

PRIVACY STATEMENT

The protection of your personal data is very important to HUGO BOSS. Therefore, HUGO BOSS will only collect, process and use your personal data in compliance with the provisions of this Privacy Statement and the applicable data protection legislation.

A. Responsible party

The data controller and party responsible for the operation of the **HUGO BOSS Website (www.hugoboss.com)**, including any versions adjusted for mobile devices like smartphones, (hereinafter referred to as the "Website") is HUGO BOSS AG, Dieselstraße 12, 72555 Metzingen, Germany (hereinafter referred to as "HUGO BOSS"). Please note that some functions described hereinafter may not be displayed or may not be available on mobile devices (e.g. on smartphones).

B. Your personal data

Personal data means any information concerning an identified or identifiable individual. Such data includes, for example, your name, your telephone number as well as your postal and e-mail addresses.

C. Data processing by HUGO BOSS

HUGO BOSS will only collect, process or use your personal data as far as permitted by law or provided you have given your prior consent, e.g. for sending newsletters.

I. My Account

In the Lifestyle area on the Website, you may set up a personal account ("My Account"), which you can use, for example, to download HUGO Tracks for free. Your personal My Account will also be operated by HUGO BOSS.

All you need to supply to create your own personal My Account are your first name and surname, address, your e-mail address and a password of your choice. The e-mail address you supply will also serve as your User ID when logging into your personal My Account. Once you have successfully registered, you will automatically receive a confirmation by e-mail. You may, of course, update your personal data at any time.

II. Newsletter subscriptions

If you have subscribed to a HUGO BOSS newsletter, HUGO BOSS will only use your personal information for the purpose of sending the requested newsletter to you. If you cancel your subscription to a newsletter, your data will be deleted without delay. You can cancel the subscription at anytime by clicking on the related link in each newsletter or by clicking on the link here: <http://www.hugoboss.com/de/en/newsletter.php>.

III. Contests and other campaigns

You may also have the opportunity to take part in contests or other campaigns conducted by HUGO BOSS. Where you are required to supply your personal data (e.g. your name, e-mail address, postal address, etc.) for the purpose of taking part in such contests or campaigns, HUGO BOSS will only use this data for the purposes of conducting the contest or other campaign and only in compliance with the applicable terms and conditions. If you have expressly consented to being sent newsletters, HUGO BOSS will send newsletters to you as described in section C. II. Neither your participation in a contest nor your chances of winning will be affected should you not consent to receiving newsletters or should you revoke your consent at a later time.

IV. Cookies and web beacons

Web Cookies are small pieces of data sent by websites which are stored by your browser on your computer's hard drive. We use this technology to optimise the offers presented on the Website, for example, by saving your personal preferences. The use of cookies for instance enables us to determine which city you are in and recognise you when you visit the Website again or to save the language setting that you have selected for viewing the Website. Furthermore, cookies make it possible to analyze, in an anonymized form, the way you surf; the data so recorded includes the date and time that you accessed the Website, the URL (address) of the referring website, the pages that you viewed, the type and version of your browser as well as the type of operating system used by your computer. In addition some cookies will be sent by third parties, which for example enable us to have HUGO BOSS products that reflect your interests offered to you on our partners' websites (what is known as retargeting).

Most browsers are set to accept cookies automatically. Nonetheless, if you wish, you can change your browser settings to block or delete cookies. However, if you do so, some areas of the Website may no longer function properly.

HUGO BOSS also uses web beacons (pixel tags). When you open a page on the Website, this pixel will be downloaded from a server and registered. For instance this

enables us to determine which pages you viewed and when as well as what actions you undertook on these pages.

V. Social plugins

Social plugins from Facebook, Google and Twitter may be found on the Website (the Facebook "Like" button, the "Google +1" button and the Twitter button). These plugins are supplied by the American companies Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA), Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) and Twitter Inc. (795 Folsom St., Suite 600, San Francisco, CA 94107, USA). When you visit a website, which has one of these plugins, your browser can use them to establish a connection with the servers of Facebook, Google or Twitter and upload data about your usage of this page (even if you do not, for example, click on the "Like" button). If you have logged into your Facebook, Google or Twitter account, Facebook, Google or Twitter may assign your visit of the Website to your social media account. HUGO BOSS does not have any control over the content of the plugins or the related collection or transfer of information. For more information regarding the protection of your privacy, please visit the website of the relevant social network: <http://www.facebook.com>, <http://plus.google.com>, <http://www.twitter.com>.

D. Microsites

Partners of HUGO BOSS may offer certain products and services on the Website. Currently, Procter & Gamble offers information and services related to fragrances on the microsite at <http://fragrances.hugoboss.com/>. A microsite is a website that is operated by a third party but is designed to fit into the corporate design of HUGO BOSS and is accessible via a link from one of the HUGO BOSS websites. HUGO BOSS is not responsible for the content of the microsite or its operation. The terms of use and privacy policy of the partner enterprise, which is responsible for the collection and processing of data from the microsite, are the relevant provisions governing the microsite. Should you have questions regarding privacy on the microsite, please contact the relevant partner enterprise.

E. Right to obtain, correct, block or delete information

You have a right to obtain information regarding the personal data stored about you free of charge. Furthermore, you have the right to correct your personal data or have it blocked or deleted. You may, at any time, revoke any given consent to the collection, processing and use of data with future effect.

Should you have any questions regarding data protection and the use of your personal data, or if you wish to obtain information regarding the personal data we have stored about you or would like to exercise your right to have this data corrected, blocked or deleted, please send an e-mail with your request to privacy@hugoboss.com. The same applies in the event that you wish to revoke your consent to the collection of your personal data. You can also use the contact details supplied in the imprint to contact us or use the contact form available at the Website. HUGO BOSS will only collect, process and use the information that you provide on a contact form for the purpose of handling the matter that you wrote about on this form.

F. Modifications

HUGO BOSS may amend this Privacy Statement from time to time.

Effective Date: July 1st, 2013.