

Privacy Policy
14.12.2018

HUGO BOSS AG, Dieselstr. 12, 72555 Metzingen, Germany (hereinafter “HUGO BOSS” or “we”) provides the HUGO BOSS company website under the URL <https://group.hugoboss.com/en/>.

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 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**).

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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 have the following rights with respect to the processing of your personal data:

- Right of access (Article 15 of the General Data Protection Regulation)
- Right to rectification (Article 16 of the General Data Protection Regulation)
- Right to erasure (“right to be forgotten”) (Article 17 of the General Data Protection Regulation)
- Right to restriction of processing (Article 18 of the General Data Protection Regulation)
- Right to data portability (Article 20 of the General Data Protection Regulation)
- Right to object (Article 21 of the General Data Protection Regulation)
- Right to withdraw consent (Article 7 paragraph 3 of the General Data Protection Regulation)
- Right to lodge a complaint with the supervisory authority (point (f) of Article 57 paragraph 1 of the General Data Protection Regulation)

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

Information about any special arrangements or mechanisms that make it easier for you to exercise your rights, in particular exercising your rights to data portability and to object can if applicable be found in the information on the processing of personal data in Section C of this Privacy Policy.

Below you will find detailed information about rights relating to the processing of your personal data:

I. Right to access

As a data subject you have a right to obtain access and information under the conditions in accordance with Article 15 of the General Data Protection Regulation.

This means in particular that you have the right to obtain confirmation from us as to whether we are processing your personal data. If so, you also have the right to obtain access to the personal data and the information listed in Article 15 paragraph 1 of the General Data Protection Regulation. This includes information regarding the purposes of the processing, the categories of personal data that are being processed and the recipients or categories of recipients to whom the personal data have been or will be disclosed (points (a), (b) and (c) of Article 15 paragraph 1 of the General Data Protection Regulation).

You can find the full extent of your right to access and information in Article 15 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

II. Right to rectification

As a data subject, you have the right to rectification under the conditions provided in Article 16 of the General Data Protection Regulation.

This means in particular that you have the right to receive from us without undue delay the rectification of inaccuracies in your personal data and completion of incomplete personal data.

You can find the full extent of your right to rectification in Article 16 of the GDPR, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

III. Right to erasure (“right to be forgotten”)

As a data subject, you have a right to erasure (“right to be forgotten”) under the conditions provided in Article 17 of the General Data Protection Regulation.

This means that you have the right to obtain from us the erasure of your personal data and we are obliged to erase your personal data without undue delay when one of the reasons listed in Article 17 paragraph 1 of the General Data Protection Regulation applies. This can be the case, for example, if personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed (point (a) of Article 17 paragraph 1 of the General Data Protection Regulation).

If we have made the personal data public and are obliged to erase it, we are also obliged, taking account of available technology and the cost of implementation, to take reasonable steps, including technical measures, to inform data controllers which are processing the personal data that you have requested the erasure by such data controllers of any links to, or copy or replication of those personal data (Article 17 paragraph 2 of the General Data Protection Regulation).

The right to erasure (“right to be forgotten”) does not apply if the processing is necessary for one of the reasons listed in Article 17 paragraph 3 of the General Data Protection Regulation. This can be the case, for example, if the processing is necessary for compliance with a legal obligation or for the establishment, exercise or defence of legal claims (points (a) and (e) of Article 17 paragraph 3 of the General Data Protection Regulation).

You can find the full extent of your right to erasure (“right to be forgotten”) in Article 17 of the GDPR, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

IV. Right to the restriction of processing

As a data subject, you have a right to restriction of processing under the conditions provided in Article 18 of the General Data Protection Regulation.

This means that you have the right to obtain from us the restriction of processing if one of the conditions provided in Article 18 paragraph 1 of the General Data Protection Regulation applies. This can be the case, for example, if you contest the accuracy of the personal data. In such a case, the restriction of processing lasts for a period that enables us to verify the accuracy of the personal data (point (a) of Article 18 paragraph 1 of the General Data Protection Regulation).

Restriction means that stored personal data are marked with the goal of restricting their future processing (Article 4 paragraph 3 of the General Data Protection Regulation).

You can find the full extent of your right to restriction of processing in Article 18 of the GDPR, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

V. Right to data portability

As a data subject, you have a right to data portability under the conditions provided in Article 20 of the General Data Protection Regulation.

This means that you generally have the right to receive your personal data with which you have provided us in a structured, commonly used and machine-readable format and to transmit those data to another data controller without hindrance from us if the processing is based on consent pursuant to point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation or on a contract pursuant to point (b) of Article 6 paragraph 1 of the General Data Protection Regulation and the processing is carried out by automated means (Article 20 paragraph 1 of the General Data Protection Regulation).

You can find information as to whether an instance of processing is based on consent pursuant to point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation or on a contract pursuant to point (b) of Article 6 paragraph 1 of the General Data Protection Regulation in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

In exercising your right to data portability, you also generally have the right to have your personal data transmitted directly from us to another data controller if technically feasible (Article 20 paragraph 2 of the General Data Protection Regulation).

You can find the full extent of your right data portability in Article 20 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

VI. Right to object

As a data subject, you have a right to object under the conditions provided in Article 21 of the General Data Protection Regulation.

At the latest in our first communication with you, we expressly inform you of your right, as a data subject, to object.

More detailed information on this is given below:

1. Right to object on grounds relating to the particular situation of the data subject

As a data subject, 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 point (e) or (f) of Article 6 paragraph 1, including profiling based on those provisions.

You can find information as to whether an instance of processing is based on point (e) or (f) of Article 6 paragraph 1 of the General Data Protection Regulation in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

In the event of an objection relating to your particular situation, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

You can find the full extent of your right to objection in Article 21 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

2. Right to object to direct marketing

Where your personal data are processed for direct marketing purposes, 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 information as to whether and to what extent personal data are processed for direct marketing purposes in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

If you object to processing for direct marketing purposes, we no longer process your personal data for these purposes.

You can find the full extent of your right to objection in Article 21 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

VII. Right to withdraw consent

Where an instance of processing is based on consent pursuant to point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation or on a contract pursuant to point (b) of Article 6 paragraph 1 of the General Data Protection Regulation, as a data subject, you have the right, pursuant to Article 7 paragraph 3 of the General Data Protection Regulation, to withdraw your consent at any time. The withdrawal of your consent does not affect the legitimacy of the processing that occurred based on your consent until the withdrawal. We inform you of this before you grant your consent.

You can find information as to whether an instance of processing is based on point (a) of Article 6 paragraph 1 or point (a) of Article 9 paragraph 2 of the General Data Protection Regulation in the information regarding the legal basis of processing in Section C of this Data Privacy Policy.

VIII. Right to lodge a complaint with the supervisory authority

As a data subject, you have a right to lodge a complaint with the competent supervisory authority under the conditions provided in point (f) of Article 57 paragraph 1 of the General Data Protection Regulation.

C. Information about the processing of personal data

In connection with our online presence different personal data are processed for different purposes. For example, we process certain protocol data, which accrue for technical reasons when our website is accessed, to provide you with the website content you have requested.

You will find information below regarding the purposes and means of the processing of personal data, in particular on

- the personal data or categories of personal data that are processed,
- the purposes of the processing for which the personal data are intended,
- the legal basis for the processing and, where the processing is based on point (f) of Article 6 paragraph 1 of the General Data Protection Regulation, the legitimate interests pursued by us or by a third party,
- the recipients or categories of recipients of the personal data, if any,
- the period for which the personal data will be stored, or if that is not possible, the criteria used to determine that period,
- the existence of any automated decision-making including profiling in accordance with Article 22 paragraphs 1 and 4 of the General Data Protection Regulation and – at least in these cases – meaningful information on the logic involved and the significance of the envisaged consequences of such processing for you.

Where we obtain your personal data from you as the data subject, you also find below information on whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and of the possible consequences of failure to provide such data.

Where we do not obtain personal data from you as the data subject, you will also find below information on from which source the personal data originate, and if applicable, whether it came from publicly accessible sources.

I. 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”.

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.

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	Data source(s)	Obligation to provide the data	Storage duration
Protocol data which accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S) ("HTTP Data") for technical reasons when the website is visited.	IP address, date and time of the visit, the page accessed, the site accessed before visiting the site (referrer URL), type and version of the Internet browsers installed on your device, operating system used, device-information.	Website users.	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.

2. Details on the processing of personal data

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP Data are temporarily processed on our server to provide the website content requested by the user.	HTTP Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is providing the website content requested by the user.	Hosting provider.

HTTP 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).	HTTP Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is 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.
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3. Details on the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Hosting provider	Processor	EU	-

II. Measurement of the web audience and use of web analysis technologies

If you have given your consent to this, we use web analysis technologies in order, by means of cookies, to record and analyse the usage behaviour on our website to improve the website and better achieve the objectives of the website (e.g. frequency of visits, increase in number of page visits).

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	Data source(s)	Obligation to provide the data	Storage duration
Google Analytics				
Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons during use of the web analysis tool Google Analytics used on the website ("Google Analytics" 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.	Website users.	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 conduct a web analysis.	On this website, IP anonymisation is activated for the use of the web analysis tool Google Analytics. This means that the IP address technically transmitted by the browser is anonymised before being stored by shortening the IP address (by deleting the last octet of the IP address). We store the data until you revoke your consent.
Data that are stored on the user's end device for the web analysis tool Google Analytics ("Google Analytics Cookie Data").	Unique visitor ID to recognise returning visitors, number of each visitor's visits, date and time of first visit, previous visits and the current visit, beginning and predicted end of the current visit, visitor's category, source or campaign that explains how the user came to the website.	Website users.	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 conduct any web analysis.	We do not store these data on our systems.

Data collected by the web analysis tool Google Analytics and stored in pseudonym user profiles ("Google Analytics Profile Data").	Data about the use of the website, in particular page visits, visit frequency and time spent on the pages visited.	Generated autonomously.	-	We store the data until you revoke your consent.

2. Details on the processing of the personal data

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
To improve the website and better achieve the objectives of the website (e.g. frequency of visits, increase in number of page visits), the behaviour of users on our website is recorded and analysed in pseudonymised form. Users of the website are marked in pseudonymised form so that they can be recognised again on the website. Pseudonymised usage profiles are created from this information. The pseudonymised usage profiles are not combined with data regarding the bearer of the pseudonym. The objective of this process is to examine where users come from, which areas of the website they visit and how often and how long which subpages and categories are looked at.	Google Analytics HTTP Data, Google Analytics Cookie Data, Google Analytics Profile Data.	No automated decision-making.	Consent (point (a) of Article 6 paragraph 1 of the General Data Protection Regulation)	Google

For these purposes, cookies for the web analysis tools Google Analytics are used.				
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3. Details on the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA ("Google")	Processor	USA	EU-U.S. Privacy Shield Certification

III. Use of the online contact form

We offer you the possibility on our 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	Data source(s)	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.	Website users.	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 website ("Contact Form Data").	Subject, email-address, your request/message (mandatory); Title, first name, last name, telephone number, order number (voluntary).	Website users.	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 the data means that we cannot process your request.	Data are stored until your request has been handled. We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period of three years commencing at the end of the year in which

				<p>you deregister 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, 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	Automated decision-making	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.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is providing the website content requested by the user.	Hosting provider.
Processing your request.	Contact Form Data.	No automated decision-making.	If your request relates to a contract to which you are a party	-

			<p>or the implementation of pre-contractual measures: point (f) of Article 6 paragraph 1 of the General Data Protection Regulation.</p> <p>Otherwise: balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). In this case, our legitimate interest is processing your request.</p>	
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Contact Form Data.	No automated decision-making.	Balancing of interests (point (f) of Article 6 paragraph 1 of the General Data Protection Regulation). Our legitimate interest is the establishment, exercise or defence of any legal claims.	-
<p>Storage of data in order to meet statutory document retention requirements, in particular commercial and tax law document retention requirements.</p> <p>Depending on the document type, commercial and tax law document retention requirements of six or ten years can exist (Sec. 147 German Fiscal Code (<i>Abgabenordnung – AO</i>), Sec. 257 German Commercial Code – <i>Handelsgesetzbuch – HGB</i>)).</p>	Contact Form Data.	No automated decision-making.	Compliance with a legal obligation (point (c) of Article 6 paragraph 1 of the General Data Protection Regulation).	-

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

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
Hosting provider	Processor	EU	-

D. Effective date and amendment of this Privacy Policy

The effective date of this Privacy Policy is 14 December 2018.

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 <https://group.hugoboss.com/en/>.