

DATA PROTECTION

August 2015

JACK WOLFSKIN Retail GmbH, a company with limited liability under German law, registered with the district court of Wiesbaden/Germany under Reg-No HRB 24710 with registered office in Jack Wolfskin Kreisel 1, 65510 Idstein, Germany, (hereinafter „we“, „us“ or JACK WOLFSKIN) is the controller for this website, the web based services and applications (“Website”).

We are committed to data protection and will strictly observe the regulations of the German Data Protection legislation as well as the applicable national law. We take the protection of your personal data very seriously will use it only in the way that our customers expect it from Us. It is a matter of course that the personal data collected on this website is neither sold nor disclosed for other reasons to unauthorized third parties.

Within this Privacy Policy, we set out how we use and protect the personal data you provide to us when using this website.

COLLECTION, DISCLOSURE AND USE OF DATA

You may provide your data expressly to us (inter alia e.g. by way of registering a customer account, filling in forms, completing an order process, submitting a service request).

Thus, we may collect, use and process the following data of yours:

- your contact information (e.g. name, postal address, email address, telephone number, birthdate);
- information regarding order fulfilment (e.g. information about ordered products, billing and delivery informations, payment informations such as banking/credit card/payment provider details)
- information regarding order and service handling (e.g. order and contact details/history, details on defective products, records of correspondence)
- other information expressly provided by you (e.g. personal profiles, product preferences, wish lists, ratings)

Any personal data that you provide to us via our Website will be collected, processed and used by us for correspondence with you and for the purpose for which you have made the data available to us. If required to fulfill a service or order that you have requested, your data will be disclosed to and used by our co-operation partners, for example courier and postal service providers. In no event is your data disclosed to unauthorized third parties. If you are an existing customer, we or, on behalf of us, our co-operation partners may contact you by electronic means (e-mail or SMS) with information about our products and services similar to your orders/requests. In case,

you are a new customer, we will only contact you, if you have expressly consented to such a contact previously.

We allow your data to be accessed only by those of our employees and co-operation partners who need to see it in order to fulfil the above stated purposes. In addition to that, we disclose the data to governmental and intergovernmental bodies if we are obliged to do so by statutory or official requirements or regulations (e.g. in the prosecution of criminal offences).

We may disclose your data to credit reference (CRA) and fraud prevention (FPA) service providers before processing your order on our Website.

We may use technologies on our Website for service optimization and improvement of online experience. With using such technologies, data of yours may be collected automatically by us or, on behalf of us, by third parties due to the mere interaction of your computer with our Website. Such data may include (without being restricted to):

- the IP address of your internet device (e.g. the IP-address of your computer)
- information about the use of our Website (e.g. time and date of visit, referral URL, page impressions)
- information about your internet device (e.g. type and version of your internet browser, type and version of operating system).

Using this data, anonymized user profiles may be created. Cookies can be used for this purpose. Cookies are small text files that are saved locally in the buffer of your Internet browser while visiting the Website. The cookies allow the Internet browser to be recognized again by our Website and may be required for the order process (for details, see below). Unless the person in question has granted his explicit approval, the data collected using such technologies are not used to personally identify the visitor to the website and are not combined with personal data about the owner of the pseudonym.

COOKIES

We use small data packets, known as cookies, on our website. These cookies allow us, for example, to collect statistical data on navigation paths, number of visits and hits per page with the aim of making our offer more user-friendly, effective and safe. Furthermore, we use cookies essential for navigation and functionality of our Website (i.e. cookies to save your shopping cart status over the steps of your checkout).

The vast majority of those cookies are "session cookies", which are automatically deleted after you have ended your visit to our website.

In case, you do not want the cookies used on our Website to be saved to your computer, you may change the setting of your browser to block these cookies in general or to inform you when a cookie is being used, so that you can accept or reject in each case individually. A block of cookies may affect the functionality of your Website session.

DATA STORAGE

We will store the data received and/or collected only in member states of the European Union. We will take all reasonable technical and organizational measures to protect your personal data against unauthorized use, unlawful disclosure, destruction, loss or unlawful alteration.

SOCIAL PLUGINS

Our web pages use social plug-ins ("plug-ins") from the following social networks (providers):

Facebook

This social network is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (Facebook). These plug-ins (the "Like" button) are marked with the Facebook logo or the phrase "Facebook social plug-in".

Facebook Data Privacy Policy: <https://www.facebook.com/about/privacy/>

Twitter

Twitter, Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA (Twitter). These plug-ins are marked with the Twitter logo.

Twitter Data Privacy Policy: <https://twitter.com/privacy>

Pinterest

Pinterest Corporate Office Headquarters, 527 7th Street, San Francisco, California USA 94103 (Pinterest). These plug-ins are marked with the Pinterest logo.

Pinterest Data Privacy Policy: <http://uk.about.pinterest.com/privacy/>

If you use one of our web pages containing a plug-in from one of the above providers, your browser is directly connected to the provider's server. The content of the plug-in is transferred to your browser by the provider and your browser integrates the data into the web page.

The integration of the plug-in shows the provider which of our pages you have accessed. If you are logged in to the provider's site, the provider can trace your visit to our page to your account. If you interact with the plug-ins, for example, by pressing the "Like" button or commenting, your browser sends the relevant information directly to the provider, who stores it.

If you do not wish a provider to collect data on you through our web pages, you should log out of the provider's site before visiting one of our pages.

Please refer to the providers' privacy policies (see above) for all information regarding the processing and use of data collected in this way, as well as your rights and privacy options in relation to data privacy.

WEB ANALYTIC TOOLS

Google Analytics

We may use Google Analytics, a web analytics service provided by Google Inc. ("Google") on our Website. Google Analytics uses "cookies", which are text files that are stored on your computer and that enable your use of the website to be analyzed. The information generated by the cookie about your use of this website (including your IP address truncated by the last octet prior to its storage using the "_anonymizeIp()" method) is usually transmitted to a Google server in the USA, where it is stored.

However, if IP anonymisation has been activated on this website, Google will shorten IP addresses within member states of the European Union or other countries that are party to the Agreement on the European Economic Area before the information is transmitted. Only in exceptional cases, will the full IP address be transmitted to a Google server in the USA and then shortened.

On behalf of the owner of this website, Google will use this information to analyze your use of the website, compile reports on the website activity and provide the website owner with additional services relating to Internet and website usage. The IP address provided by your browser as part of Google Analytics is not merged with other data from Google. You can prevent cookies from being stored by adjusting the appropriate settings on your browser software.

However, we must point out that in that case you may not be able make full use all of the features of this website. You can also prevent the detection of cookie-generated data related to your use of the website (including your IP address) by Google, and the processing of this data by Google, by downloading and installing the browser plug-in from the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en-GB>

As an alternative to the browser Addon or within browsers on mobile devices, you can `[click this link](javascript:window.googleanalytics.optOut())` in order to opt-out from being tracked by Google Analytics within this website in the future (the opt-out applies only for the browser in which you set it and within this domain). An opt-out cookie will be stored on your device, which means that you'll have to `[click this link](javascript:window.googleanalytics.optOut())` again, if you delete your cookies:

[Google Analytics Opt-Out](#)

RETARGETING TECHNOLOGIES

Retargeting is a method used in online marketing whereby visitors to a website are tagged and then stimulated once again on other websites using targeted advertising. This method also makes use of permanent cookies which last for 90 days.

As is the case with website tracking, data is also collected here in pseudonymous form. Jack Wolfskin uses the following service provider to carry out retargeting:

pilot Hamburg GmbH & Co. KG

If you wish to opt out of retargeting, please click on the following link:

<https://www.pilot.de/cookie-opt-out-datenschutz-privatsphaere/>

Criteo

Information is collected on our web pages and via our online products using the technology of Criteo (Criteo GmbH, Unterer Anger 3, 80331 Munich, Germany). It is directed at the surfing behaviour of website visitors for marketing purposes in a completely anonymous way by setting cookies. Criteo is thus able to analyse the surfing behaviour and subsequently display targeted product recommendations as an appropriate advertising banner when other websites are visited. The anonymous data cannot in any way be used to personally identify the website visitor. Data collected by Criteo is used solely to improve products advertised. There is a small "i" (for information) on the bottom right of every superimposed banner which opens when the mouse is hovered over it and leads the visitor to a site which explains the process, and offers an opt out option. When opt out is clicked, an "opt out" cookie is placed which prohibits this banner's advertisement in the future. Any other use or passing on to third parties does not occur. You can learn more about Criteo at <http://www.criteo.com/privacy> and object, if desired, to the anonymous analysis of your surfing behaviour.

Webtrekk

We may use the technologies of Webtrekk, a statistical web analysis service provided by Webtrekk GmbH, Boxhagener Strasse 76-78, 10245 Berlin, Germany on our Website to collect statistical data regarding the use of our Website for optimization and service improvement. The data collected is sent to Webtrekk GmbH only. Webtrekk GmbH is data-privacy certified for Web analytics. Webtrekk technology uses "cookies" which are text files that are stored on your computer and that enable your use of the website to be analyzed. Due to the anonymisation of your IP-address prior sending data to Webtrekk, the identification of an individual user is not possible. Webtrekk technology works with session cookies. Session cookies are deleted at the end of the browser session. Besides blocking cookies in your browser, you can prevent the detection of cookie-generated data related to your use of the Website (including your IP address) by Webtrekk via installing an opt out cookie from the following link:

<http://optout.webtrekk.net/?r=https://www.webtrekk.com/de/index/opt-out-webtrekk/abmeldung-vom-tracking/>

For more information about how Webtrekk collects data, please read their privacy policy at

<http://www.webtrekk.com/en/products/data-protection.html>

Dynamic 1001

The Dynamic Tracking System is used to assess the services of various advertising channels of the Jack Wolfskin online shop.

When visiting www.jack-wolfskin.co.uk, data from your browser is collected for statistical analysis.

This data is passed on to Dynamic 1001 GmbH, which is a technical and statistical service provider. Absolutely no personal user data is passed on.

Data is collected by means of a pixel which is integrated on each page of the online shop.

Common information, such as the operating system, browser in use, related advertising material, referrer and IP address, is saved anonymously on the Dynamic servers.

The IP address is only used for allocating the data internally and is not shared with third parties.

If you order something, only anonymous data such as order number, customer ID, basket and order amount is sent to Dynamic 1001 GmbH so that the correct commissioning to advertising partners can be carried out.

Cookies are used for collecting data. Cookies are small text files that are saved on your computer. Cookies cannot be used to identify particular people. No personal information is saved. Cookies cannot harm your computer and do not contain viruses.

You are able to activate or deactivate cookies in your browser settings.

According to Section 15 of the German Telemedia Act (Telemediengesetz), visitors to websites can object to their anonymous data being stored so that they are no longer recorded in the future.

You can object to your information being stored [here](#).

LIABILITY

Despite careful monitoring, we do not assume any liability for the content of external links. Responsibility for the content of any links lies exclusively with the operators of the websites in question.

JACK WOLFSKIN reserve the right to change prices and technical specifications and will not be held responsible for text or printing errors. Due to technical limitations, product colors may differ slightly from the originals.

RIGHT TO INFORMATION AND RIGHT TO DELETION

Following a written request sent to

JACK WOLFSKIN Retail GmbH

E-Commerce

Jack-Wolfskin-Kreisel 1

D-65510 Idstein / Taunus

Germany

or by e-mail: info@jack-wolfskin.com

We will inform you at any time in accordance with applicable law whether and what personal data concerning you is stored by us and to whom this data has been disclosed.

Furthermore, we will correct, update or delete your data at any time following a corresponding request on your part made via the above-mentioned communication channels. You can, of course, also object at any time to your data being used generally or for specific purposes, following which we will immediately comply with your request unless your data has to be retained for as long as is necessary for the performance of an order or for as long as we have a statutory or legal duty to retain your data.

CONSENT AND REVOCATION WITH REGARD TO THE COLLECTION, DISCLOSURE AND USE OF PERSONAL DATA

In accordance with the statutory provisions governing data protection, personal data is collected, disclosed and used only with the prior consent of the individual concerned. You can revoke this consent at any time by sending written notification to:

JACK WOLFSKIN Retail GmbH

E-Commerce

Jack-Wolfskin-Kreisel 1

65510 Idstein / Taunus

Germany

or by e-mail: info@jack-wolfskin.com

without specifying any reason for this.

UPDATES

If we launch new products or services or change our Internet procedures, or if new developments in Internet and IT security technology are introduced, this data protection statement will be updated.

We, therefore, reserve the right to amend or supplement the statement or to remove parts of it at any time as required. We will publish the amendments on this page.

You should therefore visit this webpage regularly in order to stay informed about the current status of the data protection statement.