

## PRIVACY POLICY HUGO BOSS WEB

### HONG KONG SAR, CHINA; TAIWAN REGION; Macau SAR, China

HUGO BOSS AG, Holy-Allee 3, 72555 Metzingen, Germany (hereinafter “**HUGO BOSS**” or “**we**”) provides the HUGO BOSS website, including the online stores integrated into it under the URL [www.hugoboss.com/hk](http://www.hugoboss.com/hk) and [www.hugoboss.com/tw](http://www.hugoboss.com/tw) and [www.hugoboss.com/mo](http://www.hugoboss.com/mo). HUGO BOSS attaches great importance to the protection of your personal data and processes it exclusively in accordance with the principles described below and in compliance with the applicable local data protection laws as well as the EU General Data Protection Regulation (GDPR).

In the following you receive information about the data controller processing your personal data and the data controller’s data protection officer (**Section A**) and about your rights you may have with respect to the processing of your personal data (**Section B**). You also receive information in the following about the processing of your personal data (**Section C**).

**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 HK](#) and [Terms and Conditions of Sale TW](#) and [Terms and Conditions of Sales MO](#).

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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](mailto: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 : [dpo-cn@hugoboss.com](mailto:dpo-cn@hugoboss.com)

**B. INFORMATION ABOUT THE RIGHTS OF DATA SUBJECTS**

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

- I. Right of access (Art. 15 GDPR)
- II. Right to rectification (Art. 16 GDPR)
- III. Right to erasure (“right to be forgotten”) (Art. 17 GDPR)
- IV. Right to restriction of processing (Art. 18 GDPR)
- V. Right to data portability (Art. 20 GDPR)
- VI. Right to object (Art. 21 GDPR)

Under the conditions provided in Art. 21 No.1 GDPR you have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data which is based on Art. 6 (1) (e) or (f) GDPR, including profiling based on those provisions. Under the conditions provided in Art. 21 No.2 GDPR you have the right to object at any time to processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

You can find detailed information regarding the legal basis of processing in **Section C** of this Privacy Policy.

- VII. Right to withdraw consent (Art. 7 (3) GDPR)
- VIII. Right to lodge a complaint with the supervisory authority (Art. 77 (1) GDPR)

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

## **C. INFORMATION ABOUT THE PROCESSING OF PERSONAL DATA**

In connection with our online activities different personal data are processed for different purposes. You will find information below regarding the purposes and means of the processing of personal data.

### **I. Tracking including the use of cookies**

#### **1. General information**

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

Your browser uses so-called Cookies when you visit our website. Cookies are small text files that your browser stores on your hard drive. If you access the HUGO BOSS websites again, HUGO BOSS may retrieve the stored cookie information. We and our service providers use browser and flash Cookies and other common online tracking technologies, including small graphics known as counting pixels, pixel tags, web beacons or clear GIFs, which are used in connection with the provision of our services to track the use of the online service by our users. In general, Tracking-Technologies and Cookies are referred to as “**Cookies**”.

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

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

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

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

## **2. Various types of Tracking-Technologies**

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

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

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

### **a) Necessary Tracking-Technologies**

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

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

**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 including web analysis technologies**

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 this 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) (<b>HTTP(S)</b> ("<b>HTTP(S) Data</b>") 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 HTTP Data.</p> <p>Not providing HTTP Data means that we cannot provide the requested website content.</p>	<p>HTTP Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security related event occurs (e.g. a DDoS attack).</p> <p>If there is a security related event, server log files are stored until the security relevant event has been eliminated and clarified in full.</p>
<p>Data that you have stored during a previous visit ("<b>Return Data</b>")</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 specification like size and color.</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 you with tailored information 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>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
<p>In case of (optional) use of personalized size recommendations: Data you provide to receive a personalized size recommendation, e.g. under the link “What is my size?” or “Try it on now” (“<b>Personalized size data</b>”).</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.  Not providing these data means that we cannot provide the requested content.</p>	<p>The data is collected through tracking technologies. Information on the storage period can be found on the website via the cookie banner / cookie settings or in the app via the consent overlay / consent settings.</p>
<p>When using the Store locator or the “Check in-store availability“ function: Information that allows us to determine your location (“<b>Location data</b>”)</p>	<p>Location data</p>	<p>There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not made available, we will not be able to provide the accessed Website content.</p>	<p>When using the map (Store locator) and / or the “in-store availability” function and sharing your location with our Website via your browser, data is processed in order to display your location or to determine the nearest store. This data is not retained beyond that.</p>
<p>When you use our AI Assistants: Information you share with us during these interactions (“<b>AI Assistant Chat Data</b>”).</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>There is no statutory or contractual requirement for the provision of personal data, nor is it a requirement necessary to enter into a contract. There is no obligation to provide the personal data. If the data is not provided, we will not be able to process your request.</p>	<p>Voice or video calls are neither recorded nor stored. a) Data is stored until your request has been fulfilled. b) We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period</p>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
	<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>commencing at the end of the year in which you provided the data and in the event of any legal disputes until such have been concluded.</p> <p>c) We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p> <p>d) If you use the co-browsing function, the image of your browser will not be saved.</p> <p>e) Insofar as the data is collected by tracking technologies, you can find information on the storage period on the website via the cookie banner/ cookie settings or in the app via the consent overlay/ consent settings.</p> <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>Data that you provide us with in the contact forms on the website (<b>“Contact Form Data”</b>).</p>	<p>Title, first name, last name, street, house number, postal code, city, country, e-mail address, your request, your message (mandatory), title, telephone number, order number (voluntary).</p>	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>Not providing the data means that we cannot process your request.</p>	<p>Data are usually stored until your request has been handled.</p> <p>We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and in the event of any legal disputes until such have been concluded.</p>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
<p>If (optional) contact is made via other communication channels: Data that you provide when you contact us (“<b>Contact Data</b>”)</p>	<p>Depending on the communication channel: telephone number when contacting us via telephone, mobile telephone number and username when contacting us via messenger (third party communication service provider such as WhatsApp), e-mail address when contacting us via e-mail . In addition, we store the information and communications you provided us in relation to your reason for contacting us.</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.  Not providing the data means that we cannot process your request.</p>	<p>Data is stored until your request has been fulfilled.  We store these data for evidence purposes for the establishment, exercise or defence of any legal claims and also for an interim period commencing at the end of the year in which you provided the data and in the event of any legal disputes until such have been concluded.  We also store these data longer if we are legally required to do so, pursuant to any applicable law.</p>
<p>When using our notification service for the availability of products (“<b>Notification data</b>”)</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>

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Data you share with us and our partners when you connect your Wallet with us or any partner of us (" <b>Blockchain Data</b> ").	<p>Wallet ID, User ID, public blockchain user information</p> <p>We do not store your private key.</p> <p>You are responsible for maintaining the confidentiality of your Wallet information, including your private key.</p>	In case of non-provision of the data, you will not be able to participate in blockchain related activities with us.	Permanent storage of information within the blockchain. At your request, only a disconnection from your Wallet ID to us is possible.

**2. Details on the processing of personal data**

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
HTTP data are processed temporarily in web server log files to provide the website content requested by the user and to ensure the security of the IT infrastructure used to provide the website, in particular to identify, eliminate and preserve evidence of disruptions (e.g. DDoS attacks).	HTTP Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content requested by the user and ensuring the security of the IT infrastructure used to provide the website, in particular to identify, eliminate and preserve evidence of disruptions (e.g. DDoS attacks).	Hosting provider.
Provision of a personalized clothing size recommendation	Personalized Size Data.	Consent (Art. 6 (1) (a) GDPR via the cookie banner	Service provider

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
<p>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 Data, Return data, possibly Order Data</p>	<p>Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our Website.</p>	<p>Service provider</p>
<p>Display of your location and / or stores nearby</p>	<p>Location data</p>	<p>Balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is to support our customers in searching for our stores. Your data is only submitted when released by you in your browser.</p>	<p>-</p>

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

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
<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, service provider, survey service provider, HUGO BOSS Customer Care</p>
<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.  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>

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
Processing your notification request by informing you about the availability of products.	Notification Data	Steps prior to entering into a contract (Art. 6 (1) (b) GDPR) or balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is to support our customers in getting the desired product.	Email Service Provider
To disclose your NFTs, we need to connect to your crypto wallet. Your wallet ID is needed for you to make future purchases in the Blockchain (e.g., additional accessories for NFTs). For NFT based reward mechanisms (e.g., sending and holding NFTs on platforms designated for this purpose) and verifications of transactions made.	Blockchain-Data	Performance of contract (Art. 6 (1) (b) GDPR)	-
Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.	Contact Form Data, Contact Data, AI Assistant Chat Data	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of any legal claims.	-

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

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

Recipient	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider	EU	-
Service provider	EU	-
Service provider	USA	Adequacy decision for USA.
Communications service provider	Depending on your means of communication and your location	-
HUGO BOSS Customer Care Service Provider	SG, MY	The transfer is subject to the EU standard data protection clauses pursuant to Art. 46 (2) (c), (5) GDPR.
Survey Service Provider	EU	-
AI Service Provider	EU	-

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

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Information about your purchase that we receive from Global-e, the seller (“ <b>Order Data</b> ”).	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.	Provision is necessary to enter into a purchase agreement.  Not providing Order Data means that you cannot order anything from our online store.	a) We usually store your data until your order has been completely processed, i.e. until the goods have been sent.  b) We store Order 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 according to German commercial or tax laws up to 10 years.

**2. Details on the processing of the personal data**

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
Provision of our Online Store functions on the Website.	HTTP(S) Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is providing the website content that requested by the user.	Hosting provider.

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
<p>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.</p>	<p>Order Data.</p>	<p>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.</p>	<p>Fulfilment partner (Global-e), hosting provider.</p>
<p>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.</p>	<p>Order Data.</p>	<p>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.</p>	<p>Fulfilment partner (Global-e), hosting provider.</p>
<p>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.</p>	<p>Order Data.</p>	<p>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.</p>	<p>Fulfilment partner (Global-e), hosting provider, HUGO BOSS Customer Care service provider</p>
<p>Storage and processing for evidence purposes for the establishment, exercise or defence of any legal claims.</p>	<p>Order Data.</p>	<p>Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of any legal claims.</p>	<p>Hosting 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 the transfer of personal data to countries outside the EEA and/or international organisations**

Recipient	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider, e-mail service provider, payment services provider, shipping services provider, collection agencies, address validation services provider, fulfilment partner (Global-e)	EU	-
HUGO BOSS Customer Care Service Provider	SG, MY	The transfer is subject to the EU standard data protection clauses pursuant to Art. 46 (2) (c), (5) GDPR.

**IV. Use of sales platforms**

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

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

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

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

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

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

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

**E. EFFECTIVE DATE AND AMENDMENT OF THIS PRIVACY POLICY**

This Privacy Policy is effective immediately.

It may be necessary to amend this Privacy Policy due to technical developments and/or changes to statutory or regulatory requirements.

The currently valid version of this Privacy Policy can be accessed at any time at [www.hugoboss.com/hk](http://www.hugoboss.com/hk) and [www.hugoboss.com/tw](http://www.hugoboss.com/tw) and <https://www.hugoboss.com/mo>.