

PRIVACY POLICY HUGO BOSS WEB AND APP

SWITZERLAND

HUGO BOSS attaches great importance to the protection of your personal data and processes it exclusively in accordance with the principles laid out below and in compliance with applicable data protection laws, in particular with the EU General Data Protection Regulation (hereinafter referred to as “GDPR”) and the Swiss Federal Act on Data Protection (hereinafter referred to as “FADP”). The applicability of these laws depends on the specific circumstances.

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A. INFORMATION ABOUT THE DATA CONTROLLER**I. Name and contact details of the joint controllers**

Below you will find information about HUGO BOSS AG and the respective HUGO BOSS local seller company as jointly responsible (hereinafter referred to as “**HUGO BOSS**” or “**we**”) for your personal data.

HUGO BOSS AG Holy-Allee 3, 72555 Metzingen, Germany Telephone: +49 7123 94-0 Fax: +49 7123 94-80259 E-mail: info@hugoboss.com	HUGO BOSS (Schweiz) AG Baarerstraße 135, 6300 Zug, Switzerland Phone: +41 (0) 43 5478 744 E-Mail: service-ch@hugoboss.com
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II. Contact details of the data controller’s data protection officer according to article 37 et seqq. GDPR

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 REGARDING YOUR RIGHTS AS A DATA SUBJECT

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

Please note that you are only entitled to the rights listed below within the scope of the applicable data protection laws and that, depending on the circumstances, specific conditions, exceptions, or restrictions apply.

I. Right to information

As a data subject you have a right to information.

Specifically, this means that you have the right to request information from us about whether we are processing personal data relating to you. Depending on the applicable data protection law, the right to information may include further information, including personal data as such, the purposes of processing, the categories of personal data and the recipients or categories of recipients to whom the personal data have been or will be disclosed.

II. Right to rectification

As a data subject you have a right to rectification.

In particular, this means that you have the right to request that we correct any incorrect personal data relating to you as well as complete any incomplete personal data without undue delay.

III. Right to erasure

As a data subject you have a right to erasure.

This means that you have the right to request that we delete personal data relating to you without undue delay and that we are obliged to delete personal data. For example, this may be the case if the personal data is no longer necessary for the purposes for which it was collected or processed in any other way.

Exceptionally, the right to erasure does not apply if the processing is necessary, for example, for compliance with a legal obligation or for the establishment, exercise or defense of legal claims.

IV. Right to restriction of processing

As a data subject you have a right to restriction of processing.

This means that you have the right to request us to restrict processing if, for example, you question the correctness of the personal data or if, for example, you do not want your personal data to be used for certain purposes.

V. Right to data portability

As a data subject you have a right to data portability.

You may request that the personal data relating to you, which you have provided to us, be delivered free of charge in a commonly used electronic format. You may also request that we transmit such data to another data controller, provided that the processing is based on consent or on a contract and that the processing is carried out by automated means.

VI. Right to object

As a data subject, you have a right to object to data processing of personal data relating to you.

If personal data are processed for the purpose of direct marketing, you have the right to object at any time to the processing of personal data relating to you for the purpose of such marketing. For information on whether and to what extent personal data are processed for direct marketing purposes, please refer to the information on the purposes of processing in Section C of this Privacy Policy.

In the instance of an objection to processing for direct marketing purposes, we will no longer process the personal data concerned for these purposes. The lawfulness of previous data processing is not affected by the objection.

VII. Right to withdraw consent

If the processing is based on consent, you as the data subject have the right to withdraw your consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. We will inform you about this before you give your consent. For information on whether processing is based on consent, please refer to the information on the legal basis for processing in Section C of this Privacy Policy.

VIII. Right to contact the supervisory authority

As a data subject, you have the right to contact the competent supervisory authority if you believe that your personal data is not being processed in accordance with data protection laws or if you wish to address any other data protection concern.

C. INFORMATION REGARDING 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. A further use of your personal data for secondary purposes beyond the scope specified below does not take place.

In every section of data processing, you will find below information whether a data processing is a) part of the data protection responsibility and thus within the operational range of HUGO BOSS AG as joint controller party or b) the respective local HUGO BOSS seller company as the other joint controller party.

I. Visiting our Website and App

When visiting our Website for purely informational purposes, the browser used on your end device will, per default, send certain information to the server of our Website, such as your IP address. We process this information to provide you with the content of the Website that you have accessed. To ensure the security of the IT infrastructure used to provide the Website, this information is temporarily stored in a so-called web server log file. We also provide different functions intended to support you when visiting our Website (e.g., chat function, contact form, store locator). Depending on which functions you use, additional data is processed, which is also described below.

To enable you to use the Website for informational purposes, we use cookies on the Website, by means of which personal data is processed. Further details can be found below or via the "cookie settings", which can be accessed at any time via the footer of our Website.

HUGO BOSS AG provides the HUGO BOSS Website including the integrated Online Store and the App as a technical infrastructure for all HUGO BOSS subsidiaries. . Therefore, HUGO BOSS AG is the responsible joint controller party for data processing related to the visit of the website and App as well as tracking measures integrated into them. You will find more detailed information on the data processing in the table below.

1. Tracking including the use of cookies

1.1 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 end device you are using 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 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, such 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 end device's (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 on the Website via the cookie banner/cookie settings and in the App via the consent overlay/consent settings. You can also withdraw 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 may appear.

1.2 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.

a) Necessary Tracking Technologies

Some functions of our Website/App cannot be offered without the use of 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.

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/App 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 to the extent described above.

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, that means 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, that means aggregated data on which conclusions are drawn.

The provision of your personal data is not necessary for the use of the Website/App.

2. Details regarding personal data to be processed

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide the data	Storage period
Protocol data that is generated for technical reasons via the Hypertext Transfer Protocol (Secure) when the Website is accessed („ HTTP(S) data “).	IP address, type and version of your internet browser, operating system used, the webpage visited, the webpage previously accessed (“referrer URL”), 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 the 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 display information tailored to you.	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 to be processed	Personal data contained in these categories	Obligation to provide the data	Storage period
<p>In case of (optional) use of personalized size recommendations:</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 data such as your height, weight, body type, photo/video footage of your body, preferred fit 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>If the data is not made available, we will not be able to provide the requested Website 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>In case of (optional) use of the store locator or the “check in-store availability”:</p> <p>Data that allows us to determine your location (“Location data“).</p>	<p>Location data</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>If the data is not made available, we will not be able to provide the requested Website content.</p>	<p>The data is processed to display your location or to determine the nearest store when you access either the map or the availability of products in our stores and share your location with our Website in the browser. The data is not stored beyond that.</p>
<p>When you use our AI Assistants:</p> <p>Information you share with us during these interactions (“Online Chat data”). (“AI Assistant Chat Data“).</p>	<p>All information related to your interactions, e.g., user ID, IP address, image, audio, questions, preferences, details about products, orders and styles;</p> <p>Any information related to size and measurements that you choose to share;</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>If the data is not provided, we cannot process your request.</p>	<p>Voice or video calls are neither recorded nor stored.</p> <p>a) The data will be stored until your request has been dealt with.</p> <p>b) We may also store this data for evidential purposes in relation to the possible establishment, exercise or defence of legal claims, if applicable longer</p>

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide the data	Storage period
	<p>Any order related information, e.g. name, order-Nr, e-mail address; Outputs.</p>		<p>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.</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> <p>f) The outputs (responses of the Virtual Shopping Assistant) are stored by the service provider for 7 days for quality check purposes.</p>

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide the data	Storage period
<p>In case of (optional) use of the contact form: Data you provide us with via the contact forms on our Website (“Contact form data”).</p>	<p>Name, surname, street, house number, postcode, city, country, e-mail address, your request, your message (mandatory), title, telephone number, order number, form of address (optional).</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. If the data is not provided, we will not be able to process your request.</p>	<p>We store the data as described above under a), b), and c).</p>
<p>When using our notification service for the availability of products (“Notification data”)</p>	<p>E-mail address, product and size</p>	<p>There is no obligation to provide the data. Not providing this data means that you cannot use the notification service.</p>	<p>60 days after registration for notifications</p>
<p>In case of (optional) contact via other communication channels: Data you provide us with when making contact (“Contact data”).</p>	<p>Depending on the communication channel: telephone number when contacting us via telephone, mobile telephone number and username when contacting us via messenger (communication service provider), e-mail address when contacting us via e-mail. In addition, we store the information you provided us with</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. If the data is not provided, we cannot process your request.</p>	<p>We store the data as described above under a), b), and c).</p>

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide the data	Storage period
	in relation to your reason for contacting us.		
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.	Not providing these data means that you cannot 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.
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.	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 you cannot subscribe to push notifications.	We store this data for as long as you subscribe to push notifications. In addition, we exceptionally store this data 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 evidential purposes.

3. Details regarding the processing of personal data

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
Provision of content of Website accessed by the user.	HTTP(S) data	Our legitimate interest is the provision of the Website content accessed by the user.	Hosting provider
Ensuring the security of the IT infrastructure used to provide the Website, in particular to identify, eliminate and ensure the evidential value of our documentation in case of any disruptions (e.g., DDos attacks).	HTTP(S) data	Our legitimate interest is to ensure the security of the IT infrastructure used to provide the Website, in particular to identify, eliminate and ensure the evidential value of our documentation in case of any disruptions (e.g. DDos attacks).	Hosting provider
Personalized display of information about payment and financing options based on shopping cart content.	HTTP(S) data	Consent via the cookie banner on our Website.	Service provider
<p>When you consent to cookies, we evaluate interactions on our website to create a preference profile. This profile reflects preferences such as favorite brands, price sensitivity, style preferences and category interests (e.g., sneakers vs. boots). For this purpose, actions such as product detail page views, add to cart or add to wishlist actions and purchases are taken into account.</p> <p>Based on this information, recommendation algorithms are used to display products that</p>	HTTP(S) Data, return data, possibly order data	Consent via the cookie banner on our Website.	Service provider

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
<p>match the user's interests and past behavior. In addition, interest based audience groups are created so that users with a high interest in certain attributes can be shown corresponding content and product recommendations. This includes tracking the response behavior to the personalized displays of information (e.g., click and purchase behavior).</p>			
<p>(Optional) provision of a personalized clothing size recommendation.</p>	<p>Personalized size data</p>	<p>Our legitimate interest is to support our customers in choosing the right clothing size in order to increase customer satisfaction and to avoid incorrect orders.</p>	<p>Service provider</p>
<p>(Optional) display of your location or stores in the vicinity.</p>	<p>Location data</p>	<p>Our legitimate interest is to support our customers in searching for our stores. Your data is only submitted when you release them in your browser.</p>	<p>-</p>
<p>Optimization of our customer service and improving customer satisfaction e.g., by creating chat reports or conducting customer satisfaction surveys.</p>	<p>Contact data, contact form data, AI Assistant Chat Data, HTTPS(S) Data, Return Data, purchase data, e.g., order value</p>	<p>Consent via the cookie banner on our Website to create chat reports or our legitimate interest is to improve of our customer service.</p>	<p>Hosting provider, service provider, survey service provider, HUGO BOSS Customer Care</p>

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
Processing your notification request by informing you about the availability of products.	Notification Data	Our legitimate interest lies in the conclusion of a contract or in the support of our customers in getting the desired product.	Email Service Provider
When you use our AI Assistants and consent to cookies, we use your interactions to provide personalized AI-supported responses. This includes tailored product recommendations, support in product selection (e.g. size recommendations, style suggestions, product search) as well as improving the user experience on the website and further developing the AI models.	AI Assistant Chat Data, Return Data	Insofar as we use Return Data, consent via the cookie banner on our website. Our legitimate interest is to offer efficient, personalized support and thus improve customer experience.	Service Provider, AI Service Provider
Improvement of our products, services, and internal processes through the use of data-driven analyses based on a central data platform that consolidates data in one place, structures it, and makes it available for evaluation.	Return Data, Location data, Notification data, Purchase order form data, Device data, Payment data, Purchase data, Transaction e-mail data, Response behavior data.	Our legitimate interest lies in improving our products, services, and internal processes through reliable, real-world data and meaningful analyses.	Service provider

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
<p>(Optional) provision of the “co-browsing” function to actively support you with your order through our live-chat agents.</p>	<p>AI Assistant 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.</p>	<p>Insofar as you agree in 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).</p> <p>Our legitimate interest is the user-friendly, technical support of the ordering process.</p>	<p>Hosting provider, HUGO BOSS Customer Care</p>
<p>Processing your request</p>	<p>Contact form data or contact data, AI Assistant Chat Data</p>	<p>Consent via the cookie banner on our Website for the use of the chat tool.</p> <p>Our legitimate interest is the processing of your request.</p>	<p>Hosting provider, HUGO BOSS Customer Care, AI Service Provider and communications service provider</p>
<p>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).</p> <p>For NFT based reward mechanisms (e.g., sending and holding NFTs on platforms designated for this purpose) and verifications of transactions made.</p>	<p>Blockchain-Data</p>	<p>Conclusion and performance of a contract</p>	<p>-</p>

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
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 via the communication settings in our App or via the settings in your mobile device.	Service provider, Hosting provider
Storage and processing for evidential purposes for the establishment, exercise or defence of any legal claims.	Contact form data, contact data, AI Assistant Chat Data.	Our legitimate interest is the establishment, exercise or defence of any legal claims.	-

We do not engage in automated individual decision-making pursuant to article 22 GDPR.

4. Details regarding recipients of personal data and the transfer of personal data to a third country 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 or Switzerland. 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 role	Recipient's location
HUGO BOSS Customer Care	Processor	EU
Hosting provider	Processor	EU, potentially worldwide
Service provider	Processor/Joint Controller	EU, potentially worldwide
Communication service provider	Controller	Depending on your means of communication and your location, potentially worldwide
Service Provider	Processor	USA, potentially worldwide
Survey Service Provider	Processor	EU
AI Service Provider	Processor	EU

II. 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. In order to provide various functions in our Online Store, for the conclusion and execution of purchase contracts, and for the administration and collection of our purchase price receivables, we process various personal data.

The respective local HUGO BOSS seller company uses the HUGO BOSS Website and App with an integrated Online Store, which is provided by HUGO BOSS AG, as a sales channel. It acts as a contractual partner and in this role, it is responsible for the fulfilment of the purchase contracts. HUGO BOSS AG is the responsible joint controller party for data processing related to dispatch of online orders.

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

1. Details regarding personal data to be processed

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide personal data	Storage period
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.	Provision is required for the conclusion of the purchase contract. Not providing these data means that you cannot purchase products from our Online Store.	a) The data will be stored until your order has been processed completely, that means until the products are shipped. b) We may store this data for evidential purposes for any establishment, exercise or defence of legal claims and, in the event of any legal disputes, until their conclusion. c) We also store this data insofar as statutory retention obligations exist.

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide personal data	Storage period
			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 My 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.
Information that you provide us with as part of the payment process for ordered products („ Payment data “).	Depending on the chosen means of payment (e.g., PayPal, credit card, instant bank transfer, by invoice, Amazon Pay, Google Pay or Apple Pay), the information to be provided for the respective means of payment (e.g., username of the account)	Provision is required for the conclusion of the purchase contract. Not providing these data means that you cannot purchase products from our Online Store.	We store the data as described above under a), b), and c).

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide personal data	Storage period
<p>In case of (optional) use of the order method “PayPal”, “Google Pay”, “Amazon Pay” or “Apple Pay”: Your contact details provided by PayPal, Google Pay, Amazon Pay and Apple Pay (“Payment contact details”), if you have agreed to this.</p>	<p>Form of address, name, surname, address, as well as your e-mail address.</p>	<p>Provision is required for the conclusion of a purchase contract via the order method “PayPal Express”, “Google Pay”, “Amazon Pay” and “Apple Pay”. Not providing these data means that you cannot purchase products from our Online Store.</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>Data regarding product(s) purchased (product name, product number, quantity, size, color, 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.</p>	<p>Provision is required for the conclusion of a purchase contract. Not providing these data means that you cannot purchase products from our Online Store.</p>	<p>We store the data as described above under a), b), and c). 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 My 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 to be processed	Personal data contained in these categories	Obligation to provide personal data	Storage period
When using our omnichannel services, information on your identification through presentation of a legitimation paper ("Identification data")	Data that can be seen on a legitimation paper, typically name and address	Presentation of the legitimation document is necessary for identification. If the data is not provided, you will not be able to pick up your orders from our Retail Store.	Only presentation of the document , no data storage takes place
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).
Data 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. Not providing these data means that you cannot purchase products from our Online Store.	We store the data as described above under a), b), and c).

Categories of personal data to be processed	Personal data contained in these categories	Obligation to provide personal data	Storage period
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.
Technical data regarding the device used for the purchase order (" Device data ").	Browser type and version, time information (time zone, current time), display parameters, operating system identifier, IP address (anonymized), language settings, installed plugins, fonts, etc., as well as a hash ID built from this data.	Provision is required for the conclusion of a purchase contract. Not providing these data means that you cannot purchase products from our Online Store.	We store the data as described above under a) and b).

2. Details regarding the processing of personal data

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
<p>Provision of our Online Store functions on the Website.</p>	<p>HTTP(S) data</p>	<p>Our legitimate interest is the provision of the Website content accessed by the user.</p>	<p>Hosting provider</p>
<p>Conclusion and performance of purchase contracts concluded via our Online Store.</p> <p>This includes in particular preparation of shipment of the products you purchased by the shipping service provider you selected, as well as determining 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>	<p>Purchase order form data, payment data, purchase data, transaction e-mail data.</p>	<p>Our interest lies in the fulfilment of a contract or in the rescission of the purchase contract.</p>	<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. Service provider for post-purchase experience and delivery management</p>

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
<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 legitimization paper for identification when picking up a parcel in our Retail Stores. In the context of Click & Collect, this also includes fulfilment data such as your signature upon pickup and the pickup date and time.</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>Our interest lies in the fulfilment and 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, Service Provider for shipping and supply chain management. Service provider for post-purchase experience and delivery management</p>
<p>Verification of the e-mail address entered during the order process to determine whether it is associated with an existing customer account.</p>	<p>E-mail address entered during checkout</p>	<p>Our legitimate interests lie in an efficient checkout process and consistent management of customer accounts and consents.</p>	<p>Hosting provider, IT service provider, Providers for customer management</p>
<p>Provision of the order method “PayPal Express”, “Google Pay”, “Amazon Pay” and “Apple Pay” in order to process payment via the respective link. They then transmit the data required for processing the order to us so that we can execute the order.</p>	<p>Payment contact details</p>	<p>Our interest lies in the fulfilment of a contract.</p>	<p>Payment service provider, hosting provider</p>

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
<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>	<p>Purchase order form data, purchase data</p>	<p>Our interest lies in the fulfilment of a contract.</p>	<p>Payment service provider</p>
<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>	<p>Purchase order form data, Purchase data, Payment data, Device data</p>	<p>Our interest lies in the fulfilment of a contract.</p>	<p>Payment service provider</p>

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
<p>We may analyze return behavior, such as order and return patterns, in order to identify and prevent disproportionate cost burdens. For this purpose, we calculate certain indicators (e.g. return rates) based on the relationship between placed orders and returned items. Depending on the outcome of this analysis, the availability of specific payment methods (e.g. invoice or installment payment options) may be temporarily restricted. This does not affect the ability to complete orders using other available payment methods.</p>	<p>Purchase order form data, Payment data, Purchase data</p>	<p>Our legitimate interest lies in avoiding excessive cost burdens for our company caused by disproportionately high return behavior, so that we can continue to offer our voluntary free return service in the future.</p>	
<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>Our legitimate interest is the prevention of fraud / credit card misuse.</p>	<p>Payment service provider</p>

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
Address completion and validation	Address	Initiation of contract	Address validation service provider
Provision of shipping information/track and trace	Purchase order form data, e-mail data	Our interest lies in the fulfilment of a contract	E-mail service provider; hosting provider; shipping service provider, Service provider for post-purchase 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	Our legitimate interest is in optimizing the provision of order related information, e.g., shipping information.	E-mail service provider
Display of advertising for equivalent, related or similar products in transactional emails based on the purchase.	E-mail address, purchase data	Our legitimate interest is in direct advertising.	E-mail service provider, service Provider
Provision of gift packaging with a personal message	Personal message data	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	Our interest lies in the fulfilment of a contract insofar as your enquiry concerns the performance of a contract. Otherwise our legitimate interest is the processing of your request.	HUGO BOSS Customer care

Purpose of the processing of personal data	Categories of personal data to be processed	Legal basis (to the extent required by applicable law)	Categories of recipients
Storage and processing of data for evidential purposes in relation to the possible establishment, exercise or defence of legal claims.	Purchase order form data, payment data, purchase data, transaction e-mail data	Our legitimate interest is the establishment, exercise or defence of legal claims.	Hosting provider
<p>Rescission of purchase contracts in case of revocation or other reasons for rescission 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	Our legitimate interest is the rescission of purchase contracts.	Hosting provider, e-mail 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	Our interest lies in the compliance with a legal obligation.	Hosting provider

We do not engage in automated individual decision-making pursuant to article 22 GDPR.

3. Details regarding recipients of personal data and the transfer of personal data to a third country 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 or Switzerland. 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 role	Recipient's location
Hosting provider, e-mail service provider, address validation service provider, gift card service provider.	Processor	EU, potentially worldwide
HUGO BOSS Customer Care	Processor	EU
Payment service provider	Controller	EU, potentially worldwide
Shipping service provider	Controller	EU, potentially worldwide
Debt collection agencies	Controller	EU, potentially worldwide
Credit agencies	Controller	EU, potentially worldwide
Service provider for post-purchase experience and delivery management	Processor	EU
Service Provider for shipping and supply chain management.	Processor	EU
Providers for customer management	Processor	EU & UK

III. 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. We store the data until your order has been fully processed, that means until the goods have been shipped. In addition, we store this data for evidence purposes for any assertion, exercise or defense of legal claims and 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.

The respective local HUGO BOSS seller company acts as a contractual partner of the marketplace. HUGO BOSS AG is the responsible joint controller party for data processing related to dispatch of orders placed via a marketplace.

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 to 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 technical and organizational measures, including the following (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, or 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. CHANGES TO THIS PRIVACY POLICY

It may become necessary to adapt this Privacy Policy due to technical and/or business reasons and/or changes in legal requirements and/or regulatory standards. The latest Privacy Policy can be accessed at any time at www.hugoboss.com.