

## PRIVACY POLICY HUGO BOSS WEB

**ALBANIA, ANDORRA, BULGARIA, CROATIA, CZECH REPUBLIC, ESTONIA, GREECE, HUNGARY, INDIA, ISRAEL, LATVIA, LITHUANIA, MONACO, MONTENEGRO, NORTH MACEDONIA, NORWAY, ROMANIA, SERBIA, SLOVAKIA, SLOVENIA, SOUTH AFRICA, UKRAINE, QATAR, LUXEMBOURG, EGYPT, SAUDI ARABIA, UAE, KUWAIT, BAHRAIN, OMAN, TURKEY, NEW ZEALAND, CYPRUS, MALTA, TUNISIA, MAROCCO, ALGERIA, NIGERIA, MAURITIUS, THAILAND, PHILIPPINES, MALAYSIA, SINGAPORE, VIETNAM, INDONESIA**

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](http://www.hugoboss.com). 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).

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](#).

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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: [privacy@hugoboss.com](mailto:privacy@hugoboss.com)

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

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

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

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

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

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

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

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

In connection with our online activities 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 use of Cookies on this website**

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

Your browser uses so-called Cookies. Cookies are small text files that your browser stores on your hard drive. If you access the HUGO BOSS websites again, HUGO BOSS may retrieve the stored cookie information. Personal data may also be stored in Cookies. Personal data is all data that can be related to you personally. The execution of programs or the transmission of viruses to your computer is not possible. We and our service providers use browser and flash Cookies and other common online tracking technologies, including small graphics known as counting pixels, pixel tags, web beacons or clear GIFs, which are used in connection with the provision of our services to track the use of the online service by our users. 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. You can also revoke your consent for functional, analytics and marketing cookies either per category or per service at any time via the "Cookie settings" which you can find in the footer of our website. If you prohibit the use of Cookies, functional impairments are possible.

#### **2. Various types of Cookies**

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

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

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

**a) Necessary Cookies**

Some functions of our website cannot be offered without the use of technically necessary Cookies. In these Cookies, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. 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. 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 Cookies**

Functional Cookies serve the purpose of enabling you to have a better surfing experience. These Cookies are not required, but they simplify your visit to the website by storing communication and usage data, such as font, country and currency settings, as well as a unique cookie ID, which enables us to recognize you when you return to our website.

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

**c) Cookies for analytics**

HUGO BOSS uses various Cookies for analytics purposes, e.g. to better understand how the website is used and to improve its services.

For this purpose, we collect technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enables us to recognize you when you return to our website. We also collect certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn. The provision of your personal data is not necessary for the use of the website.

**d) Cookies for marketing purposes**

HUGO BOSS uses various Cookies for advertising and targeted marketing purposes, e.g. to place personalized advertisements. This also includes the use of Cookies 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 ID, which enables us to recognize you when you return to our website. We also collect certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn. The provision of your personal data is not necessary for the use of the website.

**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.

**1. Details on the personal data that are processed**

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
Protocol data which accrue via the Hypertext Transfer Protocol (Secure) (" <b>HTTP(S) Data</b> ") for technical reasons when the website is visited.	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.	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.	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
		Not providing these data means that we cannot provide the requested website content.	
Data that you provide us with in the contact forms on the website ( <b>“Contact Form Data”</b> ).	<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 "availability in stores" function.</p> <p>Data that allows us to determine your location (<b>“Location Data”</b>)</p>	Location Data	<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>	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 release your location in the browser for our website. The data is not stored beyond this.



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</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” (<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.</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>
<p>(Optional) when using the online chat, Chat Assistant or style advice function:</p> <p>Data which you provide us in the online chat / via the style advice function (<b>“Online Chat Data”</b>)</p>	<p>All information related to your online chat, e.g. user ID, IP address, image, audio, communication content and communication time.</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>If (optional) contact is made via other communication channels:</p> <p>Data that you provide when you contact us (<b>“Contact Data”</b>)</p>	<p>Depending on the communication channel: telephone number when calling by phone, mobile phone number and username when contacting by messenger (communication service provider), 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
	<p>address when contacting by e-mail</p> <p>In addition, the information you have provided about the reason for contacting</p>		
<p>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>	<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>	<p>In case of non-provision of the data, you will not be able to participate in blockchain related activities with us.</p>	<p>Permanent storage of information within the blockchain. At your request, only a disconnection from your Wallet ID to us is possible.</p>

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

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
Provision of 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
<p>Personalized displays of information, e.g. on the attractiveness of our products, on current price or product changes, and on equivalent or thematically related products and content, in order to tailor the website visit to the respective personal interests in the best possible way.</p> <p>This includes tracking the response behavior to the personalized displays of information (e.g. click and purchase behavior).</p>	HTTP(S) Data, Return data, possibly Order Data	Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our Website.	Service provider

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
Provision of a personalized clothing size recommendation	Personalized size data	Consent (Art. 6 (1) (a) GDPR via the cookie banner or via a pop-up window on our website.	Service provider
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>	-
Provision of the “Co-browsing” function to actively support you with your order through our live-chat agents.	Online chat data as well as a copy of your browser, whereby it is technically ensured that the chat agent can only access the content in our online store that is necessary in order to provide support and that no personal data from your computer or other (in particular browser) windows is processed.	Insofar as you agree, in the course of an online chat on our website, that the respective chat agent can control your browser remotely, the chat agent can carry out individual steps in the ordering process for you (see also section 3 of the General Terms and Conditions for our Online Store). Balancing of interest (Art. 6 (1) (f) GDPR). Our legitimate interest is the user-friendly, technical support of the ordering process.	Hosting provider

Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
Optimization of our customer service and improving customer satisfaction e.g. by creating chat reports or conducting customer satisfaction surveys	Contact Form Data, Contact Data, Online Chat Data, Purchase data, e.g. order value	Consent (Art. 6 (1) (a) GDPR) via the cookie banner on our website to create chat reports or balancing of interests (Art. 6 (1) (f) GDPR). Our legitimate interest is the improvement of our customer service.	Hosting provider, service provider
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 or Online Chat Data.	Art. 6 No.1 (f) GDPR. After balancing of the interests our legitimate interest is the establishment, exercise or defence of any legal claims.	-
Processing your request.	Contact Data, Contact Form Data or Online Chat Data.	Art. 6 (1) (f) GDPR. After balancing of the interests our legitimate interest is processing your request.	Hosting provider and communications service provider, if applicable

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, Service provider	EU	-
Service provider	EU	-
Service provider	USA	The transfer is subject to the EU standard data protection clauses pursuant to Art. 46 (2) (c), (5) GDPR.
Communications service provider	Depending on your means of communication and your location	-

### 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 (" <b>HTTP(S) Data</b> ").	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.
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	Provision is necessary to enter into a purchase agreement.  Not providing these data means that you cannot order	We store your data usually until your order has been completely processed, i.e. until the goods have been sent.  We store these data for evidence purposes for the establishment, exercise or defence of any legal claims

Categories of personal data that are processed	Personal data included in the categories	Obligation to provide the data	Storage duration
	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.	anything from the online store.	and in the event of any legal disputes until such have been concluded.  We are obliged to store the data 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.
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.	Fulfilment partner (Global-e), hosting provider, shipment provider.



Purpose of processing the personal data	Categories of personal data that are processed	Legal basis, and, if applicable, legitimate interests	Recipient
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
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.	Hosting provider

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

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

Recipient	Recipient’s location	Adequacy decision or appropriate or suitable safeguards for transfers to countries outside the EEA and/or international organisations
Hosting provider, fulfilment partner (Global-e), shipment provider	EU	-

## **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**

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 can be accessed at any time at the bottom of the homepage of [www.hugoboss.com](http://www.hugoboss.com).