

PRIVACY POLICY HUGO BOSS WEB

SOUTH KOREA

HUGO BOSS AG, Holy-Allee 3, 72555 Metzingen, Germany (hereinafter "**HUGO BOSS**" or "**we**") provides the HUGO BOSS website, including the online store integrated into it under the URL www.hugoboss.com/kr. 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 data protection laws, in particular the EU General Data Protection Regulation (GDPR) and Korea's Personal Information Protection Act (PIPA).

In the following privacy policy, we provide you with information about the data controller processing of your personal data, the data controller's data protection officer (Section A) and about your rights you may have with respect to the processing of your personal data (Section B). You can also find information in the following about the processing of your personal data (Section C).

NOTE: If you are purchasing articles from online store you will be subject to the [PRIVACY POLICY of GLOBAL-E NL B.V.. \("Global-e"\)](#), Krijn Taconiskade 430 1087 HW Amsterdam, The Netherlands, HUGO BOSS's international fulfilment partner. Global-e will be a **data controller** in its own right in respect of any personal information it holds to conclude, manage and perform the purchase contract.

Depending on the section of data processing, your personal data is processed in HUGO BOSS's or Global-E's system area. As part of the purchase process, customer data is processed exclusively in the online store and in the HUGO BOSS system area ("**operating range HB**"). Only during the "checkout process" is customer data transmitted via an interface to the Global-E system area, where further data processing takes place ("**operating range GE**"). With this data transfer via the interface into the Global-E system area, the factual influence and responsibility for data processing changes from HUGO BOSS to Global-e.

A detailed description of how HUGO BOSS and Global-e make HUGO BOSS's products available for purchase is included in the [Terms and Conditions of Sale](#).

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A. INFORMATION ABOUT THE DATA CONTROLLER

I. Name and contact details of the data controller

HUGO BOSS AG
Holy-Allee 3, 72555 Metzingen, Germany
Telephone: +49 7123 94-0
Fax: +49 7123 94-80259
E-mail: info@hugoboss.com

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

HUGO BOSS AG
Data Protection Officer
Holy-Allee 3, 72555 Metzingen, Germany
Telephone: +49 7123 94 – 80999
Fax: +49 7123 94 – 880999
E-mail: privacy@hugoboss.com

III. Technological and Administrative Protection Measures

We have implemented reasonable technical, administrative and physical security measures in order to protect your data from being lost, stolen, divulged, forged, altered or damaged. Some of the steps we have taken are:

- establishing and implementing internal management plans to securely process the data;
- limiting access controls on the data as well as other measures to manage/restrict access to the data;
- encryption measures to safely store and transmit the data and other equivalent measures;
- retaining access logs in case of unauthorized access to the data, and other measures to prevent forgery or alteration thereof;
- installing and updating security programs; and
- measures to physically safeguard the data.

B. INFORMATION ABOUT THE RIGHTS OF DATA SUBJECTS

As a data subject you can exercise the following rights with respect to the processing of your personal data, provided that the relevant conditions are met:

- I. Right of access (Art. 15 GDPR, Art. 35 PIPA)
- II. Right to rectification (Art. 16 GDPR, Art. 36 PIPA)
- III. Right to erasure ("right to be forgotten") (Art. 17 GDPR, Art. 36 PIPA)
- 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, Art. 39-7 PIPA)
- VIII. Right to lodge a complaint with the supervisory authority (Art. 77 (1) GDPR)

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

C. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA

In connection with our online activities personal data are processed for different purposes. You will find information below regarding the purposes and means of the processing of personal data. We may seek your consent to the following processing of personal data as required by applicable laws and regulations, and while you may refuse to give your consent, if you do not consent to the mandatory items, your usage of our services may be restricted.

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. We generally refer to such other tracking technologies and Cookies as "**Cookies**".

We would also like to point out that you can generally prohibit the use of Cookies or delete Cookies in your browser settings. Please refer to the manufacturer's instructions for further details on the specific procedure.

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

a) Necessary Tracking-Technologies

Some functions of our website 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 to the extent mentioned 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, 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

When the use of the website is purely informational, certain information, for example your IP address, is for technical reasons sent to our server by the browser used on your end device. We process this information in order to provide the website content requested by you. To ensure the security of the IT infrastructure used to provide the website, this information is also temporarily stored in a so-called web server log file. Furthermore, we provide you with various functions to assist you when visiting the website (e.g. chat function, contact form, store locator). Depending on which functions you use, further data processing is carried out, which is also described below.

You receive 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
<p>Protocol data which accrue via the Hypertext Transfer Protocol (Secure) ("HTTP(S) Data") for technical reasons when the website is visited.</p>	<p>IP address, type and version of your Internet browser, operating system used, the page accessed, the site accessed before visiting the site (referrer URL), date and time of the visit.</p>	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing these data means that we cannot provide the requested website content.</p>	<p>Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days.</p> <p>If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.</p>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
<p>Data that you provide us with in the contact forms on the website ("Contact Form Data").</p>	<p>Mandatory: name, e-mail address, your request, your message</p> <p>Voluntary: Title, street, house number, postal code, city, country, telephone number, order number</p>	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing the data means that we cannot process your request.</p>	<p>a) Data are usually stored until your request has been handled.</p> <p>b) 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.</p> <p>c) We are obliged to store the data according to German commercial or tax laws up to 10 years.</p>
<p>(Optional) when using the Store locator or the "Check in-store availability" function</p> <p>Data that allows us to approximately determine your location ("Location Data", such as IP address ("IP Address")]</p>	<p>Location Data (IP Address)</p>	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing these data means that we cannot provide the requested website content.</p>	<p>The data is processed to display your approximate location or to determine the nearest store when you access either the map or the availability of products in our stores and release your approximate location in the browser for our website. The data is not stored beyond this.</p>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
<p>Data that you have stored during a previous visit ("Return Data")</p>	<p>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 specifications such as size and colour.</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>In the event that the data is not provided, we will not be able to show you any suitable information messages in the online store.</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 personalized size recommendations: 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 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>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
<p>(Optional) When you use our AI Assistants: Information you share with us during these interactions ("AI Assistant Chat Data")</p>	<p>All information related to your interaction, 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>Any order related information, e.g. name, order-Nr, e-mail address;</p> <p>Outputs.</p>	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing the data means that we cannot process your request.</p>	<p>Voice or video calls are neither recorded nor stored.</p> <p>We store the data as described above under a), b) and c).</p> <p>d) If you use the co-browsing function, the image of your browser is <i>not</i> stored.</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>
<p>If (optional) contact is made via other communication channels, such as phone, messenger, or e-mail:</p> <p>Data that you provide when you contact us ("Contact Data")</p>	<p>Depending on the communication channel: telephone number when calling by phone, mobile phone number and user name when contacting by messenger (communication service provider), e-mail address when contacting by e-mail</p>	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing the data means that we cannot process your request.</p>	<p>We store the data as described above under a), b) and c).</p>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
	In addition, the information you have provided about the reason for contacting		
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
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 sharing of the personal data (entrustment and third-party provision)

Hugo Boss AG entrusts the processing of personal data as follows. The personal data is transferred to the recipient electronically upon transfer, and the data is retained by the recipient until the respective data processing purposes are fulfilled.

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Category of Recipient (for details see C.III.3)
Provision of the contents of the website accessed by the user	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.	Hosting provider
Ensuring the security of the IT infrastructure used to provide the Website, in particular to identify, correct and ensure the evidential value of our documentation in case of any disruptions (e.g. DDos attacks).	HTTP(S) Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is to ensure the security of the IT infrastructure used to provide the Website, in particular to identify, correct and ensure the evidential value of our documentation in case of any disruptions (e.g. DDos attacks).	Hosting provider

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Category of Recipient (for details see C.III.3)
<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 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.</p> <p>This includes tracking the response behavior to the personalized displays of information (e.g. click and purchase behavior).</p>	<p>HTTP(S) Data, Return Data, possibly Order Data.</p>	<p>Art. 6 No. 1 (a) GDPR you can consent via our Cookie Banner on our website.</p>	<p>Service provider</p>
<p>Provision of a personalized clothing size recommendation</p>	<p>Personalized size data</p>	<p>Consent (Art. 6 (1) (a) GDPR via the cookie banner</p>	<p>Service provider</p>

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Category of Recipient (for details see C.III.3)
Display of your location or stores nearby	Location Data.	<p>Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is supporting our customers in their search for our stores.</p> <p>The data is only transmitted when you release it in your browser.</p>	-
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Contact Form Data, AI Assistant Chat Data, Contact 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.	-
Processing your request.	Contact Data, Contact Form Data or AI Assistant Chat Data.	<p>Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our Website.</p> <p>Art. 6 (1) (f) GDPR. After balancing of the interests our legitimate interest is processing your request.</p>	<p>Hosting provider, HUGO BOSS Customer Care service, service provider for Chat Assistant and communications service provider, if applicable</p>

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Category of Recipient (for details see C.III.3)
<p>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 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.</p>	<p>Hosting provider, HUGO BOSS Customer Care</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 Form Data, Contact Data, AI Assistant Chat Data, HTTPS(S) Data, Return Data, Purchase data, e.g. order value</p>	<p>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.</p>	<p>Hosting provider for customer requests, service provider for customer surveys, service provider for Chat Assistant, HUGO BOSS Customer Care</p>

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Category of Recipient (for details see C.III.3)
<p>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.</p>	<p>AI Assistant Chat Data, Return Data</p>	<p>Insofar as we use Return Data, consent (Art. 6 (1) (a) GDPR) via the cookie banner on our website.</p> <p>Otherwise, balancing of interests (Art. 6 (1) (f) GDPR). In this case, our legitimate interest is to offer efficient, personalized support and thus improve customer experience.</p>	<p>Service Provider, AI Service Provider</p>
<p>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.</p>	<p>Return Data, Location data, Notification data, Purchase order form data, Device data, Payment data, Purchase data, Transaction e-mail data, Response behavior data.</p>	<p>Art. 6 (1) (f) GDPR. After balancing the interests, our legitimate interest lies in improving our products, services, and internal processes through reliable, real-world data and meaningful analyses.</p>	<p>Service provider</p>
<p>Processing your notification request by informing you about the availability of products.</p>	<p>Notification Data</p>	<p>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.</p>	<p>Email Service Provider</p>

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

3. Details on the recipients of personal data and international transfer of personal data

Recipient (category, task and name)	Link to the Privacy Policy and contact details	Recipient's location	Recipient' role	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider of the website and ensuring the security of IT infrastructure: Salesforce.com EMEA Limited	https://www.salesforce.com/uk/company/privacy/	UK	Entrustee	-
Hosting provider for customer requests: LivePerson Netherlands B.V.	https://www.liveperson.com/policies/privacy/	Netherlands	Entrustee	-
Hosting provider for customer requests: ConSol Consulting & Solutions Software GmbH	https://www.consol.com/data-privacy/	Germany	Entrustee	-
Service provider for provision of a clothing size recommendation: Fit Analytics GmbH	https://www.fitanalytics.com/files/Fit_Analytics_Privacy_Policy_Website.pdf	Germany	Entrustee	-
Customer care service provider: HUGO BOSS Korea Ltd.	For data protection contact details see above A.II.	Korea	Entrustee	The transfers are subject to EU Standard Data Protection Clauses pursuant to Art. 46 (2) (c), (5) GDPR. A copy of the Standard Data Protection Clauses can be obtained under https://eur-lex.europa.eu/legal-

Recipient (category, task and name)	Link to the Privacy Policy and contact details	Recipient's location	Recipient' role	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
				content/EN/TXT/?uri=CELEX%3A32010D0087
Communications service provider: WhatsApp Inc. (only if chosen by customer)	https://www.whatsapp.com/privacy	USA	Third party recipient	Your consent when you reach out to us via Whats App
Service Provider for preference profile and AI Service provider: Mastercard Europe SA and Dynamic Yield Ltd.	https://www.dynamicyield.com/privacy-policy/	Belgium	Entrustee	-
Service provider for personalized displays of information Digital Media Technologies Limited	https://taggstar.com/privacy-policy/	UK	Third party recipient	Adequacy decision
Service provider for customer surveys Qualtrics LLC	https://www.qualtrics.com/privacy-statement/	USA	Entrustee	The transfer is subject to the EU standard data protection clauses pursuant to Art. 46 (2) (c), (5) GDPR.
Service provider for Chat Assistant Cognigy GmbH	https://www.cognigy.com/privacy-policy	Germany	Entrustee	-

Recipient (category, task and name)	Link to the Privacy Policy and contact details	Recipient's location	Recipient' role	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Flowmailer B.V. e-mail service provider	https://flowmailer.com/public/en/resources//privacy-policy	Netherlands	Entrustee	-

III. Using our online store

You have the possibility on our website to use the online store. You receive more detailed information on this below.

1. Details on the personal data that is processed

Categories of personal data that are processed	Personal data included in the categories	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 the 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 are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security related event occurs (e.g. a DDoS attack). If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Information about your purchase that we receive from Global-e, the seller (" Order Data ").	Title, first name, last name, address and e-mail address as well as information about the articles purchased (article description, article number, number of articles, size, colour, price, currency, order number), address data for billing and shipping as well as the relevant Global-e logistic center, date and time of each purchase, payment method chosen and shipping option, status of your order, and (if any) cancellation of such order.	Provision is necessary to enter into a purchase agreement. Not providing these data means that you cannot order anything from the online store.	a) Data are usually stored until your order has been completely processed, i.e. until the goods have been sent. b) 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. c) We are obliged to store the data according to German commercial or tax laws up to 10 years.

2. Details on the sharing of the personal data (entrustment and third-party provision)

Hugo Boss AG entrusts the processing of personal data as follows. The personal data is transferred to the recipient electronically upon transfer, and the data is retained by the recipient until the respective data processing purposes are fulfilled.

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Category of Recipient (for details see C.II.3)
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.

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Category of Recipient (for details see C.II.3)
Conclusion of the purchase agreements between Global-e as seller and the customer on the account of HUGO BOSS. This includes the data exchange from the online store of HUGO BOSS to the checkout page of Global-e as well as data in the context of a rescission of the contract	Order Data.	Art. 6 No.1 (b) GDPR, Performance of a contract and Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the support of Global-e’s handling of the purchase agreement and the reversal of purchase contracts in case of revocation or other reasons for reversal.	Fulfilment partner (Global-e), hosting provider,.
Order management of purchase agreements between the customer and Global-e as seller on the account of HUGO BOSS. This includes in particular preparing the parcels with the goods you have ordered.	Order Data.	Art. 6 No.1 (b) GDPR, Performance of a contract and Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the support of Global-e’s handling of the purchase agreement.	Fulfilment partner (Global-e), hosting provider.
Providing customer care to customers who bought from Global-e as seller on the account of HUGO BOSS. This includes support regarding returns and refunds.	Order Data.	Art. 6 No.1 (b) GDPR, Performance of a contract and Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the support of Global-e’s handling of the purchase agreement.	Fulfilment partner (Global-e), hosting provider, and customer care service
Storage and processing of data for evidential purposes in relation to the possible assertion, exercise or defence of legal claims.	Order Data.	Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the enforcement, exercise or defence of 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 international transfer of personal data

Recipient (category, task and name)	Link to the Privacy Policy and contact details	Recipient's location	Recipients' Role	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider of the website: Salesforce.com EMEA Limited	https://www.salesforce.com/uk/company/privacy/	UK	Entrustee	-
Partner for the fulfilment of your purchase incl. order management and customer care: Global-e NL B.V.	https://www.global-e.com/privacy-policy/	Netherlands	Third party recipient	-
Hosting provider for the fulfilment of your purchase incl. order management: SAP Deutschland SE	https://www.sap.com/corporate/en/legal/privacy.html	Germany	Entrustee	-
Shipment provider for the parcels: Quehenberger Logistics DE GmbH	https://www.quehenberger.com/en/Privacy-statement	Germany	Third Party Recipient	-
Shipment tracking provider for the parcels: parcelLab GmbH	https://parcellab.com/gdpr/	Germany	Entrustee	-

Recipient (category, task and name)	Link to the Privacy Policy and contact details	Recipient's location	Recipients' Role	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider for customer requests: LivePerson Netherlands B.V.	https://www.liveperson.com/policies/privacy/	Netherlands	Entrustee	-
Hosting provider for customer requests: ConSol Consulting & Solutions Software GmbH	https://www.consol.com/data-privacy/	Germany	Entrustee	-
Customer care service provider: HUGO BOSS Korea Ltd.	For data protection contact details see above A.II.	Korea	Entrustee	Adequacy Decision
Communications service provider: WhatsApp Inc. (only if chosen by customer)	https://www.whatsapp.com/privacy	USA	Third party recipient	Your consent when you reach out to us via WhatsApp

IV. Deletion of Personal Data

Upon expiry of the storage duration, we move all personal data that we process to a separate database (or a document box in the case of papers) and the personal data is destroyed after storage for a certain period time depending on the bases for such storage under our internal policy and other applicable laws and regulations. The personal data moved to a separate database will not be used for any purposes other than for retention unless as otherwise provided in any laws or regulations.

We delete personal data stored in electronic file format by using technical means rendering the restoration of such data impossible. If personal data is printed on paper, such paper will be shredded or incinerated.

V. 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 defense 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.

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

It may be necessary to amend this Privacy Policy due to technical developments and / or changes in legal requirements and / or regulatory standards. The latest Privacy Policy and the previous versions of this Privacy Policy can be accessed at any time at the bottom of the homepage of www.hugoboss.com/kr.