



BOGNER

DATA PRIVACY

The website www.bogner.com and the online shop integrated in the website (collectively the "Website") are operated by Bogner homeshopping GmbH & Co. KG, St.-Veit-Straße 4, 81673 Munich, Germany (hereinafter "Bogner" or "we"). Bogner attaches great importance to the protection of your personal data and collects, processes and uses your personal data exclusively in accordance with the principles described below and in compliance with applicable data privacy laws.

A. Your personal data

Personal data are all data relating to an identified or identifiable person. This includes, for example, your name, your phone number and your postal and e-mail addresses.

B. Collection, processing and use of personal data

Bogner collects, processes or uses your personal data exclusively in the scope described below.

I. Bogner customer account

The website allows you to set up your personal customer account for the online shop (the "Customer Account"). Saving your personal information in your Customer Account makes your purchases in the online shop even more convenient for you.

To set up your personal Customer Account, we need your salutation, first name and last name, your e-mail address as well as a password freely selected by you. You may also voluntarily provide your date of birth, which we may use for the creditworthiness check according to section B.III below. The e-mail address given by you also serves as access identification for the Customer Account. Following successful registration, you will receive an automatic e-mail confirmation. In the personal section of your Customer Account you may update your data at any time and view the status of your orders and your purchase history since 1 November 2013. Your purchase history will be saved in your Customer Account for two years from the date of purchase. You may also deposit an address book with different addresses for your orders and may manage your newsletter settings.



BOGNER

II. Orders in the online shop

You have two options for placing your orders in our online shop:

1. Orders with Customer Account

If you have opened a Customer Account with us (see B.I above), you will be requested in the ordering process to log on to your Customer Account with your e-mail address and your password. If you have deposited your delivery and invoice address in your Customer Account, these addresses will be proposed to you for your current order. Otherwise, you will be requested to provide an invoice address which will then be saved in your Customer Account and will also be used for future orders. Besides, you may voluntarily give us your phone number under which we may contact you for any questions regarding your order and to discuss shipping details. During the ordering process, you will always be able to alter or supplement your data.

2. Orders without Customer Account

Of course, you may also use the online shop without an existing Customer Account. In that case, you enter the information required for processing of your order (salutation, first name and last name, postal address, date of birth, e-mail address and, voluntarily, your phone number) and provide such data directly to Bogner as part of the ordering process.

The addresses entered by you during the ordering process or in your Customer Account will be forwarded by us to SPH AG e-Commerce Systemhaus (Maybachstraße 33, 70469 Stuttgart), which uses the street catalogue of Deutsche Post in order to verify the completeness and accuracy of your information. SPH AG e-Commerce Systemhaus only receives the address without your name and will use this address exclusively for verification with the street catalogue.

III. Creditworthiness check

Where we make advance performance (especially in a purchase on invoice), we reserve the right to protect our justified interests by obtaining a creditworthiness screening on the basis of a mathematic-statistical analysis procedure conducted by infoscore Consumer Data GmbH, Rheinstraße 99, 76532 Baden-Baden, Germany, or Deltavista GmbH, Dessauerstraße 9, 80992 Munich, Germany.



BOGNER

If you select payment on invoice in the ordering process, we will transfer the personal data provided by you (first name, last name, postal address and date of birth) to one of the two said credit agencies who will provide us with the credit information about you.

The credit information may include, on the one hand, information on existing payment disruptions, e.g. from debtor registers or data from judicial dunning proceedings, and on the other hand may also give score values calculated on the basis of a scientifically recognised mathematic-statistical procedure and used for assessing the credit risk. To the extent you have provided your explicit consent, we will store the information on your creditworthiness for one year and will use it for further purchases on invoice within this period of time.

You may also obtain information on your creditworthiness yourself at any time from infoscore Consumer Data GmbH, Data Privacy Division, Rheinstraße 99, 76532 Baden-Baden, or Deltavista GmbH, Dessauerstraße 9, 80992 Munich, Germany.

IV. Contact form

You may contact Bogner directly with the contact form that is available on the Website. Bogner collects, processes and uses the information provided by you in the contact form (address, first name and last name, e-mail address, subject and content of your message) exclusively for processing your request.

V. Bogner newsletter

On our Website you may also subscribe to our electronic newsletter. If you provided your explicit consent, Bogner uses the e-mail address given by you to send you current product offers and information of Bogner. When subscribing to the newsletter, you may opt for a personalised salutation in the newsletter sent to you. In that case, we will also use your first name and last name and your date of birth.

Following successful subscription to the newsletter, you will automatically receive an e-mail requesting you to confirm your e-mail address. Once you have confirmed your e-mail address by clicking on the link in the confirmation e-mail, you will periodically receive the newsletter selected by you for women or for men.



BOGNER

In the personal section of your Customer Account or under service@bogner.com you may unsubscribe from the newsletter and revoke your consent at any time (see also C. below).

VI. Bogner magazine

The Website also allows you to order our current Bogner magazines free of charge. The Bogner magazines feature current information on our collections and are sent to you by post. We will use your personal data collected during your order of the magazine (salutation, first and last name and postal address) exclusively for postal delivery of the magazine.

VII. Use of logistics providers and other service providers

To deliver your order, Bogner will provide your personal data to our logistics providers who will process such data on behalf of Bogner and in compliance with the required security measures exclusively for the purpose of fulfilling the contract.

We also use further specialised service providers to perform certain services (especially for customer service as well as for hosting and maintaining the Website) who will process your personal data on behalf of Bogner and exclusively in accordance with our instructions (commissioned data processing, § 11 German Federal Data Protection Act, BDSG).

VIII. Cookies

Bogner uses cookies on the Website. Cookies are small text files that are saved locally in the cache of your browser to facilitate recognition of your browser and to make your visit to our Website more attractive for you.

We use session cookies or persistent cookies. Session cookies are automatically deleted at the end of your visit of the Website. Persistent cookies remain on your terminal device for a longer period and allow us to save, for example, the contents of your shopping bag or the country settings as well as to use tools for web analysis and individualised targeting as described below. The cookie placed by epoq internet services GmbH allows us to present to you further suitable product proposals during the ordering process on our Website based on the products you previously selected on our Website.



BOGNER

Of course, you may also visit our Website without cookies being saved on your browser. You may restrict or deactivate the storage of cookies at any time in your browser settings. However, this may lead to restrictions of the functions and ease of use of our Website.

IX. Consent to fraud prevention and recognition measures

I hereby consent to this online shop automatically checking whether there is any reason to suspect misuse of the online shop by collecting, processing and using 1) my ordering data (e.g., item purchased, name, mailing address, e-mail address, delivery address, payment method and bank account data) and 2) the user data on my visits to this online shop (e.g., start time, end time, extent of the webpages visited as well as the click paths) along with 3) a cookie (i.e., a small text file stored locally in the browser's cache) and/or a visitor ID that may contain anonymous control data on the terminal used (e.g., my screen resolution or operating system version), which allow me to be recognized with a certain degree of reliability when I return to the website based on the terminal I use. I hereby warrant that I am authorized to give this consent for all the terminals I use to visit this online shop and that I will inform third parties whom I allow to use my terminals of my consent and make sure that said third parties also consent to the above-described measures or, if not, that they refrain from visiting the online shop on my terminals. The user data on my website visits will be taken from a database in which it is stored under a pseudonym. Further details are provided in the section "Advertising, market research and needs-based website design" of this Data Privacy Statement. The online shop has commissioned infoscore Tracking Solutions GmbH, Kaistr. 7, 40221 Düsseldorf as the outsourced data controller in accordance with §11 of the Federal Data Protection Act [BDSG]. If there is reason to suspect fraud, one of the online shop's employees will check the assessment and underlying indications. If my order is not authorized, I will be told so. Upon request, I will be informed of the main reasons for the decision. I will then be given an opportunity to express my point of view [here](#) at which point an employee will reconsider the decision. I can revoke this consent at any time with future effect by giving the online shop informal notice of my revocation. At the option online shop, it might no longer be permitted to visit the online shop.



BOGNER

X. Advertising, market research and needs-based website design

On this website, the technologies of infoscore Tracking Technology GmbH, Kaistraße 7, 40221 Düsseldorf, may be used to collect, store and use user data on your website visit (e.g., start time, end time, extent of the webpages visited as well as the click paths) for the purposes of advertising, market research and needs-based design of this website. The data will be stored in a user profile under a pseudonym. Cookies may be used (i.e., small text files that are stored locally in the browser's cache) and/or a visitor ID containing data on the terminal you use when visiting website. Cookies and the visitor ID will make it possible to recognize your terminal with a certain degree of reliability. The data collected will not be used to identify you or to correlate you with the data on the bearer of the pseudonym without your express special consent (e.g., after you have given consent in accordance with the section "Consent to fraud prevention and recognition measures"). You may object to data collection, storage and use for the purposes of advertising, market research and needs-based design at any time with future effect. www.infoscore-tracking-technology.de/optout/form/58347. In that case, the user profiles will no longer be used for purposes of fraud prevention and recognition even if you have already given your consent in accordance with the section "Consent to fraud prevention and recognition measures".

XI. Website analysis and targeting tools

1. Google Analytics

This Website uses Google Analytics, a web analysis service of Google Inc., USA ("Google"). Google Analytics uses cookies allowing an analysis of your use of the Website. The information generated by the cookie concerning your use of this Website is transferred to and saved on a server of Google. IP anonymization has been activated on the Website, which means that Google shortens the user IP address in the Member States of the European Union or other Contracting States to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and be shortened there. On our behalf, Google will use such information in order to analyse the use of the Website by its users, put together reports on Website activities and provide further services to the Website operator pertaining to the use of the Website and the internet. The IP address provided by your browser through Google Analytics will not be merged with other data of Google. You may prevent storage of the cookies



BOGNER

by setting your browser software accordingly; please note, however, that in such case you might not be able to fully use all functions of this Website. In addition, users may prevent collection of the data generated by the cookie and pertaining to their use of the Website (including your IP address) by Google as well as processing of such data by Google by downloading and installing the browser plug-in available under the current link (as of: March 2015) as follows: <http://tools.google.com/dlpage/gaoptout?hl=de>

You may also prevent collection of the data by Google Analytics by clicking on the link below. In that case, an opt-out cookie is set in your browser which prevents future collection of your data when visiting this Website as long as you do not delete this cookie from your browser. You can stop tracking by Google Analytics by clicking the following link. You must install the add-on to your browser in order to stop tracking: <https://tools.google.com/dlpage/gaoptout?hl=en>

2. Econda

For the purpose of customised design and optimisation of the Website, solutions and technologies of econda GmbH (www.econda.de) are used to collect and save anonymised data and to prepare from such data usage profiles using pseudonyms. To this effect, cookies are used which facilitate recognition of your internet browser. The usage profiles will not be merged with data pertaining to the bearer of the pseudonym. Above all, IP addresses will be made unidentifiable immediately upon receipt, so that user profiles cannot be allocated to IP addresses. You may [object here at any time for the future to the collection and storage of your data by Econda.](#)

3. Google remarketing

On our Website we also use the targeting technology Google Remarketing of Google Inc., USA. This technology allows us to address internet users who have visited our Website with targeted product recommendations in the form of advertising banners on the websites of the Google partner network. Such advertising banners are displayed on our partners' sites with the help of cookies and an analysis of your use of our sites in the past. This analysis is conducted under a pseudonym; no usage profiles are merged with your real name. You may object to the collection of the data by Google Inc. at any time under the link : <http://www.google.com/settings/ads/onweb/?hl=de>.



BOGNER

C. Revocation of consents

You may revoke your consent at any time with effect for the future free of charge under service@bogner.com or by written notice to Bogner homeshopping GmbH & Co.KG, Allersberger Straße 185/O, 90461 Nuremberg, Germany.

D. Information and correction

You have the right to free information about your personal data saved and may request their deletion, correction or blocking. You may reach Bogner under the e-mail address service@bogner.com or under the contact details given in the imprint.

We are pleased to answer any further questions regarding data privacy and processing of your personal data. You may also contact our data protection officer directly as follows:

Herrn Gerd Paulini
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