you opt-out of receiving marketing communications from us, we may still contact you for transactional or informational purposes. These include, for example, orders, invoices and shipping confirmations, customer service issues, returns or product-related inquiries, surveys or recalls, or any questions regarding a specific order.

**E. SECURITY MEASURES**

The security and confidentiality of your personal data matters to us. We have technical, administrative, and physical controls in place that are designed to protect your Personal Information from unauthorized access, use, and disclosure. Even so, despite our reasonable efforts, no security measure is ever perfect or impenetrable. You can check the security of your connection by looking at the URL line of your browser. When accessing a secure site, the first characters of the site address change from “http” to “https.” If your browser or firewall does not allow use of secure sites, you will not be able to make purchases on our sites.

You are also responsible for keeping your personal data secure. We strongly recommend that you keep passwords unique from other identifiers such as user ID to help protect your privacy. In addition, you should make sure you only use trusted wireless connections in transmitting any personal data or other sensitive information.

**F. EFFECTIVE DATE AND AMENDMENT OF THIS PRIVACY POLICY**

This Privacy Policy is effective immediately.

We may amend this Privacy Policy at any time. If we make any material change to this Privacy Policy, we will prominently post the updated Privacy Policy and indicating at the top of the Privacy Policy when it was updated.

The currently valid version of this Privacy Policy can be accessed at any time at [www.hugoboss.com/ca](http://www.hugoboss.com/ca).