

Privacy Policy - Tiger of Sweden Aktiebolag

- INTRODUCTION

We at Tiger of Sweden 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 and newsletter subscribers. 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 Aktiebolag or any of its group companies covered by the privacy policy.

- WHO IS RESPONSIBLE FOR THE PROCESSING OF YOUR PERSONAL DATA?

The Swedish company Tiger of Sweden Aktiebolag is the controller of your personal data, having the following company and contact details:

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

Tiger of Sweden Aktiebolag is part of a Danish fashion group controlled by IC Group A/S.

Tiger of Sweden's affiliated group companies may process your personal data on behalf of, and in accordance with the instructions of, Tiger of Sweden Aktiebolag. You can see an overview of the relevant group companies with respect to this privacy policy [here](#). This privacy policy applies to the collection and further processing of personal data about you collected by any means and from any sources by Tiger of Sweden Aktiebolag and its affiliated group companies.

For your information, the Danish company Tiger of Sweden Denmark A/S operates the e-commerce platform www.tigerofsweden.com on behalf of Tiger of Sweden Aktiebolag, having the following company details:

Tiger of Sweden Denmark A/S
Danish business registration no.: 38753029
Antonigade 11, st., 1106 København K

- 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 service team by email on customercare@tigerofsweden.se or by using one of the contact options provided in the help page at www.tigerofsweden.com.

- WHAT CATEGORIES OF PERSONAL DATA DO WE PROCESS?

Our processing of your personal data depends partly on whether you have subscribed as a member to our loyalty program and/or newsletter or not. It also depends on how you interact with us.

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.

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.

- FOR WHAT PURPOSE DO WE PROCESS YOUR PERSONAL DATA?

Your personal data may be used for the following purposes:

1. To process orders, claims, exchanges, and returns.
2. To register and administer your membership of our loyalty program and/or your newsletter subscription, including providing you with benefits and marketing communication by email, mail, text messages and/or calls.
3. To provide the various functions and services on the website.
4. To provide newsletters, communication via other communication platforms and services requested by you from time to time.
5. To undertake consumer analysis and segmentation.
6. To market goods and services.

7. To tailor the content of newsletters, other communications and other media, e.g. websites and apps.
8. To provide customer support and communication.
9. To evaluate and develop our products and services.
10. To fulfil legal obligations.

- **WHAT IS THE LEGAL BASIS FOR PROCESSING?**

The processing of your personal data will in some cases be necessary to conclude or perform a contract with you, e.g. to complete an order in our web shop, to ship the purchased products to you and to administer an exchange or return of, or claim/complain related to, purchased products.

The processing may also be necessary to comply with a request from you and thus be based on your consent, e.g. to register you as a member to our loyalty program, to send you newsletters, to provide you with information that is tailored to your interests, to reserve a product in a physical store, or to provide you with benefits as part of your membership of our loyalty program.

The processing may also otherwise be based on your consent, which is for instance the case when we use cookies and similar technologies (other than essential cookies) in accordance with and as further explained in our cookie policy.

Further, the processing of your personal data will in some cases be necessary to fulfil legal obligations, for instance bookkeeping obligations.

In addition, the processing of your personal data may 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 and/or 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.

We may share your personal data with third party providers who perform functions on our behalf such as credit card companies and shipping companies in order to complete your orders, process payments and carry out shipments and returns. We may also share your personal data with third

party providers who perform functions on our behalf relating to the registration and administration of memberships of our loyalty program as well as relating to the distribution of emails and newsletters.

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?**

We only retain your personal data for as long as there is a legal basis for doing so. 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.

Personal data linked to a membership subscription will, if no applicable legal obligation or legal claim exist, be retained for the term of your membership subscription.

Personal data, which is not subject to a legal obligation or legal claim and which is not linked to a membership subscription, will be retained for as long as there is legal basis for the processing. In general, the retention period is no longer than 24 months.

Email addresses provided via the service “Email Bag”, “Email Wishlist” and “Email Notify me” will only be used for processing your request and will be deleted when the email has been sent.

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 and similar technologies. 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 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.

To modify or withdraw your consent relating to cookies, please change the settings by following the link in our cookie policy.

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.