

# HUGO BOSS

## COOKIE POLICY

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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).

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

You can receive further information about the processing of personal data with respect to the HUGO BOSS website ([www.hugoboss.com/ca](http://www.hugoboss.com/ca)) in the website [Privacy Policy](#).

### 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 websites. 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

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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.

## **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 websites, although active participation in certain areas of our websites 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 websites and limit the functionality we can provide when you visit or use our websites.

**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 websites 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.

## **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

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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 is collected.