

## DATA PROTECTION

The following is intended to familiarise you with our data protection policy. It applies to our website and our online shop, but not to the websites of other suppliers which you can access via links.

### I. POLICY

We treat all the information you enter on our website as strictly confidential. It is for internal use only and to allow OUTLETCITY METZINGEN GmbH, Friedrich-Herrmann-Str. 6, 72555 Metzingen, Germany to process your contracts (such as product orders). In order to process your contracts we also use third-parties as a matter of course. Although we only give them the information they need to carry out this function. The Federal Data Protection Act does not allow third parties to use the data for any other purpose.

Personal data that becomes available when a user merely visits our website is not passed to a third party without your explicit agreement having been obtained, unless there are regulations stating otherwise in this data protection policy.

In principle, you can make use of our website without revealing your identity. You can access the online shop after you have registered correctly. If you wish to register for this or one of our other personalised services, we will ask you for your name and for other personal information. It is your decision whether or not to enter this data.

All our data processing operations (such as collecting, processing and transferring) comply with the statutory requirements.

### II. VISITING OUR WEBSITE

#### 1. Servers operated by us

Provided you are only visiting our website, we do not save any personal data on the servers we operate. Our provider stores your IP-address for technical reasons for a maximum of 30 days, but it is not used.

We also use information you provide for communications concerning orders, products, services and marketing promotions (see communication by newsletter below for more details). In those areas of our website that you access after logging in, we store and process personal information relating to the areas you have visited and which articles you have retrieved and ordered. We can use this information to create an individual shopping experience for you, in the form of recommendations for articles or product ranges which you might find interesting, for example. We also use this information to initiate or fulfil contracts concluded with you, namely to handle orders, deliver goods, provide services and handle payment. We draw on the help of third parties to fulfil orders. We provide these third parties with your personal data if it is necessary for the purpose of fulfilling the order and if it is legally permissible. For more detailed information about payment handling, how the data is processed and who might be involved in it, please consult our **GENERAL TERMS AND CONDITIONS** (only available in German).

The information is also used to update and maintain your customer account. Where necessary, we can also use your personal data to prevent or uncover malpractice, including but not limited to fraud.

#### 2. Google Analytics

Our website uses Google Analytics, a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses "**cookies**".

These are text files that are stored on your computer and that allow your use of the website to be analysed. As a rule, the information about your use of this website which is generated by the cookie is sent to a Google server in the USA and stored there. Because IP anonymisation is activated on this website, Google first truncates your IP address within European Union member states and in the states which have signed the European Economic Area treaty. The full IP address is only sent to a Google server in the USA and truncated there under exceptional circumstances. Google is commissioned by the operators of this website to use this information to analyse your use of the website, to compile reports on website activity and to provide them with other services in relation to the website and internet use. The IP address sent by your browser for the purposes of Google Analytics is not amalgamated with other Google data. You can use a setting on your browser software to prevent cookies being saved; however, we must advise you that this might mean that not all the functions on this website can then be used. You can also download and install the browser plug-in from the link below to stop data generated by the cookie and related to your use of the website (including your IP-address) being recorded and processed by Google. It can be found under this **LINK**.

### 3. The use of social plugins

Social plugins ("plugins") from the social networks Facebook, Google+, Twitter, Pinterest and Instagram are used on our website. These services are supplied by the companies Facebook Inc., Google Inc., Twitter Inc., Pinterest Inc. and Instagram LLC ("suppliers"). Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). Google+ is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). Pinterest is operated by Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA ("Pinterest"). Instagram is operated by Instagram LLC, 1601 Willow Rd. Menlo Park, CA 94025, USA ("Instagram"). There is an overview of the plugins and their appearance here:

**FACEBOOK**

**GOOGLE**

**TWITTER**

**PINTEREST**

**INSTAGRAM**

When you view a page from our website with a plugin of this kind, your browser creates a direct link to the Facebook, Google, Twitter, Pinterest and/or Instagram servers. The content of the plugins is sent by the supplier in question directly to your browser and integrated in the page. By integrating the plugins, the suppliers obtain the information that your browser has retrieved the relevant page from our website, even if you do not have an account with the social network in question or are not logged in at that point. This information (including your IP address) is sent directly from your browser to the relevant supplier in the USA. It must be assumed that the data is also stored there.

If you are logged into the social networks, the suppliers can link the visit to our website directly to your profile on Facebook, Google+, Twitter, Pinterest or Instagram. If you interact with the plugins, for example by pressing the 'Like' button or the '+1' button, the relevant information is also sent directly to a supplier's server where it is stored. The information is also published on the social network and displayed to your contacts.

Please consult the suppliers' data privacy information to find out about the purpose and scope of data collection and how they process and use it and the rights and setting options that will allow you to protect your personal information in this respect.

**DATA PRIVACY FACEBOOK**

**DATA PRIVACY GOOGLE**

**DATA PRIVACY TWITTER**

**DATA PRIVACY PINTEREST**

**DATA PRIVACY INSTAGRAM**

If you do not want Facebook, Google, Twitter, Pinterest or Instagram to assign the data collected via our website directly to your profile with the social network in question, you must log out of the network before you visit our website and at the same time delete any cookies from Facebook, Google, Twitter, Pinterest or Instagram that might be present on your browser.

For the purposes of permanent deactivation, you can limit the use of 'third-party-supplier' cookies in your browser settings.

See the links below for instructions on how to do this for the most commonly used browsers:

**MOZILLA FIREFOX**

**GOOGLE CHROME**

**MICROSOFT INTERNET EXPLORER**

**APPLE SAFARI**

#### 4. Cookies

You will find information about the cookies we use and their functions in our cookie guideline:

**LINK**

#### 5. Personal user profiles using pseudonyms

We do not create personal user profiles using pseudonyms. For German customers, section 15 paragraph 3 of the Telemedia Act permits the use of user profiles under a pseudonym, provided the user does not object. Please see the sections on Facebook, Google, Twitter, Pinterest and Instagram for more information.

#### 6. Retargeting

Our website uses "retargeting" technology (also known as "remarketing" technology). We use this technology to make the whole Internet experience (including third-party sites) more interesting for our users. Retargeting technology makes it possible to direct more advertising at Internet users who have already indicated an interest in our shop and our products when they subsequently visit third-party websites. This advertising often relates to the sites previously visited.

Displaying this advertising on third-party websites is based on cookie technology and an analysis of previous usage. This form of advertising is completely anonymous. No personal data is stored and the usage profiles are not brought together with your personal data, such as your registration in our shop.

We use retargeting technology from Google Inc. ("Google"), 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Criteo GmbH, Unterer Anger 3, 80331 Munich, Germany; Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA and d3media AG, Ludwig-Erhard-Straße 14, 20459 Hamburg, Germany.

In accordance with the statutory data protection regulations on the provision of retargeting, non-personal data is stored in cookies on your computer and deleted after 540 days at the latest. This data is used for statistical analysis resulting in the display of the interest-related advertising described. We also obtain a statistical (not a personal) analysis of the retargeting.

Please see our cookie guideline for information on how to set up your browser so that it does not store the cookies required for this service on your non-volatile memory, how to delete cookies that have already been stored or how to opt out from the retargeting programmes we use.

To find out more about configuration options for interest-related advertising, we recommend that you visit the websites of these online advertising initiatives:

**NETWORK ADVERTISING INITIATIVE  
YOUR ONLINE CHOICES**

## 7. Cross Device Tracking

This website uses Cross Device Tracking Technology from intelliAd Media GmbH, Sendlinger Str. 7, 80331 Munich, Germany ("intelliAd"). intelliAd initially places a cookie on each device you use to visit our website. This cookie contains a unique but randomly generated code. Once you have logged in using a device, we give intelliAd a "user identifier" which is a pseudonym code personal to you that we generate. This code replaces the random code initially generated. The user identifier contains no information which would make it possible for your actual identity to be revealed to intelliAd. ("hash function"). Nor does intelliAd save your full IP address, which makes the process anonymous for intelliAd. The user identifier we generate is the same for all your devices. So when you log onto our website using different devices, the same user identifier is created for intelliAd on these devices. This allows you to be shown advertising tailored to your interests on your various devices. For example, if you have browsed our website on your laptop the next time you surf on your tablet we can display our own and third-party advertising that is linked to the items you viewed on your laptop. We think that this is more interesting for you than randomly chosen advertising. intelliAd stores the data that becomes available summarised by group only. intelliAd provides us with a statistical analysis produced by summarising information from the group data. We cannot therefore detect how you personally have used our shop and third-party sites on your various devices. We can determine from the statistics how we can improve our content for use on different devices or for various groups of customers. intelliAd employs multilevel encryption to store the user identifiers and the cookies used are deleted by your browser after 6 months.

To object to the storage of (anonymously collected) visitor data, please use the intelliAd opt-out function:

### **LINK**

## 8. Credit check

So that we can offer you as wide a choice as possible of payment options, we must protect you and ourselves from malpractice.

In order to make decisions about the use of payment options, we use our own data and so that we can protect our interests, for customers in Germany we use their address data to obtain information based on mathematical and statistical processes about payment practices and creditworthiness from infoscore Consumer Data GmbH, Rheinstraße 99, 76532 Baden-Baden, Germany. For customers with an address in Austria, we obtain this information from CRIF GmbH, Diefenbachgasse 35, 1150 Vienna, Austria.

Your interests are protected in accordance with the law. The data is only transmitted to the relevant information agency and only in cases where this is legally permitted. Depending on the circumstances in which permission is granted you will be informed in advance about the transmission.

## 9. Surveys

You will be asked to complete surveys on our website and in our email newsletters. We make this proposal and run the surveys using the services of Usabilla GmbH, Kemperplatz 1, 10785 Berlin, Germany. The servers required for this purpose are maintained by Usabilla B.V., Rokin 16, 1012 KR, Amsterdam, the Netherlands (hereinafter referred to as 'Usabilla'). When you visit our website, your browser will establish a direct connection to the Usabilla web servers, which will present you with the relevant offerings by displaying the opportunity to complete a survey and the forms for the survey using your IP address. These web servers are located in the USA, Europe or Asia, with the selection being based on the option that allows for data to be transmitted most quickly. The IP address will only be used outside of the EU for the purpose of exchanging data and not for storing data. As far as our email newsletters are concerned, data will only be exchanged with the Usabilla servers if you click on the link in the email newsletter. Your IP address will never be stored or used for any other purposes. If you choose to complete a survey, Usabilla will not save or analyse your IP address or any other personal data. We only analyse the results of our surveys on the basis of anonymous customer segment information and other anonymous criteria.

### **III. FORMS ON OUR PAGE AND OUR NEWSLETTER**

#### **1. General information**

When you use the contact form, the registration form for our website, the press form or the newsletter registration, the information listed on the form is sent to us. The information is only used for the purposes specified on the form in question or purposes which can be easily determined from the situation. These are to answer your query on the contact form, to provide information about the online shop or sending the e-mail newsletter for example. In addition, please note the information in this document when using our website after you have logged in and when placing your orders.

#### **2. E-mail newsletter**

When you register for our newsletter, we use the data you have provided for the registration or on a different occasion, so that we can send it to you regularly.

Immediately after registration for the e-mail newsletter, a check is carried out as to whether the recipient of the e-mail genuinely wishes to receive information at the e-mail address given. The recipient must click on a confirmation link in the e-mail which contains reference information to differentiate it from other confirmation links and which is therefore related to a particular person. The reference information is therefore stored with your personal data and serves to determine which newsletter registration was confirmed and when.

If we then send you e-mail newsletters on the basis of the data provided, these newsletters will contain elements which respond to links in the newsletter being read or confirmed and which are linked to an individual technical identifier. We use this information for a statistical analysis of all the feedback from usage of the newsletter in order to improve the newsletter service for you.

Furthermore, we use this information and information from the sections and articles you retrieve on our website after you have logged in to compile the content of subsequent e-mail newsletters. This might be in the form of the creation of customer categories.

Use of e-mail newsletter registration data:

A partner company looks after the technical aspects of sending out the newsletter by e-mail. We only supply this company with the information required to carry out this task.

You can unsubscribe from the newsletter at any time either by using the contact details below to send a message or via a link provided for this purpose in the newsletter or, if you have used your e-mail address to register with the online shop, via our website after logging in under MEIN KONTO.

Using data for e-mail promotions if you have not subscribed to the newsletter and your right to object:

If we receive your e-mail address in association with the sale of goods or a service, and you have not objected, we reserve the right to e-mail you regular offers for products from our range similar to that which you have already bought. You can object to this use of your e-mail address at any time either by using the contact details below to send a message or via a link provided for this purpose in the e-mail newsletter without incurring any transmission charge beyond that of the basic tariff.

### **IV. INFORMATION, CANCELLATION, CORRECTION AND DELETION**

Under the Data Protection Act, you have the right to acquire information about data concerning you that has been stored. You can obtain such information free of charge on one occasion each year. We are then obliged to provide the information within eight weeks. Furthermore, you have the right to have such data corrected, blocked or deleted.

Please contact us using the details below if you would like to receive information about your personal data, have it corrected or deleted, or if you have any further questions about the way we use the personal data provided to us. If you are domiciled in Austria, generally speaking you must sign your request and enclose a copy of your photo ID so that we can verify your identity.

In principle, you can object to the use, processing and transmission of your personal data at any time. Please note however that it is not always possible to object; for example, you cannot object to the processing of data we need to fulfil a contract with you (including but not limited to payment and invoicing information). In the sections above, we have described some technical options for objections; otherwise you can object by informing us. If you have given us permission regarding this information on data protection, you can revoke your permission at any time with future effect.

For information on the sections mentioned above, please contact OUTLETCITY METZINGEN GmbH, Friedrich-Herrmann-Str. 6, 72555 Metzingen, Germany, e-mail: [service@outletcity.com](mailto:service@outletcity.com), telephone number in Germany: +49 (0) 7123 1789978 and in Austria: +43 (0) 720 882390.

## **V. VALIDITY**

The data protection policy is currently valid and dated 20<sup>th</sup> of March, 2018.

Developments on our website or the implementation of new technology might make it necessary to change this data protection policy. We reserve the right to change the data protection policy with lasting effect at any time. We recommend that you re-read the valid data protection policy from time to time.