

PRIVACY, SECURITY AND COOKIES POLICY

Hilfiger Stores B.V.
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The Netherlands

This privacy, security and cookies policy ("**Privacy Policy**") applies to the processing of all your personal data collected on the Website by Tommy Hilfiger, its affiliates and/or its subcontractors. In this Privacy Policy "we", "our" and "us" refers to Tommy Hilfiger and "you" refers to the user of the Website.

When you visit our Website, we obtain personal information which you knowingly disclose to us. We request information when you make purchases, which may include name, address, telephone number, email address, gender, credit card information ("Personal Data"); when you request information; when you register/sign up for our newsletter, to become a Hilfiger Club member, to create your online account or when you participate in any other Website service. We then use the Personal Data to create a user profile. In this context we may combine the information you give us online with other information from Tommy Hilfiger sources, transactions and communications collected or processed by any Tommy Hilfiger group of companies and authorized subcontractors. Finally, if you publicly post about Tommy Hilfiger, or communicate directly with us, on a social media website, we may collect and process the data contained in such posts or in your public profile for the purpose of addressing any customers services requests you may have and to monitor and influence public opinion about Tommy Hilfiger.

The personal and non-personal data we receive by you visiting the Website is treated as confidential and we strictly observe the applicable national protection acts in that respect. Your use of the Website indicates your acceptance of the Website's privacy, security and cookies policy, which may be amended from time to time.

1. YOUR PRIVACY

We may collect, process and use your personal information ("Personal Data") to carry out our obligations arising from any contracts entered into between you and us (order of products for example), to provide you with information that you request from us, to send you the latest product and promotional information and, to send you our Newsletter. Tommy Hilfiger is the controller for the processing of your Personal Data. When you are logged in and fill in forms or access your data on the Tommy Hilfiger Site, a secure connection is used (http via SSL, also known as HTTPS). The data you enter is automatically encrypted before it is sent. All of the data and information that we receive is protected, registered in our central database in the Netherlands and only available to authorized personnel and subcontractors. We do not collect Personal Data automatically unless you give us your prior consent. For instance by signing up for the Newsletter, we may ask you for your e-mail address or if you purchase an item from the online-shop, we may ask you for your name, postal address and e-mail address. The collected data will be kept confidential and secure from any potential abuse and therefore will only be used for the limited purposes stated above.

2. PURPOSE OF PROCESSING PERSONAL DATA

a) If you have consented to this by ticking the appropriate box before submitting your registration on the Website, your Personal Data will be processed by us for sending you information about Tommy Hilfiger, Hilfiger Club by email, to receive the latest news on promotions and products. We would like to keep you updated on our latest products, events, special offers and other opportunities and developments within Tommy Hilfiger. We will do this by means of e-newsletters. For this purpose, we process your name, email address and an overview of which newsletters we have sent you. We retain your Personal Data for as long as you wish to receive information from us. In case you do not want to receive such emails anymore, you can unsubscribe at any time by contacting [us](#) or by using the unsubscribe option included in each email message sent by us.

b) Your Personal Data will be processed by us for the technical and functional management of the Website. When you visit our Website, our Website administrators process technical data linked to the use of the Website to enable us to deliver the functionalities of the Website. With this technical data our website administrators can manage the Website, for instance by resolving technical difficulties or improving the accessibility of certain parts of the Website. This way, we ensure that you can (continue to) find the information on the Website in a quick and simple manner. For this purpose cookies are used as well. [Read more](#). For this purpose we process technical data like the IP-address of your computer, the visited webpage's of the Website, the internet browser you use, previous/next visited websites and the duration of a visit/session. We retain technical data for as long as legally required for this purpose.

c) You can contact us by other means (such as e-mail, fax or telephone). In this case we will use your Personal Data to answer your question. For this purpose we process your name, your contact information, your correspondence with us about your question and all other Personal Data you provide us with and which is required to answer your question. Your data will be kept in our systems as long as legally required and will then be deleted, with the exception of a log file containing your name, contact information, the date you contacted us and the subject of your question.

d) Other purposes such as but not limited to the following:

- The generation of management information and statistical data;
- If you participate in our prize contests, events, competitions, promotions and/or games of chance, to be able to organize the prize contests, events, competitions, promotions and or games of chance, to announce the winners and measure the response to prize contests, events, competitions, promotions and or games of chance;

- To comply with legal obligations
- To administer membership;
- For attribution of content you post;
- To process payments;
- To prevent or stop fraud and abuse;
- For bookkeeping;
- To administrate the forum;
- For access control and security measures of our building and ground.
- Etc.

3. WHO HAS ACCESS TO YOUR DATA

Tommy Hilfiger uses third parties for certain processing activities, such as Website hosting. As far as these third parties have access to Personal Data in order to execute these processing activities, we have taken the required organizational and contractual measures to ensure that your Personal Data is exclusively processed for the purposes mentioned above. Only if we are required to do so by law, your Personal Data will be provided to supervisory agencies, fiscal authorities and investigative agencies.

Now and then, Tommy Hilfiger will organize a prize contest, promotion or games of chance in co-operation with a third party. In such a case, this will be stated clearly on the Website. If you participate in such a prize contest, event or games of chance, your Personal Data will (to the extent required) be made available to these third parties, to the extent of necessity.

4. THIRD PARTIES

Third parties may receive or collect information through our Website. In some countries, we also use third parties for solvency checks. Please check our payment section in our orders terms and conditions by [clicking here](#) for more details.

These third parties are contractually bound with Tommy Hilfiger to use the Personal Data only according to this privacy, security and cookies policy. We are not in the business of selling Personal Data about our customers for marketing purposes to third parties. We may, however, share non-personally identifiable information with certain third parties as described herein. There are other limited circumstances in which we share Personal Data, such as from time to time we may engage the services of third parties to help us analyze the use of our Website. These third parties are not authorized to send you any information about products and services from other companies without your permission. We may share your Personal Data, among our subsidiaries, parent companies and affiliates, for purposes of marketing Tommy Hilfiger products and services, but only if you prior agreed thereto. Certain third parties manage the content of pages on the Website. These third parties share our commitment to the protection of your privacy. We may also release Personal Data in special cases in order to comply with any requests from law enforcement and government agencies, to enforce the terms of use of the Website and other agreements, and to protect customers and others. We may do so when we believe in good faith that disclosing this information is otherwise necessary or advisable, including, for instance, to identify, contact, or bring legal action against someone who may be causing injury to or interfering with the rights or property of our company, another user or anyone else that could be harmed by such activities. We may transfer Personal Data to an affiliate or third party as part of a transfer of business assets.

5. LOG FILES

As with most websites, we automatically gather non-personally identifying information and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, data/time stamp, and clickstream data. We use this information, which does not identify users, to analyze trends, to administer the site and to gather demographic information about our user base as a whole. We do not link this automatically-collected information to personally identifiable information.

6. SOCIAL PLATFORMS

Please note that, if you choose to select that option, your activity on our Website will also be made available to social platforms such as but not limited to Facebook, Twitter, Pinterest, etc. If you choose to share our Website through social media such as LinkedIn, Facebook and/or Twitter, your personal data (such as your name and the fact that you are interested in Tommy Hilfiger) will also be visible to all the visitors of your personal webpage on LinkedIn, Facebook and/or Twitter, depending on your account settings. On the use of such social media websites only the terms and conditions (including the privacy policy) of the social media website apply. Tommy Hilfiger is not responsible for the processing of Personal Data or the privacy policy of such social media websites. [Our General Terms and Conditions of use and sale](#) and this privacy, security and cookie policy is therefore not applicable to the use of such websites.

7.LINKS TO OTHER WEBSITES

On the Website you will find a number of links to other websites. Although these websites are selected with care, we are not responsible for the processing of your Personal Data through these websites. [Our General Terms and Conditions of use and sale](#) and this privacy, security and cookies policy are therefore not applicable to the use of such websites.

8. COOKIES ON THIS SITE

The Website uses cookies. Web Cookies are small pieces of data sent by the Website and they are stored by your browser on your computer's hard drive, so that we are able to recognize your browser when you return on the Website. Cookies can collect data on the use of the Website such as which pages are visited and the duration of a user session. When you use the Website, the cookie sends data to Tommy Hilfiger. We do not retain cookies longer than necessary. On our Website we use strictly necessary cookies, performance cookies, functionality cookies, advertising cookies, first party cookies, third party cookies, persistent cookies and session cookies.

Strictly necessary cookies are essential in order to enable you to move around the websites and use its features, such as accessing secure areas of the Website. Without these cookies, services you have asked for, like shopping baskets or e-billing, cannot be provided.

Performance cookies collect anonymous information about how you use the Website and the pages that you have visited, for instance which pages you go to most often, and if you get error messages from web pages. These cookies do not collect information that identifies you. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how our Website works.

Functionality cookies remember your selection and choices to improve your experience in our Website. For instance, the cookies enable you to place products in your shopping cart and review the contents of your shopping card. These cookies allow our Website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. For instance, our Website may be able to recognize in which area you are currently located by storing this information. The Website can also recognize if the user has already signed up for our newsletter or if the user is seeing a certain page for the first time. The information these cookies collect is aggregated and therefore anonymous and they cannot track your browsing activity on other websites.

Advertising cookies collect information about your browsing habits in order to make advertising relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the Website operator's permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organization.

First party cookies allow us to understand who has visited which page(s), to determine how frequently particular pages are visited and to determine the most popular areas of the site and general in order to monitor the usage of the Website. *Third party cookies* are used for analyzing traffic sources and visitor behavior as well as for controlling access and site features across the Website.

Session cookies are used to store information about your page activities so you can easily pick up where you left off on the server's pages. When you close the internet browser, the session is ended and the cookie is deleted.

Persistent cookies are employed to store your preferences and to recognize you at a subsequent visit.

Not strictly necessary cookies: Only if you have given prior consent, we place cookie that are not strictly necessary for providing the functionalities of the Website. Through such non-strictly necessary cookies we collect information about your use of the Website and remember your preferences. Examples of collected information are which pages are visited and the length of a user session. Through these cookies we aim to improve your user experience of our Website. If you do not consent to cookie being placed, these cookies will be blocked.

Most web browsers automatically accept cookies and allow some control of most cookies through the browser settings, though you do not have to. We do not control the use of cookies by third parties other than the agents who provide the web analytics service for our own site. If you wish to disable cookies then you can do so by re-adjusting your browser settings. Please note that in that case you may not be able to register with or use all features of our Website.

If you wish to have more information regarding the cookies that are used on our Website, please contact us at service@uk.tommy.com. For more information on cookies and how to disable them please contact your helpdesk administrator or contact your web browsers support. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

Only if you have given prior consent, Tommy Hilfiger will use Google Analytics' cookies. If you do not consent to the placement of such cookies, these cookies will be blocked. Google Analytics is a web analysis service that is offered by Google Inc. (**Google**). Google Analytics uses cookies to analyze the usage of the Website by users. Google uses aggregated statistical data to give us an insight in the way you use the Website. Google may only provide these data to third parties if Google is required to do so by law, or to the extent third parties processing these data on behalf of Google. You can find more information on Google Analytics [here](#).

9. HOW WE PROTECT PERSONAL INFORMATION

Your Personal Data are treated strictly confidential and our Website maintains appropriate administrative, technical and physical safeguards and security measures to protect the Personal Data you provide on this Website against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use and any other unlawful forms of processing. To this purpose, Tommy Hilfiger uses several security techniques including secure servers, firewalls and encryptions, as well as physical safeguard of the locations where the data are stored.

10. MINORS PROVIDING PERSONAL DATA

Persons below the age of 18 may only provide personal data to Tommy Hilfiger if they have written permission of one of their parents or their legal guardian who has read this privacy, security and cookies policy.

11. CHANGES TO THIS PRIVACY, SECURITY AND COOKIES POLICY

If you have any questions, comments or complaints about us or how we process your Personal Data, or in case you wish not to be contacted by us for direct marketing purposes anymore, please contact us at the address, phone number or email below. Also, upon request, we will provide you with a summary of any personally identifiable information collected and retained by us regarding you. You may modify, correct, or update your personal information or request to have your personal information removed from our database. We will only send copies of personal information to the email address on file for the visitor name associated with it.

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