

## 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 by HUGO BOSS asl well as information on the processing of personal data of shareholders and representatives thereof (**Section C**).

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**A. INFORMATION ABOUT THE DATA CONTROLLER**

**I. Name and contact details of the data controller**

HUGO BOSS AG  
Dieselstrasse 12, 72555 Metzingen, Germany  
Phone: +49 7123 94-0  
Fax: +49 7123 94-80259  
E-mail: [info@hugoboss.com](mailto: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  
Phone: +49 7123 94-80999  
Fax: +49 7123 94-880999  
E-mail: [privacy@hugoboss.com](mailto: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. 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 (Art. 6 (1) f) 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 (Art. 6 (1) f) 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
<p>Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons ("<b>HTTP Data</b>").</p>	<p>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.</p>	<p>Website users.</p>	<p>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.</p> <p>Not providing these data means that we cannot provide the requested Website content.</p>	<p>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).</p> <p>If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.</p>



Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Obligation to provide the data	Storage duration
<p>Data that you provide us with in the contact forms on the website (“<b>Contact Form Data</b>”).</p>	<p>Subject, email-address, your request/message (mandatory); Title, first name, last name, telephone number, order number (voluntary).</p>	<p>Website users.</p>	<p>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.</p> <p>Not providing the data means that we cannot process your request.</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 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 – Abgabenordnung (AO), Section 257 German Commercial Code – Handelsgesetzbuch (HGB)).</p>

**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 (Art. 6 (1) f) 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: Art. 6 (1) b) of the General Data Protection Regulation.  Otherwise: balancing of interests (Art. 6 (1) f) 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 (Art. 6 (1) f) of the General Data Protection Regulation). Our legitimate interest is the establishment, exercise or defence of any legal claims.	-

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
<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 (Abgabenordnung – AO), Sec. 257 German Commercial Code (Handelsgesetzbuch – HGB)).</p>	<p>Contact Form Data.</p>	<p>No automated decision-making.</p>	<p>Compliance with a legal obligation (Art. 6 (1) c) of the General Data Protection Regulation).</p>	<p>-</p>

**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.

**IV. Use of shareholder and shareholder representative data**

We process personal data of shareholders and their representatives as part of the maintenance of our share register. Pursuant to Section 67 of the German Stock Corporation Act (AktG), HUGO BOSS is required by law to maintain a share register of all shareholders holding registered shares in HUGO BOSS AG. In addition, personal data is processed for the Annual Shareholders' Meeting. 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
Data required for maintaining the share register („ <b>Shareholder Data</b> “).	First name, last name,, Address, email address, shareholder number, number of shares, title, gender, nationality, correspondence language, industry key and profession, type of share ownership, submitting bank	The shareholder's credit institution and the central securities depository Clearstream Holding AG.	Pursuant to Section 67 (1) and (4) of the German Stock Corporation Act (AktG), there is a legal obligation for shareholders and banks to provide this data.  The share register cannot be maintained without the provision of this data.	We store this data for the entire duration of the shareholding. After the sale of all your shares, we store the data for another ten years to fulfil legal retention requirements.

Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Obligation to provide the data	Storage duration
Mailing and communication data („ <b>Correspondence Data</b> “).	Title, first name, last name, residential address, email address, mailing information, email dispatch information	The shareholder's credit institution, the central securities depository Clearstream Holding AG and the shareholder or shareholder representative.	There is a legal obligation to provide this data pursuant to Section 67 (1) and (4) of the German Stock Corporation Act (AktG).  Without providing the data, the required correspondence cannot be guaranteed. In the event of non-registration for email dispatch, no email correspondence can take place.	We store this data for six or ten years, depending on the context, in order to fulfil statutory retention obligations, in particular commercial and tax retention obligations.
Data processed as a result of a transaction (e.g. share purchase or disposal) and to track the respective shareholding („ <b>Transaction and Shareholding Data</b> “).	Transaction number, transaction type, number of shares registered in the transaction, transaction date, registration date, transaction status, BIC data, bank details	The shareholder's credit institution and the central securities depository Clearstream Holding AG.	There is a legal obligation to provide this data pursuant to Section 67 (1) and (4) of the German Stock Corporation Act (AktG).  Without the provision of this data, the share register cannot be maintained to the extent required by law.	We store this data for ten years after receiving the transaction (transaction date).

Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Obligation to provide the data	Storage duration
Data processed for the Annual Shareholders' Meeting („ <b>Annual Shareholders' Meeting Data</b> “).	Number of Annual Shareholders' Meetings attended, date of the Annual Shareholders' Meeting, participant status, shareholder number, participant name, representative if applicable, participation card type, exercise of voting rights, residential address, number of shares, questions submitted if applicable	Shareholder or shareholder representative and the service provider for preparing and holding the Annual Shareholders' Meeting.	Pursuant to Section 129 of the German Stock Corporation Act (AktG), a register of all shareholders or shareholder representatives attending the meeting must be kept and be accessible to all participants. In addition, pursuant to Section 129 of the German Stock Corporation Act (AktG), it must be ensured to prove whether and how a vote was counted.  There is no obligation to submit questions. Without a provision, questions cannot be answered.	We store the data, in particular to fulfil statutory obligations to provide evidence and to retain records, for a maximum of ten years from the date of the respective Annual Shareholders' Meeting, depending on the context.
Online Services Data	e.g. date and time of retrieval, login details, user information, usage behavior, log file data	Shareholder or shareholder representative and the service provider for maintaining the share register as well as the service provider for preparing and holding the Annual Shareholders' Meeting.	There is no obligation to provide the data.  In the event that the data is not provided, we will not be able to provide the requested content of the website.	We store the data, in particular to fulfil statutory obligations to provide evidence and to retain records, for a maximum of ten years, depending on the context.



Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Obligation to provide the data	Storage duration
Statistical Data	No data traceable to individuals, only institutional analysis: investor type, stock holdings data, stock date, stock changes, geographic location.	The service provider for maintaining the share register.	There is no obligation to provide the data to this extent.  If the data is not provided, we cannot use the data for statistical evaluations.	No processing of personal data takes place. We retain the aforementioned data in anonymized form for an indefinite period of time solely for the purpose of statistical evaluations.

## 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
Maintenance of the share register and relating purposes.	Shareholder Data, Transaction and Shareholding Data	No automated decision-making takes place.	The legal basis for the processing is Art. 6 (1) c), f) and (4) GDPR in conjunction with Section 67 (1) and (4) German Stock Corporation Act (AktG).	The service provider for maintaining the share register.
Correspondence with the shareholder or shareholder representative.	Correspondence Data	No automated decision-making takes place.	The legal basis for the processing is Art. 6 (1) c), f) and (4) GDPR in conjunction with Section 67 (1) and (4) German Stock Corporation Act (AktG).	The service provider for maintaining the share register.

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
Handling of the Annual Shareholders' Meeting	Annual Shareholders' Meeting Data	No automated decision-making takes place.	<p>The legal basis for the processing is Art. 6 (1) c) GDPR in conjunction with Sections 67, 118 et seq. of the German Stock Corporation Act (AktG) and if applicable in conjunction with Section 1 of the COVID-19 Act (GesRuaCOVBekG).</p> <p>Insofar as the processing of personal data is necessary for organizational reasons for the implementation of the (virtual) Annual Shareholders' Meeting, the legal basis is Art. 6 (1) f) GDPR.</p>	Service provider for preparing and holding the Annual Shareholders' Meeting.
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Shareholder Data, Transaction and Shareholding Data, Annual Shareholders' Meeting Data, Correspondence Data	-	The legal basis for the processing is Art. 6 (1) f) GDPR. After balancing of the interests, our legitimate interest is the establishment, exercise or defence of legal claims.	Courts, arbitration tribunals or legal advisors.

Purpose of processing the personal data	Categories of personal data that are processed	Automated decision-making	Legal basis, and, if applicable, legitimate interests	Recipient
Provision and documentation of the use of the shareholder portal and participation in the (virtual) Annual Shareholders' Meeting.	Online Services Data	No automated decision-making takes place.	The legal basis for the processing is Art. 6 (1) f) GDPR. After balancing of the interests, our legitimate interest is the provision of the shareholder portal, in particular also in order to meet the further obligations arising from Section 67 (1) and (4) German Stock Corporation Act (AktG) as well as Sections 67, 118 et seq. German Stock Corporation Act (AktG), if applicable in conjunction with. Section 1 of the COVID-19 Act (GesRuaCOVBekG).	The service provider for maintaining the share register as well as the service provider for preparing and holding the Annual Shareholders' Meeting.
Statistical analysis of shareholdings and changes in holdings as well as geographical locations of institutional shareholder representatives.	Statistical Data	No automated decision-making takes place.	The legal basis for the processing is Art. 6 (1) f) and (4) GDPR. After balancing of the interests, our legitimate interest is the statistical evaluation of institutional shareholder representative data as well as share data in order to be informed about the company shareholding structure.	The service provider for maintaining the share register.

**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
Service provider for preparing and holding the Annual Shareholders' Meeting	Processor	EU	-
Service provider for maintaining the share register	Processor	EU	-

**V. Use of our social media profiles**

HUGO BOSS operates social media profiles such as on Facebook, Instagram, TikTok. In this case, HUGO BOSS and the respective platform operator of our social media profiles are joint controllers within the meaning of Art. 26 (1) GDPR. You as a social media user can influence the extent to which your user behavior can be recorded and analysed by choosing the appropriate privacy settings in your social media profile. This data includes any information about you that we receive through various social media channels such as Facebook, Instagram, Google, etc. when we use these channels for advertising, analytics or optimization purposes. This includes, but is not limited to: Any social media information that is publicly available, such as social media handles, social media interactions and public postings, photos posted or sent to us, comments or messages shared with us publicly or privately on social media platforms. In addition, we may indirectly receive information from social media companies (Meta, Google, etc.) when we advertise on these platforms.

For this purpose, we and the respective providers use cookies (**Subsection III**). Please also note the data protection and cookie information of the respective platform operator.

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
<p>Statistical information about social media users in relation to our social media profile generated by the social media platform operator and provided to us in order to customize our social media activities ("<b>Statistical Data</b>").</p>	<p>e.g. total page views, likes, page activity, comments, shared content, reach, percentage of men and women, etc.</p>	<p>Respective social media platform, individual user him or herself.</p>	<p>Please note the privacy notices and settings of the respective platform operator.</p>	<p>No storage of personal data at HUGO BOSS.</p>
<p>Attribution to user segments by analysing the statistical data of the users ("<b>Segment Data/Targeting Data</b>").</p>	<p>Data on affinity with HUGO BOSS brands, their products or content. Data that is stored in cookies for the respective tracking pixel (for Facebook, for example, the Facebook Pixel) on the user's end device.</p> <p>Unique ID for (re)recognizing returning visitors.</p> <ul style="list-style-type: none"> <li>- Order value (Order Value)</li> <li>- Purchased products (Product IDs)</li> <li>- Products viewed (Product IDs)</li> <li>- Searched products (Product IDs)</li> <li>- Page Type.</li> </ul>	<p>Respective social media platform, individual user him or herself.</p>	<p>There is no obligation to provide the personal data.</p>	<p>No storage of personal data at HUGO BOSS.</p>

Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Obligation to provide the data	Storage duration
<p>OPTIONAL</p> <p>Contact via social media channels</p> <p>Information you share with us in a direct message ("<b>Social Media Contact Data</b>").</p>	<p>All information related to your contact, e.g. username, user profile, message content and time of message.</p>	<p>Respective social media platform, individual user him or herself.</p>	<p>There is no obligation to provide the personal data.</p>	<p>Generally 60 days.</p>
<p>OPTIONAL</p> <p>Posting content on our social media pages ("<b>User-generated Data</b>").</p>	<p>All information related to your contribution, e.g. username, user profile, image, text, video.</p>	<p>Respective social media platform, individual user him or herself.</p>	<p>There is no obligation to provide the personal data.</p>	<p>Please note the privacy notices and settings of the respective platform operator.</p>

Categories of personal data that are processed	Personal data included in the categories	Data source(s)	Obligation to provide the data	Storage duration
<p>"<b>Analysis data</b>" of the platform providers.</p>	<p>Data generated separately in each case by the provider of the respective tracking pixel (for the Facebook Pixel, for example, Facebook) based on the information collected by the respective tracking pixel.</p> <p>This includes information about the effectiveness of the advertisements via the respective provider and attributions of users to target groups for advertisements via the respective provider.</p>	<p>Generated independently by the respective provider.</p>	<p>There is no obligation to provide the personal data.</p>	<p>The respective provider only makes data available to us in an aggregated, anonymized form. We cannot link this data to any natural person.</p> <p>The collection and processing of personal data is the responsibility of the respective provider. We do not have any knowledge about the storage duration.</p>

**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
<p>We receive data from users that is analysed in pseudonymous form for visit activity evaluation, segmentation of visitors and evaluation of campaign performance.</p>	<p>Statistical Data, Segment Data/Targeting Data, User-generated Data, Analysis Data</p>	<p>We do not use automated decision-making in our scope of responsibility.  For details on the processing of data in the scope of responsibility of the social media providers, please refer to the information provided by the platform provider.</p>	<p>Art. 6 (1) a) GDPR (Consent to the processing).  We do not process any personal data in our scope of responsibility.</p>	<p>Social Media Platform Provider</p>
<p>Evaluating the effectiveness of our advertisements and creating target groups, e.g. for our Facebook ads, using "Facebook Pixel". If you are registered with a service of the platform provider, e.g. Facebook, Facebook may be able to link the visit to your account.</p>	<p>Statistical Data, Segment Data/Targeting Data, User-generated Data, Analysis Data</p>	<p>We do not use automated decision-making in our scope of responsibility.  For details on the processing of data in the scope of responsibility of the social media providers, please refer to the information provided by the platform provider.</p>	<p>Art. 6 (1) a) GDPR (Consent to the processing).  We do not process any personal data in our scope of responsibility.</p>	<p>Social Media Platform Provider</p>
<p>Processing your request.</p>	<p>Social Media Contact Data</p>	<p>No automated decision-making takes place.</p>	<p>Art. 6 (1) b) GDPR (Contract) insofar as your request concerns a contract or pre-contractual measures.  Otherwise Art. 6 (1) f) GDPR (legitimate interest in the processing of your request).</p>	<p>Social Media Platform Provider</p>



**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	-
Meta Platforms Ireland Limited	(Joint) Controller	EU and USA	There is no adequacy decision of the EU Commission within the meaning of Article 45 (3) GDPR. Meta Platforms has standard contractual clauses (SSC) that have been approved in accordance with Article 46 GDPR.
Twitter International Company	(Joint) Controller	EU and USA	There is no adequacy decision of the EU Commission within the meaning of Article 45 (3) GDPR. Twitter has standard contractual clauses (SSC) that have been approved in accordance with Article 46 GDPR.
TikTok Technology Limited	(Joint) Controller	EU	There is no adequacy decision of the EU Commission within the meaning of Article 45 (3) GDPR. TikTok has standard contractual clauses (SSC) that have been approved in accordance with Article 46 GDPR.

**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: 15 of June 2022