

PRIVACY POLICY HUGO BOSS WEB AND APP

AUSTRALIA

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 the applicable local data protection laws as well as the EU General Data Protection Regulation (GDPR).

TABLE OF CONTENT

| | | |
|-----------|--|-----------|
| A. | INFORMATION ABOUT THE DATA CONTROLLER | 3 |
| I. | Name and contact details of the data controller | 3 |
| II. | Contact details of the data controller's Data Protection Officer..... | 3 |
| B. | INFORMATION ABOUT THE RIGHTS OF DATA SUBJECTS | 4 |
| C. | INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA..... | 5 |
| I. | Tracking including the use of cookies..... | 5 |
| II. | Visiting our website and App..... | 7 |
| III. | Using our online store..... | 19 |
| IV. | Use of sales platforms..... | 31 |
| D. | PROTECTION OF YOUR PERSONAL DATA (SECURITY OF PROCESSING) | 32 |
| E. | EFFECTIVE DATE AND AMENDMENT OF THIS PRIVACY POLICY | 32 |

A. INFORMATION ABOUT THE DATA CONTROLLER

I. Name and contact details of the data controller

HUGO BOSS Australia Pty. Ltd.
Level 5, 3 Newton Street, Cremorne, VIC 3121, Australia
Telephone: +61 (0)2 9338 2292
E-mail: service-au@hugoboss.com

II. Contact details of the data controller's Data Protection Officer

HUGO BOSS AG
Data Protection Officer
Holy-Allee 3, 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: you have the right to request access to your personal data held by HUGO BOSS (Art. 15 GDPR or similar local provision)
- II. Right to rectification or correction: you have the right to rectify or correct personal data held by HUGO BOSS (Art. 16 GDPR or similar local provision)
- 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. You have the right to lodge a complaint by contacting our Data Protection Officer (**Section A.II.**). The Data Protection Officer will assess any complaint with the aim of resolving it in a timely and efficient manner and may request relevant information from you that is required to resolve the complaint.
- IX. You also have the right to lodge a complaint with the supervisory authority at any time (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 relation to our online activities, we process different kinds of personal data for different purposes. Below you will find detailed information regarding the specific instances in which we process your personal data and how. A further use of your personal data for secondary purposes beyond the scope specified below does not take place.

I. Tracking including the use of cookies

1. General information

Personal data may also be processed as part of the tracking process. Personal data is all data that can be related to you personally. The execution of programs or the transfer of viruses to the terminal device used by you is not possible.

Your browser uses so-called Cookies when you visit our website. 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. 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. In general, Tracking-Technologies and Cookies are referred to 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.

If our app is available and you use it, log data is collected via the Hypertext Transfer Protocol (Secure) (HTTP(S)). Your terminal device (model and IMEI), operating system, the accessed (sub) page, date and time of access, country (according to IP address), technical usage data (e.g., which products were accessed, shopping cart information, completion of a purchase) are processed. So-called IP anonymization is activated in the App. This means that the technically transmitted IP address is anonymized or alienated by shortening the IP address (by deleting the last octet of the IP address) before storage.

Cookies and tracking technologies in the App are collectively referred to as “Tracking Technologies.”

You can find detailed information about the tracking technology used in each case, such as the purpose of processing, the data processed, the storage period and the service providers used on the website via the cookie banner/ cookie settings, and in the app via the consent overlay/ consent settings. You can also revoke your consent at any time either for a tracking technology category or for individual services via the “Cookie Settings” in the footer of our website or via the “Consent Settings” tab in the app. If you prohibit the use of tracking technologies, functional impairments are possible.

2. Various types of Tracking-Technologies

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

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 Tracking-Technologies

Some functions of our website/App cannot be offered without the use of technically necessary Tracking-Technologies. In these Tracking-Technologies, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique Cookie/User-ID, which enables us to recognize you when you return to our website or open our App. HUGO BOSS is working with Global-e who will be seller of the goods if you decide to buy something from the online store. In order to be able to conclude a contract by you with Global-e it is necessary to collect your browsing information and transfer it to Global-e.

The provision of your personal data is necessary for the use of the website/App. Please note that if you do not provide your personal data to the extent described above, you will not be able to use the website/App to its full extent.

b) Functional Tracking-Technologies

Functional Tracking-Technologies serve the purpose of enabling you to have a better surfing experience. These Tracking-Technologies 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/User-ID, which enables us to recognize you when you return to our website or open our App.

The provision of your personal data is not necessary for the use of the website/App. Please note that it can have a negative influence on the presentation and user comfort (usability) if you do not provide your data.

c) Tracking-Technologies for analytics

HUGO BOSS uses various Tracking-Technologies for analytics purposes, e.g. to better understand how the website/App 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/User-ID, which enables us to recognize you when you return to our website or open our App. 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/App.

d) Tracking-Technologies for marketing purposes

HUGO BOSS uses various Tracking-Technologies for advertising and targeted marketing purposes, e.g. to place personalized advertisements. This also includes the use of Tracking-Technologies 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/User-ID, which enables us to recognize you when you return to our website or open our App. 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/App.

II. Visiting our website and App

When visiting our Website for purely informational purposes (see Section C. III. below on how we process your personal data when using our Online Store), the browser and / or the App that you are using will, per default, send certain technical data to our Website server, for example your IP address. To ensure the security of the IT infrastructure used to provide the Website, this technical data is temporarily stored in a so-called Web Server Log File.

We also provide different functions intended to support you when visiting our website and / or using the App (e.g. chat function, contact form, store locator). Depending on which functions you use, additional data is processed.

You will find more detailed information on the data processing in the table below.

1. Details on the personal data that are processed

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|--|--|---|---|
| Protocol data that is generated for technical reasons via the Hypertext Transfer Protocol (Secure) when the website is accessed (" HTTP(S) data "). | On the Website: IP address, type and version of your internet browser, operating system used, the webpage accessed, the webpage previously visited ("Referrer URL"), date and time of access. In the App: device ID (IMEI), IP-address, operating system, webpage accessed, date and time of access. | 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 is 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 have stored during a previous visit (" Return Data "). | Information about product views, products added to and removed from basket, products added to wish list, product purchases, view on navigation page, view on search results, click on product as well as the selected specification like size and color. | 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 you with tailored information in the online store. | The data is collected through tracking technologies. Information on the storage period can be found on the website via the cookie banner / cookie settings or in the app via the consent overlay / consent settings. |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|---|---|--|--|
| <p>In case of (optional) use of personalized size recommendations as well as virtual try-on with avatar creation:</p> <p>Data you provide to receive a personalized size recommendation, e.g. under the link “What is my size?” or “Try it on now” (“personalized size data”).</p> | <p>Body-related information such as height, weight, physique information, preferred fit, photo/video footage of your body, etc.</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 content.</p> | <p>The data is collected through tracking technologies. Information on the storage period can be found on the website via the cookie banner / cookie settings or in the app via the consent overlay / consent settings.</p> |
| <p>When using the Store locator or the “Check in-store availability” function: Information that allows us to determine your location (“Location data”).</p> | <p>Location data</p> | <p>There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not made available, we will not be able to provide the accessed Website content.</p> | <p>When using the map (Store locator) and / or the “in-store availability” function and sharing your location with our Website via your browser, data is processed in order to display your location or to determine the nearest store. This data is not retained beyond that.</p> |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|--|---|--|--|
| <p>(Optional) when using the Online Chat, Chat Assistant or style advice:</p> <p>Data which you provide us in the online chat / via the style counselling service ("Online Chat data").</p> | <p>All information related to your online chat, e.g. user ID, IP address, image, audio, communication content and communication time.</p> | <p>There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not provided, we will not be able to process your request.</p> | <p>Voice or video calls are neither recorded nor stored.</p> <p>a) Data is stored until your request has been dealt with.</p> <p>b) We will also store this data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims for a transitional period of 3 years starting with the end of the calendar year in which you provided us with the data and, in the event of any legal disputes, until their conclusion.</p> <p>c) We also store this data insofar as statutory retention obligations exist, in particular under commercial and tax law.</p> <p>d) If you use the co-browsing function, the image of your browser will not be saved.</p> <p>e) Insofar as the data is collected by tracking technologies, you can find information on the storage period on the website via the cookie banner/ cookie settings or in the app via the consent overlay/ consent settings.</p> |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|--|--|--|--|
| Data that you provide us with in the contact forms on the website ("Contact Form Data"). | Title, 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). | 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 is usually 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 in the event of any legal disputes until such have been concluded. |
| If (optional) contact is made via other communication channels: Data that you provide when you contact us ("Contact Data") | 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. | 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 is 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. |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|--|---|---|--|
| When using our notification service for the availability of products ("Notification data") | E-mail address, product and size | There is no obligation to provide the data. Not providing this data means that you cannot use the notification service. | 60 days after registration for notifications |
| Protocol data that accrue for technical reasons when subscribing to push notifications ("Push Notification Protocol Data"). | Date and time of subscription, push-token, device ID, operating system | There is no obligation to provide the data. Not providing this data means that you cannot subscribe to push notifications. | We store this data for as long as you subscribe to push notifications. In addition, we store this data as an exception beyond this if and as long as we are subject to statutory retention or documentation obligations for such data or to the extent this is necessary for evidence purposes. |
| Data you share with us and our partners when you connect your Wallet with us or any partner of us ("Blockchain Data"). | Wallet ID, User ID, public blockchain user information We do not store your private key. You are responsible for maintaining the confidentiality of your Wallet information, including your private key. | In case of non-provision of the data, you will not be able to participate in blockchain related activities with us. | Permanent storage of information within the blockchain. At your request, only a disconnection from your Wallet ID to us is possible. |

2. Details on the processing of personal data

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|--|--|--|--|
| Provision of content of Website / App accessed by the user. | HTTP(S) data | Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the provision of the Website content accessed by the user. | Hosting provider and / or App provider, respectively |
| HTTP(S) data is processed temporarily in web server log files to provide the website content requested by the user and 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(S) Data. | Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content requested by the user and 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 / or App provider, respectively |
| Personalized display of information about payment and financing options based on shopping cart content | HTTP(S) data | Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our Website. | Service provider |
| Provision of a personalized clothing size recommendation as well as creation of personalized mannequin. | Personalized Size data | Consent (Art. 6 (1) (a) GDPR via the cookie banner | Service provider |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|--|--|--|------------------------------------|
| <p>Provision of more merchandising options and more effective search results as well as 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.</p> <p>This includes tracking the response behavior to the personalized displays of information (e.g. click and purchase behavior).</p> | HTTP(S) Data, Return data, possibly Order Data | Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our Website. | Service provider |
| Display of your location and / or stores nearby | Location data | Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is to support our customers in searching for our stores. Your data is only submitted when released by you in your browser. | - |
| Display push notifications with order information, shipping information, package tracking status, as well as marketing content if you have agreed to receive app push notifications within the app or through the settings in your mobile device. | Push Notification Protocol Data, Purchase Data | Consent (Art. 6 para. 1 a) GDPR via the communication settings in our app or via the settings in your mobile device. | Service provider; Hosting provider |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|---|---|--|---|
| Processing your request. | Contact Form data and Contact data, Online Chat Data. | <p>Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our Website.</p> <p>Insofar as your enquiry concerns the performance of a contract to which you are a contracting party, or the implementation of pre-contractual steps: Art. 6 (1) (b) GDPR.</p> <p>Otherwise: Balancing of interests (Art. 6 (1) (f) GDPR). In this case, our legitimate interest is the processing of your request.</p> | <p>Hosting provider, HUGO BOSS Customer Care 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.</p> |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|--|---|--|---|
| Provision of the “Co-browsing” function to actively support you with your order through our live-chat agents. | Online chat data as well as a copy of your browser, whereby it is technically ensured that the chat agent can only access the content in our online store that is necessary in order to provide support and that no personal data from your computer or other (in particular browser) windows is processed. | Insofar as you agree, in the course of an online chat on our website, that the respective chat agent can control your browser remotely, the chat agent can carry out individual steps in the ordering process for you (see also section 3 of the General Terms and Conditions for our Online Store). Balancing of interest (Art. 6 (1) (f) GDPR). Our legitimate interest is the user-friendly, technical support of the ordering process. | Hosting provider, HUGO BOSS Customer Care |
| Optimization of our customer service and improving customer satisfaction e.g. by creating chat reports or conducting customer satisfaction surveys | Contact Form Data, Contact Data, Online Chat Data, Purchase data, e.g. order value | Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our website to create chat reports or balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the improvement of our customer service. | Hosting provider, service provider, HUGO BOSS Customer Care |
| Processing your notification request by informing you about the availability of products. | Notification Data | Steps prior to entering into a contract (Art. 6 (1) (b) GDPR) or balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is to support our customers in getting the desired product. | Email Service Provider |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|---|---|---|-----------|
| To disclose your NFTs, we need to connect to your crypto wallet. Your wallet ID is needed for you to make future purchases in the Blockchain (e.g., additional accessories for NFTs). For NFT based reward mechanisms (e.g., sending and holding NFTs on platforms designated for this purpose) and verifications of transactions made. | Blockchain-Data | Performance of contract (Art. 6 (1) (b) GDPR) | - |
| Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims. | Contact Form Data and Contact Data, Online Chat Data. | Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of any legal claims. | - |

Automated decision-making within the meaning of Art. 22 GDPR does not take place.

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

We may also transfer personal data to third countries that do not currently ensure a level of data protection equivalent to that of the EU. We compensate for the lower level of protection through appropriate contracts, particularly the recognized standard contractual clauses, insofar as the recipient is not already subject to a legally recognized set of rules for ensuring data protection and we cannot rely on a legal exception. An exception may apply namely in the case of legal proceedings abroad, but also in cases of overriding public interests or if the performance of a contract requires such disclosure, if you have consented or if it is a matter of data made generally available by you, the processing of which you have not objected to.

| Recipient | Recipient's location | Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations |
|---------------------------------|---|--|
| HUGO BOSS Customer Care | AU, SG | The transfer is subject to the EU standard data protection clauses pursuant to Art. 46 (2) (c), (5) GDPR. |
| Hosting provider | EU | - |
| Service provider | EU | - |
| Service provider | USA | Adequacy decision for USA. |
| App provider | EU | - |
| Communications service provider | Depends on your means of communication and your location, but the recipient's location may be overseas in countries including USA | Adequacy decision for USA, otherwise the transfer is subject to the EU standard data protection clauses pursuant to Art. 46 (2) (c), (5) GDPR. |

III. Using our online store

In addition to the purely informational use of our Website (as described above under Section C. I.) you have the option of making purchases through our Online Store. Use of our Online Store will trigger further data processing, as described below. We process different kinds of personal data in relation to different functions within our Online Store, to conclude and execute purchase agreements and for debt recovery purposes.

You will find more detailed information on the data processing in the table below.

1. Details on the personal data that is processed

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|--|---|---|---|
| Protocol data that accrue via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons during use of our online store (" HTTP(S) 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. | 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 is 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. |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|---|--|---|---|
| Information that you provide us with in order to process your purchase order (" Purchase order form data "). | Form of address, name, surname, address, as well as your e-mail address. | <p>Provision is required for the conclusion of the purchase contract.</p> <p>If the data is not provided, you will not be able to purchase products from our Website.</p> | <p>a) The data will be stored until your order has been processed completely, i.e. until the products are shipped.</p> <p>b) We will also store this data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims for a transitional period of 3 years starting with the end of the calendar year in which you provided us with the data and, in the event of any legal disputes, until their conclusion.</p> <p>c) We also store this data insofar as statutory retention obligations exist, in particular under commercial and tax law.</p> <p>d) If you participate in our customer loyalty programme HUGO BOSS EXPERIENCE and use your My HUGO BOSS customer account in order to place your purchase order, we will store your address details for the operations of the HUGO BOSS customer account, as well as use them for the purposes described in Section C. II. of our Privacy Policy for the participation in HUGO BOSS EXPERIENCE.</p> |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|--|--|---|--|
| Technical data regarding the device used for the purchase order (" Device data "). | Type of browser, type of device (e.g. iPad, iPhone, Android mobile), IP address. In the App: your terminal device (model and IMEI), operating system, the (sub-) webpage accessed, date and time of access, country (according to IP address). | There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not provided, we cannot process your request. | We store the data as described above under a) and b). |
| Information that you provide us with as part of the payment process for ordered products or, insofar as the purchase contract is set aside, for the purposes of refunding (" Payment data "). | Information regarding the selected payment method (e.g. PayPal, credit card, by invoice, by instalment, instant bank transfer, Amazon Pay, Google Pay, Apple Pay) and information (e.g. the username of the account) to be provided for the respective means of payment, as applicable. We may receive information from the payment service provider you have chosen regarding confirmation or cancellation of your payment, as applicable. | Provision of personal data is required for the conclusion or setting aside of the purchase contract. If the data is not provided, you will not be able to purchase products from our Online Store. | We store the data as described above under a), b), and c). |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|--|--|--|---|
| <p>When using the direct “PayPal”, “Google Pay”, “Amazon Pay” or “Apple Pay” order method (optional):</p> <p>Your contact details provided by PayPal, Google Pay, Apple Pay, Amazon Pay (“Payment contact details”)</p> | <p>Form of address, name, surname, address, as well as e-mail address</p> | <p>Provision is required for the conclusion of a purchase contract via “PayPal Express”, “Google Pay”, “Amazon Pay” or “Apple Pay” order channel.</p> <p>If the data is not provided, you will not be able to purchase products via this ordering channel.</p> | <p>We store the data as described above under a), b), and c).</p> |
| <p>Information regarding your purchase required to process your order (“Purchase data”).</p> | <p>Information regarding product(s) purchased (product name, product number, quantity, clothing size, colour, purchase price, currency, order number), store version used, date and time of respective purchase, selected means of payment and shipping method, status of your order including information on product returns.</p> | <p>Provision is required for the conclusion of a purchase contract.</p> <p>If the data is not provided, you will not be able to purchase products via our Online Store.</p> | <p>We store the data as described above under a), b), c), and d).</p> |
| <p>When using our omnichannel services, information on your identification through presentation of a legitimization paper (“Identification data”)</p> | <p>Data that can be seen on a legitimization paper, typically name and address</p> | <p>Presentation of the legitimization document is necessary for identification.</p> <p>If the data is not provided, you will not be able to pick up your orders from our Retail Store.</p> | <p>Only presentation of the document, no data storage takes place</p> |

| Categories of personal data that are processed | Personal data included in the categories | Obligation to provide the data | Storage duration |
|---|---|---|--|
| When using the service gift packaging in checkout, your personal message content ("Personal message data") | Information you have provided to us in relation to your personal message. | Provision is required when using the service gift packaging with personal message. If the data is not provided, you will not be able to create a personal message. | We store the data as described above under a), b), and c). |
| Information in transaction e-mails sent by us regarding the processing / reversal of your purchase order, e.g. order confirmation ("Transaction e-mail data"). | Purchase order form data, purchase data, further content and time of transaction e-mail | Provision is required for the conclusion of a purchase contract. If the data is not provided, you will not be able to purchase products via our Online Store. | We store the data as described above under a), b), and c). |
| Information about your responses to our transactional e-mails ("Response behavior data"). | Click and open behavior with date and time information | - | We store the data for a period of 1 year after sending the e-mail. |

2. Details on the processing of the personal data

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|---|---|--|---|
| Provision of our Online Store functions on the Website. | HTTP(S) Data. | Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content that requested by the user. | Hosting provider. |
| <p>Conclusion and performance of purchase contracts concluded via our Website or App.</p> <p>This includes in particular preparation of shipment of the products purchased by you by the shipping service provider selected by you, as well as estimating the delivery date and sending transaction e-mails to inform you about the respective status of your order.</p> <p>This also includes the registration of a potential return with the respective shipping service provider in order to provide a return label for you.</p> | Purchase order form data, purchase data, further content and time of transaction e-mail | Performance of contract (Art. 6 (1) (b) GDPR) or balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the reversal of the purchase contract. | <p>Hosting provider; E-mail service provider; Payment service provider; Gift card service provider, if applicable, Shipping service provider, Service Provider for shipping and supply chain management.</p> <p>Service provider for post-purchase experience and delivery management</p> |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|--|---|---|--|
| <p>Conclusion and performance of contracts when using our omnichannel purchasing options, e.g. Order from (Retail) Store, Click & Collect, Remote Selling.</p> <p>This includes presenting a legitimation paper for identification when picking up a parcel in our Retail Stores.</p> <p>This also includes the registration of a potential return with the respective shipping service provider in order to provide a return label for you.</p> | <p>Purchase order form data, purchase data, further content and time of transaction e-mail, Identification data</p> | <p>Performance of contract (Art. 6 (1) (b) GDPR) or balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the reversal of the purchase contract.</p> | <p>Hosting provider; E-mail service provider; Payment service provider; Gift card service provider, if applicable, Shipping service provider, warehouse and logistics service provider, Service Provider for shipping and supply chain management. Service provider for post-purchase experience and delivery management</p> |
| <p>Provision of the “PayPal Express”, “Google Pay”, “Apple Pay” or “Amazon Pay” order channel in order to process payment via the respective link of the payment service provider. They then transmits the data required for processing the order to us so that we can execute the order.</p> | <p>Payment Contact details</p> | <p>Conclusion and performance of contract (Art. 6 (1) (b) GDPR).</p> | <p>Payment service provider; Hosting provider</p> |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|--|--|---|--------------------------|
| <p>When selecting the Klarna payment methods “by invoice”, “by instalment”, and “pay now”:</p> <p>Provision of said payment methods for processing of payment. Your data will be transmitted to Klarna. Klarna may carry out its own risk and fraud checks to determine whether the selected payment method can be offered. For that purpose, Klarna may process further personal data in their own responsibility. More information about this and other data protection matters in relation to Klarna’s payment methods can be found in Klarna’s Privacy Policy. Questions regarding data processing in connection with Klarna’s payment methods should be addressed to Klarna. Contact details of the respective controller as well as detailed information on your rights as a data subject can also be found in Klarna’s Privacy Policy linked above.</p> | Purchase order form data, purchase data | Conclusion and performance of contract (Art. 6 (1) (b) GDPR). | Payment service provider |
| <p>When selecting credit card as payment method (optional):</p> <p>Provision of credit card payment option for processing of payment. Credit card information is processed exclusively by our payment service provider, subject to strict information security measures.</p> | Purchase order form data, Purchase data, Payment data, Device data | Conclusion and performance of contract (Art. 6 (1) (b) GDPR) | Payment service provider |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|---|--|---|---|
| <p>Fraud Prevention / Credit Card Misuse</p> <p>In order to run sufficient fraud prevention checks, we save information about payment attempts (successful and unsuccessful).</p> <p>When selecting credit card as payment method incl. “Google Pay” and “Apple Pay” (optional): By means of various parameters – also using address and data from former online and offline transactions with HUGO BOSS – risk of fraud / credit card misuse is assessed. If such a risk is identified, the customer is required to verify their identity with the card issuer using the “3-D-Secure procedure” or in rare cases needs to select a different payment method.</p> | <p>Purchase order form data, Purchase data, Payment data, Device data</p> <p>Data will be used only for two years.</p> | <p>Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the prevention of fraud / credit card misuse.</p> | <p>Payment service provider</p> |
| <p>Address completion and validation</p> | <p>Address</p> | <p>Steps prior to entering into a contract (Art. 6 (1) (b) GDPR).</p> | <p>Address validation service provider</p> |
| <p>Provision of shipping information / track and trace</p> | <p>Purchase order form data, e-mail data</p> | <p>Performance of contract (Art. 6 (1) (b) GDPR).</p> | <p>E-mail service provider; Hosting provider; Shipping service provider, warehouse and logistics service provider, Service provider for post-purchase</p> |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|---|--|--|---|
| | | | experience and delivery management |
| Optimization of our customer service e.g. through creation of e-mail reports or processing order-related customer inquiries | Response behavior data | Balancing of interests (Art. 6 (1) (f) GDPR. Our legitimate interest is in optimizing the provision of order related information, e.g. shipping information. | E-mail service provider |
| Personalized displays of information, e.g. on equivalent, thematically related or similar products and content in transactional emails. | E-mail address, Purchase Data | Balancing of interests (Art. 6 (1) (f) GDPR. Our legitimate interest is direct advertising. | E-mail service provider, Service Provider |
| Provision of gift packaging with a personal message | Personal message data | Balancing of interests (Art. 6 (1) (f) GDPR. Our legitimate interest is the fulfilment of the gift packing service. | - |
| Providing customer care service to customers who bought items in the online shop. This includes support regarding returns and refunds. | All categories of personal data | Insofar as your enquiry concerns the performance of a contract to which you are a contracting party: Art. 6 (1) (b) GDPR. Otherwise: Balancing of interests (Art. 6 (1) (f) GDPR). In this case, our legitimate interest is the processing of your request. | HUGO BOSS Customer care, Warehouse and logistics service provider |

| Purpose of processing the personal data | Categories of personal data that are processed | Legal basis, and, if applicable, legitimate interests | Recipient |
|---|--|---|---|
| Storage and processing of data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims. | Purchase order form data, Payment data, Purchase data, Transaction e-mail data | Balancing of interests (Art. 6 (1) (f) GDPR. Our legitimate interest is the enforcement, exercise or defence of legal claims. | Hosting provider |
| <p>Reversal of purchase contracts in case of revocation or other reasons for reversal by returning the parcel by post or to a Retail Store.</p> <p>For any payment refunds we use the same payment method that you used for making the payment.</p> <p>If you use our “Order from Store” service, pay directly at store checkout and subsequently decide to cancel your purchase, we will collect and process your bank account details for the refund, as we do not store details of your payment at our store checkouts. For this purpose we will contact you by e-mail and inform you about the next steps</p> | Purchase order form data, Payment data, Purchase data, Transaction e-mail data | Performance of contract (Art. 6 (1) (b) GDPR) and balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is in this case the reversal of the contract. | Hosting provider; E-mail service provider, warehouse and logistics service provider |
| Storage of data in compliance with statutory retention obligations, in particular under commercial and tax law. | Purchase order form data, Payment data, Purchase data, Transaction e-mail data | Compliance with a legal obligation (Art. 6 (1) (c) GDPR). | Hosting provider |

Automated decision-making within the meaning of Art. 22 GDPR does not take place.

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

We may also transfer personal data to third countries that do not currently ensure a level of data protection equivalent to that of the EU. We compensate for the lower level of protection through appropriate contracts, particularly the recognized standard contractual clauses, insofar as the recipient is not already subject to a legally recognized set of rules for ensuring data protection and we cannot rely on a legal exception. An exception may apply namely in the case of legal proceedings abroad, but also in cases of overriding public interests or if the performance of a contract requires such disclosure, if you have consented or if it is a matter of data made generally available by you, the processing of which you have not objected to.

| Recipient | Recipient's location | Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations |
|---|------------------------|---|
| Hosting provider | Processor | EU |
| E-mail service provider | Processor | EU |
| Gift card service provider | Processor | EU |
| Payment service provider | Controller / Processor | EU |
| Address validation service provider | Processor | EU |
| Service provider for post-purchase experience and delivery management | Processor | EU |
| Service Provider for shipping and supply chain management. | Processor | EU |
| Shipping service provider | Controller | AU |

| Recipient | Recipient's location | Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations |
|--|----------------------|---|
| Warehouse and logistics service provider | Processor | AU |
| HUGO BOSS Customer Care service provider | AU, SG | The transfer is subject to the EU standard data protection clauses pursuant to Art. 46 (2) (c), (5) GDPR. |

IV. Use of sales platforms

In addition to purchasing via our online store, you have the option to purchase our products via sales platforms of other providers (Zalando, Amazon, etc.), so-called marketplaces, which triggers further data processing. We receive order form and purchase data from our respective marketplace partner, which we use for the processing of your order, e.g. preparation of the shipment of the goods ordered by you, provision of shipping information/shipment tracking. We give your data to the shipping service provider selected by you or the Marketplace partner. The legal basis for this data processing on our side is contract performance (Art. 6 para. 1 b) GDPR). We store the data until your order has been fully processed, i.e. until the goods have been shipped. In addition, we store this data for evidence purposes for any assertion, exercise or defence of legal claims beyond that for a transitional period of three years from the end of the year in which you provided us with the data and in the event of any legal disputes until their termination. We also store this data insofar as legal, in particular commercial and tax law, retention obligations exist. Depending on the type of documents, there may be retention obligations under commercial and tax law of six or ten years (§ 147 of the German Fiscal Code (AO), § 257 of the German Commercial Code (HGB).

The marketplace partner of the sales platform remains responsible for the processing of your data under data protection law. There is no joint processing of your data with the marketplace partner or on our behalf. Our marketplace partners have their own privacy policies, which can usually be found on their websites. We are not responsible for the privacy policies and data processing practices of the marketplace partners.

D. PROTECTION OF YOUR PERSONAL DATA (SECURITY OF PROCESSING)

HUGO BOSS has implemented various technical and organizational measures to ensure an appropriate level of data security while processing your personal data. HUGO BOSS is officially certified according IEC/ISO 27001 with regard to the protection of customer data.

To ensure confidentiality, integrity and availability of your personal data, HUGO BOSS has implemented f. e. the following technical and organizational measures (non-exhaustive list):

- Encryption of personal data
- Pseudonymisation of personal data
- Consistent application of the “need-to-know-principle” (access to your personal data is strictly limited to personnel who require access to provide the requested products and services)
- HUGO BOSS personnel and service providers are subject to an obligation of confidentiality
- Implementation of numerous precautionary measures to protect your personal data against unauthorized access, loss, alteration
- Contracting service providers of HUGO BOSS are contractually obliged to ensure the same appropriate level of security.

All technical and organizational measures implemented by HUGO BOSS shall always reflect the “state of the art”.

E. 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 www.hugoboss.com/au under Data Protection and in the App under My HUGO BOSS, Info & Legal, Data Protection.