

# Privacy Policy - Tiger of Sweden AB

## INTRODUCTION

We at Tiger of Sweden AB know that you care about how personal data about you is used and shared and we appreciate your trust in us to do that carefully and sensibly. This document describes our privacy policy in relation to processing of personal data about customers and other users of our web shop and digital services, including members of our loyalty program. For the sake of clarity, please note that this privacy policy does not apply to processing of personal data about employees, consultants, vendors or service providers. The privacy policy may be updated from time to time, and we recommend that you check this page regularly to stay up to date on any changes we may have made.

This privacy policy supplements, but does not replace, other policies and terms that applies to any specific service made available by Tiger of Sweden or any of its group companies covered by the privacy policy.

## WHO ARE WE ?

Tiger of Sweden AB is a Swedish company having the following company and contact details:

Tiger of Sweden AB  
Swedish business registration no.: 556187-7795  
Torsgatan 4,  
111 23 Stockholm  
Sweden  
Phone: +46 8 546 310 00  
Email: [info@tigerofsweden.se](mailto:info@tigerofsweden.se)

Tiger of Sweden AB is part of a Danish fashion group controlled by IC Group A/S, a Danish company having the following company details:

IC Group A/S  
Danish business registration no.: 62 81 64 14  
Høsterkøbvej 65,  
2970 Hørsholm, Denmark

This privacy policy applies to the collection and further processing of personal data about you collected by any means or from other sources by Tiger of Sweden AB and its affiliated group companies. You can see an overview of the relevant group companies: with respect to this privacy policy here:

COUNTRY	COMPANY	COMPANY REG. NO.	ADDRESS
SE	Tiger of Sweden AB	Company reg. no. 556187-7795	Torsgatan 4, 111 23 Stockholm, Sweden
SE	Vingåkers Factory Outlet AB	Company reg. no. 556464-8870	Widengrensvägen 1, 643 30 Vingåker, Sweden
DK	Tiger of Sweden Denmark A/S	Company reg. no. 38 75 30 29	Bredgade 76, 1260 København K., Denmark
DK	IC Group A/S	Company reg. no. 62 81 64 14	Høsterkøbvej 65, 2970 Hørsholm, Denmark
NO	Tiger of Sweden Norway AS	Company reg. no. 919 926 627	Bygdøy Allé 2, 0257 Oslo, Norway
FI	Tiger of Sweden Finland Oy	Company reg. no. 2882237-2	c/o Tiger of Sweden AB Torsgatan 4, 11123 Stockholm Sweden
DE	Tiger of Sweden Germany GmbH	Company no. HRB 53736	Cantadorstrasse 18, 40211 Düsseldorf, Germany
FR	Tiger of Sweden France Sarl.	Company no. 838.403.210	37 Rue des Mathurins, 75008 Paris, France
UK	Tiger of Sweden UK Ltd.	Company reg. no. 11149952	c/o Godley & Co., 5th Floor Congress House, 14 Lyon Road, Harrow, Middlesex, HA1 2EN, United Kingdom
NL	Tiger of Sweden Netherlands B.V.	Company reg. no. 12031015	c/o Spaces Vijzelstraat, Vijzelstraat 68, 1017HL Amsterdam, The Netherlands
PL	Tiger of Sweden Poland Sp. Z.o.o.	Company reg. no. KRS no. 0000102523, NIP no 7250008087	Gdanski Business Center, Building B, Ul. Inflancka 4, 00-189 Warszawa, Poland

The personal data may be collected by Tiger of Sweden AB or any of its group companies mentioned above and will then be processed in a central database managed on our behalf by our parent company IC Group A/S. The personal data will be made available to the other group entities by Tiger of Sweden AB and/or IC Group A/S in accordance with this privacy policy.

For your information, IC Group A/S operates the e-commerce platform [www.tigerofsweden.com](http://www.tigerofsweden.com) on behalf of Tiger of Sweden AB.

## HOW TO CONTACT US?

For questions regarding this privacy policy or your rights as a data subject, we kindly ask you to contact our customer care team by email on [customercare@tigerofsweden.se](mailto:customercare@tigerofsweden.se) or by using one of the contact options provided in the help page at [www.tigerofsweden.com](http://www.tigerofsweden.com).

## WHAT INFORMATION DO WE COLLECT?

We may collect the following categories of personal data about you:

1. Your basic information, that is e.g. your name, address, email address, telephone number, age and other demographics.
2. Information about your interests, measurements and preferences.
3. Information about your interaction with us, e.g. what products you buy online or in-store, payment information, returns, consumer service contacts, survey information, participation in contests or event etc.
4. Information about you obtained from social networks etc., e.g. comments or behavior, that we cooperate with.
5. Information about your digital activities, such as browsing history, e-mail activity and physical presence, through cookies, pixel tags and similar technologies such as beacons and WiFi access points, including IP-addresses and MAC-addresses.

We may share personal data about you within the group companies mentioned above. Please also confer with the section "How do we share your personal information" below. Further, information about you obtained via different technologies and/or from different sources can be combined, e.g. if you become a member of our loyalty program we may link existing information on your purchase history with us to your profile.

## HOW DO WE USE YOUR PERSONAL INFORMATION?

The information about you may be used for the following purposes:

1. Processing of orders, claims and returns
2. Administration of your membership of our loyalty program, including providing you with benefits
3. Provision of the various functions and services on the website

4. Providing newsletters, communication via other communication platforms and services requested by you from time to time
5. Consumer analysis and segmentation
6. Marketing of goods and services
7. Tailoring the content of newsletters, other communications and other media, e.g. websites and apps
8. Providing customer support and communication
9. Evaluating and developing our products and services

The processing of your personal data will in some cases be necessary to conclude or perform a contract with you, e.g. to complete order in our web shop. The processing may also be necessary to comply with a request from you, e.g. to send you newsletters, to provide you with information that is tailored to your interests, or to provide you with benefits as part of your membership of our loyalty program. In addition, the processing of your personal data may also be based on our legitimate interests to make us wiser about our consumers and to develop and evaluate our products and services as well as conducting statistics and analyses.

## COMMUNICATIONS AND MARKETING

If you give consent, we will communicate with you for marketing purposes by email, ordinary mail, telephone (including via text messages). You may manage your subscriptions in the membership settings of your account. If you wish to completely opt-out of receiving communication from us, you should delete your account.

## HOW DO WE SHARE YOUR PERSONAL INFORMATION

As mentioned above, we may share personal data about you within the companies in our group, including with our parent company IC Group A/S and its group companies.

If you are a member of our loyalty program, your personal data may also be shared with our franchisees in order to provide you with the benefits of the loyalty program as well as providing you with the best customer service in the shops.

We may share your personal data with third party providers such as credit card companies and shipping companies in order to complete your orders and carry out shipment.

For the sole purpose of supporting our business third party processors may process your information, but only to the extent necessary for us to conduct our business. We have procedures to ensure that

these third party processors value your privacy.

We may also share your personal information with third parties that assist us with marketing towards you, for example social networks. We will always ensure that such third parties only use the personal information to promote our goods and services in accordance with our instructions.

We may use and disclose personal information to parties connected with the proposed or actual financing, securitization, insuring, sale, assignment or other disposal of all or part of our business or assets, for the purposes of evaluating and/or performing the proposed transaction. Our successors or assignees may use and disclose your personal information for similar purposes as those described in this privacy policy.

We do not sell, share or transfer your personal information to any third parties except as described in this privacy policy.

## WHEN DO WE DELETE YOUR PERSONAL INFORMATION

The retention of your personal data depends on the purpose of the processing.

First of all, we will retain your personal data for as long as we are legally required to do so. For example, we are obliged to retain information relating to sales for a certain time period in order to comply with applicable bookkeeping regulation.

We may also retain your personal data if necessary for the establishment, exercise or defense of legal claims.

If no applicable legal obligations or legal claims exist, we will store the personal data for the term of your membership subscription and for 24 months thereafter.

Personal data, which is not subject to a legal obligation or legal claims and which is not linked to a membership subscription, will be retained for 24 months. Email addresses provided via the service "Email Bag", "Email Wishlist" and "Email Notify me" will be deleted when the email has been sent.

## **Reserve Item & Book appointment**

Our website allows you to reserve a product in a physical store by providing your e-mail address and telephone number. Such data will only be used for processing your request for reservation of a product and will be deleted within 7 days after you have reserved the product.

## INTERNATIONAL TRANSFERS

We may transfer your personal data to countries outside the EU/EEA, including group companies. When we do this, it will either be to a country that is deemed by the authorities to provide an adequate level of protection, or subject to a written data processor agreement containing obligations for the disclosing and receiving party. The agreement will be based on the "Standard Contractual Clauses" approved by the European Commission or similar.

## COOKIES

We will collect information, including personal data, about you by cookie technology. Please consult the cookie policy that applies to the means of communication that you use to interact with us.

## YOUR RIGHTS AS A DATA SUBJECT

At any time you are entitled to recall any consent(s) you may have given with respect to our use of your personal data.

Furthermore, you have the right to access your personal data and to obtain information about how we process it. You may also modify the personal data if it is incorrect, and you may ask us to limit or cease the processing of your personal data or to delete it as well as object to the processing of your personal data, including processing for the purpose of direct marketing and profiling related to such direct marketing. You may also ask us to disclose the personal data in a machine readable format.

To modify your membership subscriptions or to completely opt-out of your membership and/or from receiving marketing communications, please let us know by modifying your preferences in the relevant section of the pertinent website or click on the link in all of our newsletters to opt-out of that particular service. Due to e-mail production schedules, you may still receive any e-mails that are already in production.

You may at all times object to the processing of your personal data for direct marketing purposes.

Our contact information is stated above in the "How to Contact Us" section.

You may also file a complaint with a competent data protection authority.

## HOW DO WE PROTECT YOUR INFORMATION?

We care about the protection of your personal data and will apply industry standard security measures to ensure adequate protection of your data.

## OTHER WEBSITES

Our websites etc. may contain links to other websites which are outside our control and are not covered by this privacy policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

## ANY QUESTIONS?

We are always happy to hear from you and welcome any questions, comments and concerns about privacy. Please visit our contact page or write to us at the contact information mentioned in the "How to Contact Us" section above.

If your inquiry concerns a specific group entity, please state this when you contact us.

# Cookie Policy

## INTRODUCTION

This notice describes our cookie policy in relation to your use of tigerofsweden.com (the "Website").

When you use the Website, you consent to our collection of information by cookie technologies as described in this cookie policy. To the extent personal data is collected by cookie technologies, our Privacy Policy also applies.

We may share information collected about you by cookie technologies with other companies in the IC Group A/S group, please see said group members here. If you want to learn more about how we collect, use and share data, please confer with our Privacy Policy.

A cookie is a small data file placed on your computer's hard drive containing information about which parts of our website you have visited. The term 'cookies' may also cover other technologies. Cookies are reliable files and they cannot execute program code, transmit virus or be used to collect information about what you otherwise may use your computer for.

## WHAT COOKIES DO WE USE?

We primarily use cookies for the following purposes: web statistics, sales and advertising, user experience and functionality. We use the functional cookies to ensure that our online store is functioning as intended, which among other things includes that you are able to add items to your

shopping cart, place an order etc.

To collect web statistics, we cooperate with web statistic service providers. Cookies from these providers among other things allow us to see which pages are visited, where the traffic comes from, mouse clicks and movements, anonymized screen recordings etc. We use the information to measure and improve the user experience on our website and to follow up on sales and ad campaigns.

Additionally, we use partners that help us to keep track of user activities, profitability of online marketing and to deliver targeted online ads when you visit other websites. These services may use third part cookies provided by our partners.

We cooperate with and use cookies from the following service providers on the Website:

- Google Analytics (for web statistics)
- Google Ads (for sales optimization and marketing)
- Google Optimize (for sales optimization and AB-testing)
- Facebook (for web statistics, sales optimization and marketing purposes)
- Demandware (for functionality)
- Hotjar (for user behavior)
- Teads (for sales optimization and marketing)

#### HOW DO I DECLINE THE USE OF COOKIES?

You are free to decline the use of cookies. Most web browsers permits to delete or block cookies and to warn you and ask for your consent before cookies are stored. You can find help in your internet browser on how to set your internet browser to handle and possible block cookies. You can also find help on <http://www.aboutcookies.org/>.

If you do not wish to use cookies when using the service, this may affect your shopping experience, as we among other things use cookies to keep your shopping cart updated. The use of cookies is also necessary if you want to be able to place an order.