

## PRIVACY NOTICE HUGO BOSS WEB

### MEXICO

#### 1. IDENTITY AND DOMICILIE OF THE DATA CONTROLLER

HUGO BOSS México, S.A. de C.V., with domicile at Blvd. de Cervantes Saavedra 301, Colonia Ampliación Granada, Delegación Miguel Hidalgo, 11520, Mexico City, is the responsible for the use and protection of your personal data.

#### 2. PERSONAL DATA COLLECTED

To carry out the purposes established in this Privacy Notice, we may use the following personal data:

- Identity data
  - First name and last name
  - Title
  - Presentation of legitimation paper when using omnichannel services
- Contact data
  - Address (street, house number, postal code, city and country)
  - E-mail address
  - Telephone number
  - Mobile telephone number
  - Username
- Electronic data
  - IP address including the approximate location
  - 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.
  - An image of your browser.

- Subpages that you have visited.
- Products you have added to your shopping card or wish list
- Product views, view on navigation page, view on search results, click on product as well as the selected specification like size and colour.
- Financial data
  - The details that are required for the payment method you choose.
- Use of the Online contact form
  - Your request, your message, order number.
- Use of the Online Store
  - Information about the articles purchased (article description, article number, number of articles, size, colour, price, currency, order number), store version used, date and time of each purchase, payment method chosen and shipping option, status of your order.
  - Order Form Data, Purchase Data, Receivables Data, other content and the time of the transaction e-mails.
  - Especially information on currently unpaid items, payments received, payment reminders issued, ongoing collection processes, returns.
  - Plug-ins (including versions installed on the device, reading of the information stored in the tracking cookie, reading of the information contained in the HTML5 Canvas picture element, fonts installed on the device, screen parameters (width, height, resolution, colours), information from the canvas WebGL context (if available, renderer name, vendor name), Web Audio API, operating system identifier, browser type and version, time information (time zone, current time), language setting, URLs of websites accessed and referenced, supported MIME Types, IP address including anonymization, hash ID created from these data.
  - Knowledge that we have obtained from past-completed fraud and creditworthiness checks and the decision parameters and limits set on this basis.
  - Information listed in the creditworthiness information forwarded to us by any relevant creditworthiness company.
- Use of notification service
  - E-mail address
  - Product and size of the articles
- Use of the chat function and Chatbot
  - All information related to your online chat, user ID, IP address, image, voice, video, audio, communication content and communication time.
- Use of communication channels
  - The information you provided us with in relation to your reason for contacting us.

- Using Blockchain
  - Public information related to you as a blockchain user as well as your wallet ID and user ID. We do not store your private key.

### **3. PURPOSES**

We'll use the personal data collected from you, for the following purposes that are necessary for the service requested (The storage duration of the persona data will not exceed the necessary time to achieve the purposes that justify its processing):

- To make our Online Store functions available on the website.
- For the performance and conclusions of purchase agreements, also when using our omnichannel purchasing options e.g. Order from (Retail) Store, Click & Collect, Remote Selling.
- For the management and collection of our purchase price receivables and in order to carry out a risk and fraud assessment.
- To process or reverse your order in the Online Store.
- For fraud check, and creditworthiness verification.
- For the payment of the items you have ordered in the Online Store.
- To check and detect a payment default risk ("Internal Risk Data").
- To fulfill your order in the Online Store.
- To provide the website content requested by you.
- To process your notification request by informing you about the availability of products.
- 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).
- To provide the maps function on the website to find you location and/or our stores.
- To provide personalized clothing size recommendations.
- To provide the contact forms on the website and process your requests.
- To provide you our online chat function on the website and process your request by flexibly selecting the form of communication - video, voice or chat.
- To provide you our online Chatbot
- For the performance and conclusions of purchase agreements in the Blockchain, to disclose your NFT's, to provide NFT based reward mechanisms and to verify transactions.
- For evidence purposes for the establishment, exercise or defense of any legal claims.
- To meet statutory document retention requirements, in particular commercial and tax law document retention requirements.

- To comply with the commercial and tax laws.

Additionally, we'll use your personal data for the following purposes that are not necessary for the service requested (accessory purposes), but that allow and facilitate us to provide you a better attention:

- To measure the web audience.
- To measure the success and optimize our customer service.
- To provide you with personalized display of information, especially about our products.
- To provide you more merchandising options and more effective search results.
- For marketing, advertising, or commercial exploration purposes.
- To conduct customer satisfaction surveys
- To communicate with you regarding our latest news and information if you participate in our customer loyalty program HUGO BOSS EXPERIENCE and use your MY HUGO BOSS customer account for orders.

In case you do not want your personal data to be processed for accessory purposes, you can communicate the above to the following e-mail address: [privacy@hugoboss.com](mailto:privacy@hugoboss.com), within 5 business days of the date on which this Privacy Notice has been made available to you.

The refusal to use your personal data for accessory purposes, cannot be a reason to deny you the services and products that you request or contract with us.

#### **4. DATA TRANSFER**

We inform you that your personal data is shared inside or outside of the country to the following external service providers, third party vendors and agents, for the following purposes:

<b>Receiver of personal data</b>	<b>Purpose(s)</b>
<b>Payment services provider</b>	- For the conclusion and performance of purchase agreements that are entered into via our online store.
<b>Shipping Services Provider</b>	- To ship the goods you have ordered by the shipping service provider you have chosen.
<b>Collection agencies</b>	For the collection of our customer receivables.
<b>Third-party provider of fraud screening services</b>	- For the purposes of fraud prevention. - To reduce our payment default risks as much as possible.

Receiver of personal data	Purpose(s)
<b>Communications service provider &amp; Customer Care service provider</b>	<ul style="list-style-type: none"> <li>- To process the requests that you make through the different communication channels.</li> </ul>
<b>E-Mail Service Provider</b>	<ul style="list-style-type: none"> <li>- For the performance and conclusions of purchase agreements, also when using our omnichannel purchasing options e.g. Order from (Retail) Store, Click &amp; Collect, Remote Selling.</li> <li>- To process or reverse your order in the Online Store.</li> <li>- To process your notification request by informing you about the availability of products.</li> <li>- To measure the success and optimize our customer service.</li> <li>- To provide you with personalized display of information, especially about our products.</li> </ul>

Additionally, we inform you that in accordance with the article 37 of the Federal Law on Protection of Personal Data Held by Private Parties, we may transfer your personal data (domestic or international transfer), without your consent, in the following cases:

- Where the transfer is pursuant to a Law or Treaty to which Mexico is party;
- Where the transfer is necessary for medical diagnosis or prevention, health care delivery, medical treatment or health services management;
- Where the transfer is made to holding companies, subsidiaries or affiliates under common control of the data controller, or to a parent company or any company of the same group as the data controller, operating under the same internal processes and policies;
- Where the transfer is necessary by virtue of a contract executed or to be executed in the interest of the data owner between the data controller and a third party;
- Where the transfer is necessary or legally required to safeguard public interest or for the administration of justice;
- Where the transfer is necessary for the recognition, exercise or defense of a right in a judicial proceeding, and
- Where the transfer is necessary to maintain or fulfill a legal relationship between the data controller and the data owner.

## **5. ARCO RIGHTS**

You have the right of access to your personal data, as well as to obtain information regarding the conditions and general features of the processing (Access). Moreover, you have the right to request the correction of your personal data that are inaccurate or incomplete (Rectification); that we cancel the processing of your personal data, when you consider that your personal data are not being processed in accordance with the principles and duties established by the Federal Law on the Protection of Personal Data Held by Private Parties and its regulations (Cancellation), and the right to oppose to the use of your personal data for purposes that are different to the purpose stated in this Private Notice. These rights are called ARCO rights.

For the exercise of any of the ARCO rights you shall submit your request to the following e-mail address: [privacy@hugoboss.com](mailto:privacy@hugoboss.com) and [privacy-mx@hugoboss.com](mailto:privacy-mx@hugoboss.com)

To know the procedure and requirements for the exercise of the ARCO rights, you can contact our Privacy Officer that will assist your requests for the exercise of the ARCO rights and answer any questions you may have regarding the processing of your information. The contact details of our Privacy Officer are as follows:

PRIVACY OFFICER

Domicile: Blvd. de Cervantes Saavedra 301, Colonia Ampliación Granada, Delegación Miguel Hidalgo, 11520, Mexico City.

E-mail address: [privacy@hugoboss.com](mailto:privacy@hugoboss.com) and [privacy-mx@hugoboss.com](mailto:privacy-mx@hugoboss.com)

## **6. WITHDRAWAL OF CONSENT**

You can revoke at any time, the consent that you gave us for the processing of your personal data. However, it's important that you take into consideration that not in all the cases we will be able to attend your request or conclude the use of your personal data immediately, since it's possible that due to some legal obligations, we require to continue processing your personal data.

Moreover, you shall consider that for certain purposes, the withdrawal of your consent will imply that we will not be able to continue providing the services you requested us, or the termination of your relationship with us.

To revoke your consent, you shall submit your request to the following e-mail address: [privacy@hugoboss.com](mailto:privacy@hugoboss.com) and [privacy-mx@hugoboss.com](mailto:privacy-mx@hugoboss.com).

You can contact our Privacy Officer to know the procedure and requirements for the withdrawal of consent (You can see our Privacy Officer contact information in Section VI).

## **7. OPTIONS AND MEANS TO LIMIT THE USE OR DISCLOSURE OF PERSONAL DATA**

In order for you to limit the use and disclosure of your personal data, we offer you the following means:

- Your registration in the Public Register for Avoiding Advertising of the Federal Agency on Consumer Protection (PROFECO), so that your personal data is not used to receive advertising or promotions from us. For more information on this register, you can consult the following link: <https://repep.profeco.gob.mx/> or contact PROFECO directly.
- Your registration in our relevant free-of-charge exclusion list, so that your personal data is not used for marketing, advertising, or commercial exploration purposes by us. We will inform you once your registration in the exclusion list has been completed.

For more information, please send us an e-mail to the following e-mail address: [privacy@hugoboss.com](mailto:privacy@hugoboss.com) and [privacy-mx@hugoboss.com](mailto:privacy-mx@hugoboss.com).

## **8. COOKIES**

We also obtain information in other ways through technology. Some of this information may be linked to you personally. This information helps our Sites function correctly and supports the work we do to understand the needs of our customers. Device and activity data may be automatically collected via our Sites, as described below.

### **Activity and Cookie Data.**

Your Internet browser has a feature called cookies, which store small amounts of data on your computer or device about your visit to our Sites. We and our service providers use browser and flash cookies and other common online tracking technologies, including electronic images known as “web bugs” (sometimes called transparent GIFs, clear GIFs, or “beacons”). We generally refer to such other tracking technologies and cookies as “cookies.”

Cookies allow us and our service providers to automatically collect information regarding general user-traffic patterns, and your interactions with our Sites, including managed social media presences, and other unaffiliated sites and mobile applications. In using such technology, we thus collect such automatically transmitted data as the page served, time, source of the request, type of browser making the request, preceding page view, dynamic IP addresses and other such information to understand how our advertising campaigns are performing or how to improve and tailor advertising and the Sites experience for you.

We use own and/or third party cookies:

COOKIES	PERSONAL DATA COLLECTED	PURPOSES
<p><b>Necessary Cookies:</b> some functions of our website cannot be offered without the use of technically necessary cookies</p>	<p>Technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID., which enable to recognize you when you return to our website.</p>	<p>These cookies serve the following purposes:</p> <ul style="list-style-type: none"> <li>- To provide you with our website and thus information about our products and a direct sales channel.</li> </ul>
<p><b>Functional Cookies:</b> the provision of your personal data is not necessary for the use of the website.</p> <p>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.</p>	<p>Communication and usage data, such as font, country and currency settings, as well as a unique cookie ID, which enable to recognize you when you return to our website.</p>	<p>These cookies serve the following purposes:</p> <ul style="list-style-type: none"> <li>- To enable you to have a better surfing experience.</li> <li>- To simplify your visit to the website</li> </ul>
<p><b>Cookies for Analytics:</b> the provision of your personal data is not necessary for the use of the website.</p>	<ul style="list-style-type: none"> <li>- Technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID which enable to recognize you when you return to our website.</li> <li>- Certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn.</li> </ul>	<p>These cookies serve the following purposes:</p> <ul style="list-style-type: none"> <li>- For analytics purposes, e.g. to better understand how the website is used and to improve its services.</li> </ul>



COOKIES	PERSONAL DATA COLLECTED	PURPOSES
<p><b>Cookies for marketing purposes:</b> the provision of your personal data is not necessary for the use of the website.</p>	<ul style="list-style-type: none"> <li>- Technical communication and usage data, such as the IP address, technical log information, login information if applicable, and a unique cookie ID, which enable to recognize you when you return to our website.</li> <li>- Certain data in connection with your order as well as analysis data, i.e. aggregated data on which conclusions are drawn.</li> </ul>	<p>These cookies serve the following purposes:</p> <ul style="list-style-type: none"> <li>- For advertising and targeted marketing purposes, e.g. to place personalized advertisements.</li> <li>- This also includes the use of cookies from various social media providers, such as Facebook.</li> </ul>

Furthermore, we'll share cookies information with online advertising vendors; service providers related to the purposes mentioned above.

You do not need to have cookies turned on to visit our Sites, although active participation in certain areas of our Sites may require cookies. You can set your browser to refuse or delete cookies. Please consult the corresponding instructions of the manufacturer for more detailed information on the actual procedure.

If you configure your computer or device to block all cookies, you may disrupt certain features of our sites and limit the functionality we can provide when you visit or use our Sites. If you block or delete cookies, not all of the tracking that we have described in this Privacy Policy will stop.

**Responding to "Do Not Track."** Some browsers have a "Do Not Track" (DNT) feature that lets you tell websites that you do not want to have your online activities tracked. These browser features are still not uniform, so we are not currently set up to respond to those signals.

**Controlling Online Interest-Based Ads.** We sometimes work with online advertising vendors to provide you with relevant and useful ads, including ads served on or through our Sites or on other companies' websites. These ads may be based on information collected by us or third parties. For example, your postal code may be used to target an ad for people in your area. These ads may also be based on your activities on our Sites or on third party websites.

For more information about our ad service provider and its cookies, including information about how to opt out of these technologies, you may visit <http://www.aboutads.info/choices>. In addition, you may prevent Google's collection of data generated by your use of the Sites (including your IP address) by downloading and installing a Browser Plugin available at <https://tools.google.com/dlpage/gaoptout?hl=en>.

To learn more about certain Cookies used for interest based advertising (including through cross-device tracking) and to exercise certain opt-out choices you may have regarding Cookies, please visit the Digital Advertising Alliance, Network Advertising Initiative, or your device settings for our mobile app.

## **9. 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. 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.

## **10. AMMENDMENTS TO THE PRIVACY NOTICE**

This privacy notice may from time to time be amended and/or changed. We'll notify you of the change in each case by e-mail and/or through our website.

## **11. MEASURES TO PROTECT YOUR PERSONAL DATA (SECURITY OF PROCESSING)**

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

To ensure confidentiality, integrity and availability of your personal data, HUGO BOSS has implemented 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”.