

Privacy Statement

HUGO BOSS APP „MYHUGOBOSS” (“MYHB”)

HUGO BOSS AG (“HUGO BOSS”) would like to explain to you how your personal data is processed by its HUGO BOSS App (“MyHB”). 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).

If data protection laws other than the GDPR are applicable in individual cases, references to DSGVO provisions are to be understood correspondingly (also) as references to the provisions in these data protection laws.

WHO IS RESPONSIBLE FOR DATA PROCESSING AND HOW DO YOU REACH OUR DATA PROTECTION OFFICER?

The controller responsible for data processing is:

HUGO BOSS AG

Holy-Allee 3

72555 Metzingen, Germany

Telephone: +49 7123 94 -80999

You can reach HUGO BOSS's **Data Protection Officer** at the address mentioned above and at the following e-mail addresses:

datenschutz@hugoboss.com / privacy@hugoboss.com

WHAT CATEGORIES OF DATA DOES MYHB ACCESS AND WHERE DOES IT GET SUCH DATA?

Personal data processed includes first name, last name, personnel number (E-number) and email address, as well as content you or other users post through interaction in the app, such as photos or videos and comments. With the Digital Business Card function, your activity/position-related, official content and any data added by you are processed.

When using the carpooling function within myHB, all information that the user enters is also processed, in particular information on the travel route.

FOR WHAT PURPOSES DO WE PROCESS YOUR PERSONAL DATA?

MyHB serves the purpose of informing employees about news from HUGO BOSS and enabling interactions.

We process your personal data only insofar as is necessary to operate MyHB. Data processing is based on Article 6(1)(b) and (f) of the General Data Protection Regulation (GDPR).

When you download myHB, the necessary information is transmitted to Apple's App Store or Google's Play Store. We have no influence on the collection of this data and are not responsible for it.

WHO RECEIVES YOUR PERSONAL DATA?

HUGO BOSS's Corporate Communications Department and its IT Department have access to your personal data. In addition, all myHB users see data that is published in myHB.

HOW LONG DO WE RETAIN YOUR PERSONAL DATA?

With the termination of the employment relationship and the blocking of your accesses, MyHB can no longer allocate your personal data. Your personal data will therefore be anonymised after a technical waiting period of 6 months.

HUGO BOSS deletes your personal data as soon as they are no longer needed for the purposes mentioned above and it is no longer obliged by law to retain them.

Insofar as the user has made entries himself, e.g. an itinerary, he can also delete these directly himself.

WILL YOUR PERSONAL DATA BE TRANSFERRED TO A THIRD COUNTRY?

If, in order to operate myHB in technical means, personal data is transferred to recipients outside the European Economic Area, the transfer will only take place if the third country has been confirmed by the EU Commission as having an adequate level of data protection or if other appropriate data protection guarantees (e.g. EU standard contractual clauses) are in place.

As myHB for employees is available in numerous countries, a transfer of your data to insecure countries cannot be excluded.

WHAT ARE YOUR RIGHTS AS A DATA SUBJECT?

Where the legal requirements are met, you have the right to receive access to your personal data and to have your personal data rectified or erased or to request that processing be restricted. You also have the right to receive your data in a structured, commonly used and machine-readable format (data portability). Where the legal requirements are met, you have the right to object to the processing of your personal data. In addition, you are entitled to lodge a complaint with the competent supervisory authority. You can assert these rights vis-à-vis the Corporate Communications department via the mail address one@hugoboss.com or address them to the data protection officer with a reference to the use of the myHB app.