

# COOKIES NOTICE

## TOMMY HILFIGER

Hi there, this is our cookie notice. When you visit our website or use a mobile app, we will place one or more cookies on your device or use JavaScript, HTML 5 and other digital technologies to collect information from your computer, mobile handset or other device. This information may contain personal data. In this cookie policy we will tell you what cookies we will use and what their functions are. How we process personal data that we obtain from your device is described in our [privacy notice](#). When you visit our website we will regard this as your specific request to provide you with the full functionality of the site, including but not limited with the ability to buy an item in our webstore.

### 1. WHO IS RESPONSIBLE?

The responsibility for this cookie policy lies with Hilfiger Stores B.V. and Tommy Hilfiger Europe B.V. collectively. These two legal entities are the “we” or “us” in this cookie notice. You can contact us at the address listed below.

### 2. WHAT ARE COOKIES?

When we talk cookies, we are talking about small (temporary) text files we transfer to your device. We may also use similar digital techniques, such as JavaScript, HTML 5, device fingerprinting etc. Collectively we refer to these digital techniques as “cookies” in this cookie policy.

### 3. WHY DO WE USE COOKIES?

Cookies may be used for many different purposes. In the first place, these cookies ensure that you can use the basic functionality of the website: they remember your selection and the choices you make to improve your experience on our website. They help make the shopping cart and checkout process possible as well as assist in security issues and conforming to regulations. We call them “**functional cookies**”.

Cookies can also be used to allow us to further develop and improve the functionality of our website by tracking usage. In some cases they improve the speed with which we can process your request, allow us to remember site preferences you have selected. You can make a choice to not consent to our use of these “**analytical cookies**”.

These cookies channel back data to our data analytics tools. If you visit one of our websites, we can determine from which marketing channel you originated (e.g., Google AdWords, e-mail newsletter), what pages you viewed, which items you have added to your cart and which ones you bought. We also receive information on how you use and interact with our websites as well as on the amount of time that you spend on it. The server of our websites also collects basic information that relates to the request that is made from your browser when you visit the websites. These data may include information on your last visit date and time, timestamp of the browser request, your IP address, basic HTTP header information (like referral URL and user agent) and previous URL that was requested by your browser.

Thirdly, “**social media- and advertising cookies**” offer the possibility to connect you to social networks and share content from our website on social media. Information that we obtain from advertising cookies is used to maintain your personal advertising profile. These cookies also help us to include you in a particular online audience in our Data Management Platform (DMP).

In the DMP information is collected on how our consumers 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 the DMP can help our marketing teams to find and define

relevant segments of online audiences to direct marketing campaigns at to best reach them, within and beyond Tommy Hilfiger'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 Facebook, Google properties, online properties of so-called affiliate parties and other online and offline locations and materials, which is targeted advertising.

We may also use the data 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 addition, Facebook, Google and other online actors can independently register your use of our advertisements. Please read the privacy policies of such third parties as we are not responsible for the personal data they process for their own purposes.

You can make a choice to not consent to our use of these **“social media- and advertising cookies”**.

The actual cookies that we use are listed and described [here](#).

#### **4. HOW CAN I MAKE A CHOICE ABOUT COOKIES AND MY PRIVACY?**

On our website you can set your preferences regarding cookies. You can do this by clicking the "more info" link in the cookie banner, or when you wish to change a previously provided consent, you can access your preferences via the settings. On this screen you can indicate that you withhold consent by removing the relevant tick in the tick boxes for analytical and social media- and advertising cookies. Of course we prefer that you don't because we feel that this will provide you with an optimal website experience and will also help to ensure that no advertisements are shown to you that are not relevant.

If you don't want to be included in our DMP please send us an email via the contact details below.

When you withhold your consent this does not automatically delete any cookies that are already on your device pursuant to your previous consent. You will need to delete these cookies manually. How do you do this? Below you'll find the way to remove cookies for your particular browser:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Edge](#)
- [Safari \(iOS\)](#)
- [Safari \(macOS\)](#)

## **5. OUR CONTACT DETAILS**

Hilfiger Stores B.V. and Tommy Hilfiger Europe B.V.

Customer Service

Danzigerkade 165

1013 AP AMSTERDAM

The Netherlands

Email address: [contact.uk@service.tommy.com](mailto:contact.uk@service.tommy.com)

Web-form: [Fill the online form](#)