Privacy Notice

[Sept. 2023]

Hi there, this is our privacy notice. When you visit our stores or venues, visit or interact with us through websites, social media pages, email or other digital properties ("websites"), or when you view, shop for and use our items off- or online, we will collect and process information that relates to you, known as personal data.

In this notice we will explain what personal data we collect and process about you, why and what we do with them. This notice applies to both consumers and where indicated, small businesses (jointly referred to as "you" or "Customers") that buy our clothing and other items and otherwise interact with us off- or online.

Please note that this privacy notice may change. Any changes will become effective when we post the revised privacy notice on our websites.

1. Who Is The Controller?

Calvin Klein Europe B.V., PVH Brands Czechia s.r.o. and where specifically indicated Calvin Klein Inc. (205 West 39th Street Fourth Floor New York, NY 10018) are responsible for this privacy notice. These legal entities are referred to as "we" or us" in this document. You can contact us at the address listed at the end of this privacy notice.

2. What Information Do We Collect And Why?

2.1. To handle your purchases, provide (Customer) services and fulfill other requests

2.1.1. Orders, store purchases and accounts

Online, when you purchase an item via one of our websites, or if available, via one of the digital screens in our stores, we collect your name and your company name (in case you are a small business), full postal and/or separate billing address, e-mail address, ordered and returned items, delivery information, invoice information and other data relating to fulfilling your order. We will also collect data on the usage of your vouchers (e.g., validity and amount) or gift cards. Furthermore, we collect data you choose to provide us with additional fields, such as your date of birth and telephone number.

We use this data because it is necessary to conclude, execute and manage your purchase and to handle your order. Please note that in some cases requested information may be mandatory. If you do not provide us with a name and delivery address, we will not be able to deliver your items.

During the purchasing process, you will be presented with the option to set up a personal Calvin Klein account. If you choose to do so, we will ask for additional information, such as setting up a personal password, date of birth and subscriptions to commercial communications. We only use your data for this purpose if you have given your consent to set up a personal account.

In our store, depending on whether you are a consumer, we collect your name, address and other relevant personal details if this is needed to comply by local fiscal and legal requirements. We may need this information to be able to provide you with a refund or a fiscal receipt (VAT receipt). If you have opted in to receive an e-receipt, we will process your e-mail address. This data is collected via our point of sale terminal in the store.

In addition, some of our stores offer the opportunity to collect or return your items ordered online in one of our selected stores. In order to provide these services to you we will process your personal data such as your email address to send you information about your order. For example, when your order is ready to be collected. Furthermore, our store associates will register whether you have collected or returned an order.

We process this personal data because it is necessary to conclude, execute and manage your purchase with and/or returns to us.

Some of our stores also offer the opportunity to book a (virtual) store or event appointment through our booking tool. In order to provide these services to you we will process your personal data such as your first and last name, postal code, email address and phone number to send you information about your store or event visit. Furthermore, we may process the information you choose to provide us in additional fields, these fields may include questions related to your store appointment such as the occasion you are shopping for, your dress size or any other information you wish to share with us or the sales representative to improve your shopping or event appointment experience. Processing this information is necessary for the performance of the store or event appointment agreement.

We may also process attendance and sales data related to your appointment, for example if you attended the appointment or purchased any products during your appointment. We process this personal data to serve our legitimate business interest to organize and improve our store and event appointment services.

Please note that PVH Brands Czechia s.r.o. will act as a controller in relation to the processing of your personal data related to your online or in store transaction.

Only if allowed or required by law, when booking an appointment or visiting our store, we may process your surname, first name, e-mail, address, phone number and the period of your stay for the purpose of tracing chains of infection in connection with the SARS-CoV-2 coronavirus (COVID-19). We process this personal data to comply with legal obligations we are subject to. The data collected may only be passed on at the request of the responsible health authorities to track possible routes of infection. They are expressly not used for advertising purposes. Depending on the local legal requirements, the data is stored for two to four weeks from the time of your visit. Then they will be deleted.

2.1.2. CCTV usage

To contribute to the safety and security of our stores, we may have a CCTV system in operation. The CCTV cameras may be placed in public areas of our stores and will capture images in real time. The CCTV system helps us to secure and protect our stores, our store associates and customers, and products located or stored on store premises. The CCTV system also helps us to prevent, detect and investigate theft of our products or threats to the safety of our store associates or customers.

We process the CCTV footage to serve our legitimate business interest to protect our store premises and store associates, and to prevent, detect, and investigate incidents. The CCTV footage is generally kept for a maximum of 30 days from the time of recording before it is automatically overwritten or deleted, unless an incident has been recorded. In such cases, such footage may be kept until the incident has been dealt with or resolved, or longer as required or allowed under applicable laws.

2.1.3. Customer service and other requests

We also collect data to answer your queries on the phone, via post, via email or online via a chatbot or online form or via live-chat functionality. In such case we will only ask you to provide the data necessary to handle your request (to manage our contractual relationship with you and/or to comply with a legal obligation). For example, if you contact us regarding item return, we may ask you for purchase date and location, or information about your decision to return.

When you interact with chatbots (automated messengers) and/or live chat we will also record what you respond to these chatbots and/or live chat, how you interact with them and we will store data related to the device that you use. Depending on the platform for the chatbot and/or live chat and your consent, we may collect device data such as: IP address, social media handle, time zone, country and GPS location. The platform that provides the chatbot and/or live chat may also collect some of this data. For example if the chatbot and/or live chat is

provided on Meta, Meta may collect your user data as well. We also collect other information in relation to the fulfillment of your request such as chat content.

We may process this data either on the basis of your consent, because it is necessary to manage our contractual relationship with you in case your request is related to an order or because we have a legitimate interest in helping you and thereby improving our services.

2.1.4. (Changed) terms, conditions or notices

We are required by law to inform you about any (changes in) terms and conditions, and notices that apply to the relationship that we have with you. In order to comply with these legal obligations, we may use your contact details such as your email address to inform you.

2.1.5. Payments and check fraudulent credit card usage or excessive credit card charge backs checks

We have to process your personal data in order to process your payment if you buy something with us. Your data will be shared by the payment service providers we partner with. These payments service providers are also a data controller in relation to your data used for payment purposes. If you have any questions regarding the use of your personal data by the payment service providers, please contact the payment service providers directly. More information about the payment service providers and the way they use your personal data, can be found here.

If you wish to pay your order by credit card, we will have a credit check performed in order to establish whether your personal data is not associated with fraudulent credit card usage or excessive credit card charge back. For this purpose, our payment service provider will use your name and banking account details. We do not collect information related to the payment instrument that you use, e.g. credit card information ourselves. This information is processed solely by our payment service provider and by the providers of the payment instruments subject to strict information security assurances. We have this check performed to protect our legitimate business interest to prevent fraud and financial loss, or comply with our legal obligations.

2.2. To maintain our relationship with you through (digital) marketing initiatives and social listening

2.2.1. Newsletters, promotional communications or clickable links in an e-mail

Where you consent or where we have a legitimate interest to do so, we will collect your e-mail address and/or mobile number and/ or your postal address or other information you voluntarily submit to us, to send you our newsletter and other commercial messages. In addition, we will retain a history of the e-mail and SMS messages that we sent to you and we will record what you do with these messages (for example, if you open them or click on their content). Please note that you can unsubscribe at any given moment via the ‘unsubscribe’ or ‘ opt out’ button below each email, or by requesting us to do so via the contact details set out below or in the relevant commercial message.

Furthermore, we will use your personal data to make our newsletter and other commercial messages even more relevant and personalized to your interests. This personalization is done by using a combination of data derived from your interaction with our services, including for example data derived from your previous purchases, and through cookies combined with other data we hold about you or receive from third parties, such as Google or Meta. Our use of cookies is described in more detail in our cookie notice which can be found here.

We may use your personal data to provide you with such personalized communications because we have a legitimate business interest to provide you with communications that we consider to be relevant for you and of interest to you. If required under applicable local laws we allow you to object to receiving such communications or ask your consent for such use of your personal data.

2.2.2. Personalized experience and improvement of online experience

When you visit our websites, we will drop cookies, pixels and other digital tools with similar functionality ("cookies") on your browser or device that enable us to understand you better and personalize your experience with us and our communication and marketing towards you.

We may use your personal data to provide you with such personalized experiences because we have a legitimate business interest to provide you with experiences and services that we consider to be relevant for you and of interest to you. If required under applicable local laws we will ask for consent for such use for your personal data.

Our use of cookies is described in more detail in our cookie notice which can be found here.

2.2.3. Personalized targeted advertising

Based on your on- and offline purchase behavior and history, your behavior on and interaction with our websites (such as visited pages, links clicked, purchases made) and interaction with chatbot(s), live chat, emails your receive from Calvin Klein and customer service, we will set-up and maintain your personal digital marketing profile to make sure that we only show you advertisements that will most likely suit your personal taste. This is called targeted advertising. The more successful we are in targeted advertising, the higher the (prospective) Customer satisfaction.

To be able to show you targeted advertisements, we can also match your data profile with Customers that have a similar profile.

In order to support our targeted advertising we make use of information that is collected on how our Customers respond to our products, brand and advertisements. This information is collected from different sources available to us offline, online and mobile, for instance when you are visiting our website. Next to that it is enriched with information collected by others, such as data relating to the local weather. Based on that information, our marketing teams find and define relevant segments of online audiences to direct marketing campaigns at. These segments also help us decide how to best reach our Customers, within and beyond Calvin Klein's digital channels. If your digital marketing profile falls within such a segment you will probably receive our advertising tailored to the interests of the segment we placed you in on Meta, Google properties, online properties of so-called affiliate parties and other online and offline locations and materials, which is targeted advertising.

We may also collect data from third party vendors, such as Meta or Google or other online and social media actors that have collected data about you to use in relation to personalized targeted advertising, and we may share your data profile with third parties, such as Meta and Google or other online and social media actors, for retargeting by showing you a targeted advertisement on a third-party website that is linked to an event on our website, for example a specific purchase that was abandoned in the shopping cart.

In addition, Meta, Google and other online and social media actors can independently register your use of our advertisements through the use of cookies. Please read the privacy and cookie policies of such third parties for more information as we are not responsible for the personal data they process for their own purposes.

You can request us to remove your digital marketing profile by sending us an e- mail to the contact e-mail address that is displayed below.

We only use your data for the above described targeted advertising activities if you have given your consent including for the placement of cookies of and the collection of personal data via the cookie. Our use of cookies is described in more detail in our cookie notice which can be found here.

2.2.4. Participation in a sweepstake, contest or a seasonal or other promotion

We may offer you the opportunity to participate in a sweepstake, contest or other (in store) promotion. Some of these promotions have additional rules containing information about how we will use and disclose your personal data.

In general, we only collect information required to allow you to participate in the activity and manage our contractual relationship with you, such as your name and email. Personal data collected by us in the context of a sweepstake, contest or a seasonal or other promotion may be subject to additional privacy notices.

In principle we get your personal data directly from you. However, in some cases we receive personal data such as your buying preferences and activity for example through publicly available databases or our digital marketing activities and partners when they share the information with us. Please see Section 2.2.3 above for more information.

2.2.5. Social listening

If you actively communicate about us or our brands on social media, we collect a copy of your communication. For example, if you use #CalvinKlein in relation to one of our items we will retain a copy of the tweet and may use it for our brands awareness. In order to enable us to do so, we contracted a third parties for the provisioning of social listening services. Please note that any information you post or disclose through these services will become public and may be available to other users and the general public.

Please be mindful when disclosing any personal data relating to other people to us or to our service providers, as you are responsible for the disclosure of such third-party personal data. If you choose to connect your social media account to your Calvin Klein account (where such feature is available), you will share certain personal data from your social media account with us, for example, your name, email address, photo, list of social media contacts, and any other information that may be or you make accessible to us when you connect your social media account to your Calvin Klein account. We will engage in these activities to manage our contractual relationship with you, with your consent or where we have a legitimate interest.

With regards to Section 2.2, Calvin Klein Inc. is an independent controller in addition to Calvin Klein Europe B.V.

2.3. To offer you free wifi in our stores

When you use free Wi-Fi (in the stores that offer this option) in our stores and other venues (such as marketing events and shows), we collect your MAC address as well as information on your browsing activity. Free Wi-Fi is generally only available once your mobile device is registered as being present in our stores, and once you agree to the applicable terms and conditions for accessing the free Wi-Fi. We will engage in these activities to manage our contractual relationship with you, with your consent or where we have a legitimate interest.

2.4. To improve our services and items

We process your personal data in order to identify usage trends and service personalized content (e.g., item, size recommendations) across websites. The information that we gain is used to further improve our services and our items, for instance to help create and design our new collection, or to make improvements to current collections so as to meet your expectations.

For example, if you actively communicate about us or our brands on social media, interact with our chatbot or our customer service communication channels (including live chat) we may use your input to improve our services and items. We will engage in this activity where we have a legitimate interest.

2.5. In connection with a sale or business transaction

We may share your personal data with a third party as part of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings). Such third parties may include, for example, an acquiring entity and its advisors. We will engage in this activity where we have a legitimate interest.

2.6. To manage and improve the functionality of our websites

When you visit our websites we will drop cookies on your browser or device that enable us to improve the design and functioning of our websites, the responsiveness of our chatbot(s), live chat and to enable the technical and functional management of our websites (including maintaining information security), for example by identifying parts of the websites that have a low latency. We will engage in this activity where we have a legitimate interest. Our use of cookies is described in more detail in our cookie notice which can be found here.

2.7. To request you to take part in our surveys

We work hard to always improve our services and align them even better with your needs. That's why, if you have contacted us or if you have purchased our products, we may invite you to join one or more of our surveys. If you decide to participate and complete our survey, your feedback will be used to manage and improve our products and services. We may also contact you to understand how we can improve our relationship with you. We will engage in this activity where we have a legitimate interest or with your consent.

2.8. For security and fraud prevention

Insofar necessary we may use your personal data to manage security and fraud, for example, to detect and prevent cyberattacks or attempts to commit identity theft, which is our legitimate interests as it also serves your and third party's interests to keep our services and your personal data safe and secure.

2.9. To protect our rights and to defend against lawsuits

We may use your personal data to protect our rights and to defend against lawsuits and to respond to legal and regulatory duties, such as requests from public and government authorities. We engage in these activities to comply with a legal obligation or because we have a legitimate interest.

With regards to Sections 2.8 and 2.9, Calvin Klein Inc. is an independent controller in addition to Calvin Klein Europe B.V. and PVH Brands Czechia s.r.o.

3. Use By Minors

Please note that our websites are not directed to individuals under the age of sixteen (16). We ask that you do not post comments or submissions of anyone under that age.

4. Who Has Access To Your Personal Data?

Your personal data can be accessed by our employees to the extent that this access is required to enable them to perform their work for us. In addition, we disclose personal data to:

• Our affiliates for the purposes described in this privacy notice, including Calvin Klein Europe B.V., PVH Brands Czechia s.r.o. and Calvin Klein Inc. and our parent company PVH Corp.

• Our third party service providers, including those of Calvin Klein Inc., who facilitate the administration of our websites, marketing initiatives (including contests, sweepstakes and similar promotions), social listening services, chatbot services, booking tool services, and other business needs, for example data hosting, data analysis, information security and technology and related infrastructure provision, customer service, auditing, payment service providers, marketing service providers, and other business purposes.

• Other individuals with whom you elect to share your personal data including: for example, third parties with whom we partner or interact with, including marketing partners and social media parties.

• Public authorities, justice and law enforcement, fiscal authorities and other authorities assigned with investigative powers or public authority pursuant to applicable law.

• Other parties where we have legal basis, such as to comply with a legal obligation or where we have obtained your consent.

5. How Long Do We Retain Your Personal Data?

We retain your personal data for the period that you actively interact with us. You are no longer considered to be actively interacting with us if, for a consecutive period of two (2) years, you have not purchased an item from us or have not visited one of our website(s). After this two (2) year period we will only retain specific personal data that need to be retained (i) in light of the purpose(s) for which they were obtained (ii) if required to comply with a legal obligation or (iii) if necessary to protect our rights and legal position.

The personal data that we use to send you direct marketing communications will be used (processed) by us until you opt-out from receiving them.

6. Do We Transfer Your Data Outside Of The EEA?

Yes, your personal data may be transferred outside of the European Economic Area ("EEA") for example to countries where we have facilities or engage service providers, such as to the United States where our parent company is located. Some of the non-EEA countries are recognized by the European Commission as providing an adequate level of data protection according to EEA standards (the full list of these countries is available here). For transfers from the EEA to countries not recognized by the European Commission as offering an adequate level of data protection, we have put in place adequate measures, such as standard contractual clauses adopted by the European Commission to protect your personal data. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in countries outside the EEA may be entitled to access your personal data. If you would like to receive a copy of our implemented safeguards (where possible) you can contact us using the contact details listed below.

7. Your Rights

We respect the rights granted to you under applicable laws, including the right to access your personal data that we hold about you, to rectify or erase certain personal data, to restrict processing of your personal data and to get an electronic copy of your personal data for purposes of transmitting it to another company.

In addition, where we rely on our legitimate interest to process your personal data, you have the right to object to such processing, wholly or partly, on grounds related to your particular situation. This includes that you are entitled to object to the processing of your personal data for direct marketing purposes, including profiling related to such direct marketing. If you wish to opt-out from receiving direct marketing communications you can click on the opt-out link in the respective message.

Where we rely on your consent to process your personal data, you have the right to withdraw your consent at any time.

To exercise your rights, please send us an e-mail to the e-mail address listed below.

For your rights in relation to cookies, please check our cookie notice which can be found here.

You are also entitled to lodge a complaint with a data protection authority for your country or region or where an alleged infringement of applicable data protection law occurs. A list of data protection authorities is available at this link: here.

8. Our Contact Details

PVH Brands Czechia s.r.o. and Calvin Klein Europe B.V.
Customer Service

Danzigerkade 165
1013 AP Amsterdam

For any request related to this Privacy Notice:

e-mail: service.eu@calvinklein.com

Phone: 00800-74636499

Updated last: January 2023