

Privacy Policy

HUGO BOSS AG, Dieselstrasse 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**).

TABLE OF CONTENTS

A.	Information about the data controller.....	2
I.	Name and contact details of the data controller.....	2
II.	Contact details of the data controller’s Data Protection Officer	2
B.	Information about the rights of data subjects.....	3
C.	Information about the processing of personal data	4
I.	Informational use of the website	4
II.	Use of the online contact form.....	6
III.	Use of Cookies on this Website	8
D.	Effective date and amendment of this Privcay Policy.....	9

A. Information about the data controller

I. Name and contact details of the data controller

HUGO BOSS AG
Dieselstrasse 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
Dieselstrasse 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. 77 (1) 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 presence 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

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 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.

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. 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 you deregister 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>).

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 or the implementation of pre- contractual measures: point (f) of Article 6 paragraph 1 of the General Data Protection Regulation. 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.	-
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.	-
Storage of data in order to meet statutory document retention requirements, in particular commercial and tax law document retention requirements. 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>)).	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	-

III. Use of Cookies on this Website

1. General information

Your browser uses so-called Cookies. Cookies are small text files that your browser stores on your hard drive. If you access the HUGO BOSS websites again, HUGO BOSS may retrieve the stored cookie information. Personal data may also be stored in Cookies. Personal data is all data that can be related to you personally. The execution of programs or the transmission of viruses to your computer is not possible. We and our service providers use browser and flash Cookies and other common online tracking technologies, including small graphics known as counting pixels, pixel tags, web beacons or clear GIFs, which are used in connection with the provision of our services to track the use of the online service by our users. We generally refer to such other tracking technologies and Cookies as "Cookies".

We would also like to point out that you can generally prohibit the use of Cookies or delete Cookies in your browser settings. Please refer to the manufacturer's instructions for further details on the specific procedure. You can also revoke your consent for functional, analytics and marketing cookies either per category or per service at any time via the "Cookie settings" which you can find in the footer of our website. If you prohibit the use of Cookies, functional impairments are possible.

2. Various types of Cookies

HUGO BOSS uses various types of cookies, namely necessary Cookies, functional Cookies, Cookies for analytics and Cookies for marketing purposes. In the following you will receive more information about these various types of cookies.

Within our company, we pass on your personal data exclusively to those units and persons who need this data to fulfil their contractual and legal obligations or to execute our legitimate interest. There is no automated individual decision-making cases within the meaning of Art. 22 EU GDPR.

For more information about the service providers, which we use, please go to "Cookie Settings" in the footer of our Website.

a) 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.

b) Functional Cookies

Functional Cookies serve the purpose of enabling you to have a better surfing 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 provision of your personal data is not necessary for the use of the website. Please note that it can have a negative influence on the presentation and user comfort (usability) if you do not provide your data.

c) Cookies for analytics

HUGO BOSS uses 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. The provision of your personal data is not necessary for the use of the website.

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

Last updated: 03 of May 2021