

C&A Blog and Corporate Page

Privacy Statement

17 MAY 2018 DÜSSELDORF
GDPR PROJECT TEAM



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Privacy statement

This privacy statement applies to C&A's Corporate Page and the C&A Blog only. This website may contain links to other providers and services within and outside C&A. Please note that different data protection guidelines and liability regulations apply for these linked websites. The storage and use of data by operators, which occurs when using these linked sites, may exceed the scope of the following data protection declaration.

I. General information regarding processing of personal data

1. Responsible Controller

According to the GDPR the controller for data processing with this website is:

C&A Buying GmbH & Co. KG
Wanheimer Str. 70, 40468 Düsseldorf
T +49 211 9872 0

2. Contact details of data protection officer

Data protection officer at the controller is

C&A Buying GmbH & Co. KG
Datenschutzbeauftragter
Wanheimer Str. 70, 40468 Düsseldorf
T +49 211 9872 0
E-Mail: DataprotectionBuying@canda.com

3. Processing of personal data

C&A respects your privacy and is very serious about guarding the security of your personal data.

“Personal data” means all information that can be used to identify you, as natural person, i.e. name, IP address, contact details or user behavior.

In section II. of this privacy statement, we will inform you about the actual scope of processing your personal data when accessing our website. Your personal data will only be processed if and insofar this is required to ensure the functionality of our website and to allow availability of the content. Any further use of your personal data will only be done with your prior permission. For exceptional and justified cases where it is not

possible to obtain your permission in advance, your personal data will be processed in accordance with the provisions of the EU General Data Privacy Regulation (GDPR), and all other relevant national data protection laws.

4. Rights of data subject

You, as data subject, have the right to information towards C&A pursuant to Art. 15 GDPR, the right of correction under Art. 16 GDPR, the right to erasure under Art. 17 GDPR and the right to restriction of processing under Art. 18 GDPR. Furthermore, pursuant to Art. 20 GDPR, you have the right of data portability (access to data in a machine-readable format) for data which is stored under the legal base of consent.

The data subject may assert the right to complain that the processing of personal data concerning them is contrary to the GDPR (Article 77 GDPR) with a supervisory authority in the Member State of his or her residence, place of work or place of alleged infringement. The contact details of the responsible authority for the C&A entity named above as responsible controller are:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
Kavalleriestraße 2-4 40213 Düsseldorf, Germany
Phone: 0211-38424-0
E-Mail: poststelle@ldi.nrw.de

You have the right to object under Art. 21 GDPR and you may withdraw your consent at any time. This also applies to consents already granted prior to the entry into force of the GDPR. The revocation of consent does not affect the legality of the personal data processed until the revocation.

Insofar your data is processed on the legal basis of legitimate interest as stated below, you shall have at any time the right to object processing of your personal data, on grounds relating to your particular situation. C&A shall no longer process the personal data on this legal basis unless we demonstrate compelling legitimate grounds for the processing which overrides your interests, rights and freedoms or for the establishment, exercise or defense of legal claims. The storage or processing on other legal bases also remains unaffected by your objection.

II. Processing of personal data on our website

1. Automatic Storage for the creation of log files

If you access our website, our web servers automatically collect information provided by your browser. This information does not contain personal data but only information regarding

- IP address of your device
- timestamp of your server request (date and time)
- content of your request
- type and version of your browser
- browser settings (i.e. language)
- operating system of your device
- the website you came from
- the websites, you access from our website

This information is stored automatically in our log files.

In accordance with Art. 6 I (f) GDPR, C&A has a legitimate interest in processing the information provided by your browser in order to ensure the functionality of the website and to make the content available. Furthermore, the temporary storage of log files allows C&A to improve attractiveness, content and usability of the website.

C&A deletes the data as soon as the purpose of processing is fulfilled, but latest 31days after you have visited our website.

To allow access to and operation of the website it is mandatory to collect and store the aforementioned data. As a result, you do not have the right to object processing.

2. Cookies on our website

C&A uses cookies on its websites. Cookies are small files that are stored in your browser or directly on your device and contain specific settings and data that allow our system to identify your browser when you access the website the next time. Storing cookies helps us to arrange the content and to improve performance of our website.

Essentially, a choice is made between two different types of cookies, so-called “session cookies” that are deleted as soon as your browser closes and “persistent cookies” that remain stored on your device for a longer period of time. You can delete existing persistent cookies at any time from your browser/device.

2.1. Technical required cookies

On this website we use cookies that are technically required for the provision of this website and its features. Some elements on our website require an identification of your browser, although you moved to other sites in the meantime. For this reason, the following data will be collected and stored in the cookies:

- Language settings
- Log-file information

Please note that the collected data will not be used to create user profiles.

In detail we use the following technical required cookies on our website:

Name of the cookie	Purpose / Description	Duration
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_candaUsesCookies	Used to record that a cookie notification was displayed	1 year
resolution	Used to identify resolution of the device used	1 year
caBase_basket	Used to bookmark specific press releases for a later download when making use of the media center	Session cookie
PHPSESSID	Stored since PHP-session()-Method is used	Session cookie

In accordance with Art. 6 I (f) GDPR, the legal basis for this processing your personal data in connection with cookies that are technically required, is the legitimate interest of C&A to allow the technical provision of the website and its features. Furthermore, C&A uses these cookies to make the visit of the website as convenient as possible for the website visitor.

2.2. Analyses Cookies / Web Tracking

Apart from these cookies, we also use cookies and tracking Pixel that are technically not required for the provision of the website but can be used to track and analyses the behavior of website visitors.

The data collected in the cookies, will be stored in a pseudonymous form and is linked to a cookie identification number. This identification number will not be assigned to your IP address nor merged with other personal data. Consequently, it is not possible for C&A to identify a certain data subjects, but for instance the visited pages of the website and the duration of the visit.

If you visit the C&A website for the first time with a device, you will be informed about the use of cookies and tracking pixel with the following notification

"C&A utilizza in questo sito web cookie e tracking pixel per personalizzare il contenuto e per analizzare il traffico e il comportamento dell'utente. Potremmo trasferire i dati raccolti ai nostri partner di social media, di pubblicità e/o di analisi. Maggiori informazioni."

You consent to the use of cookies and tracking pixel by continuing browsing on this this website.

Depending on the settings, your browser automatically accepts the storage of cookies. You have the possibility at any time to configure storage of cookies in your browser settings, for instance you can refuse storage of third-party-cookies or all kind of cookies. Please note that refusing the storage and processing of cookies might have a negative effect on usability and performance of our website.

Google Analytics Cookie

C&A uses Google Analytics on this website. Google Analytics is a web analyses service from Google LLC. (1600 Amphitheatre Parkway Mountain View, CA 94043. USA; hereinafter "Google") which uses cookies, that are saved on the user's computer and allow analyzes of the use of the website. These cookies track the following information:

- the time you stay on our website
- actions you take

- the websites you came from and
- approximate location
- IP address.

The information generated by the cookie is usually transferred to a Google server in the USA and stored there. On this website, IP anonymization is activated, so that your IP address within member states of the European Union or other contracting parties to the Agreement on the European Economic Area is abbreviated (cancellation of the last eight digits) before being transferred. In exceptional cases only the full IP address is transferred to a Google server in the USA and abbreviated there. The IP address transferred from your browser within the context of Google Analytics is not merged with other Google data. Google shall use this information on behalf of C&A to analyze and evaluate the use of the website, to compile reports on the website activities and to provide other services relating to website use and Internet use for C&A. Further information on Google's use of data can be found under www.google.de/policies/privacy/partners/.

In detail the following Google Analytic Cookies are used on this website:

Cookie Name	Description	Expiration Time
_ga	Used to distinguish users.	2 years
_gid	Used to distinguish users.	24 hours
_gat	Used to throttle request rate.	1 minute
AMP_TOKEN	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.	30 seconds to 1 year
_gac	Contains campaign related information for the user. If you have linked your Google Analytics and AdWords accounts, AdWords website conversion tags will read this cookie unless you opt-out.	90 days
_utma	Used to distinguish users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exists. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update
_utmt	Used to throttle request rate.	10 minutes
_utmb	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exists. The cookie is updated every time data is sent to Google Analytics.	30 mins from set/update
_utmc	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.	End of browser session
_umtx	Used for testing cases inside analytics	18 month
_utmz	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.	6 months from set/update

__utmv	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update
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Legal basis for the use of Google Analytics on our website are Art. 6 I (f) GDPR. C&A's legitimate interest to analyses your user behavior on this website to increase efficiency and performance of the website and to make it more attractive and user-friendlier for the users.

For the exceptional case where your personal data will be transferred to a Google server in the USA, Google is subject to the EU-US-Privacy shield, <https://www.privacyshield.gov/EU-US-Framework>.

You may withdraw your consent to store cookies on your device at any time by changing the settings of your browser. Please note that in this case you might not be able to use the full functionality of our website.

You can prevent the collection of the data (including your IP address) generated by the Google Analytics cookie and relating to their use of the website by Google as well as the processing of this data by Google by downloading and installing the Browser Plugin available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. This opt-out will prevent the future collection of your data when visiting our website with this device. Please note that you have to opt-out for each device used.

Adobe Analytics web tracking cookie

The C&A website uses Adobe Analytics, a web analysis service (online targeting) operated by the Adobe Company. Adobe Analytics uses cookies and so-called tracking pixels, which are called up from your computer or stored there and enable an analysis of your use of and navigation on our website (so-called session information). These cookies and tracking pixels allows analyses of surf behavior in anonymized form. Thereby, we can for example generate statistics showing, which pages of our website are particularly popular or how many users visit certain pages of the website, what cities website visitors come from, what type of browser and operating system the website visitor uses and what pages of the internet presence he visited.

The session information collected in this way is transferred to an Adobe Analytics server within the EU, where it is stored and further processed. Based on this information, Adobe Analytics analyzes the session information of your visits to the C&A website using this device in order to compile reports on your activity on the website C&A. If necessary, Adobe shall also forward this information to third parties, insofar as this is legally prescribed or insofar as third parties process this data on behalf of Adobe. Adobe will not link the IP address of your computer to other Adobe data under any circumstances.

In any case, the data collected in this way cannot be used to identify visitors of this website personally. The collected data is only used to improve the website. Because of this, all IP addresses are abbreviated, so that IP addresses are only processed in anonymized form. No other use or forwarding to third parties takes place.

In detail the following Adobe Analytics cookies are used on our website:



Name	Description	Duration
AMCV_*	Used to identify visitors by Experience Cloud Solutions	2 years
s_cc	This cookie (Adobe) is set and read by the JavaScript code to determine if cookies are enabled	Session cookie
adc_glo	Save misc values, which have to persist over session (global tracking cookie)	2 years after last action (PV / Click)
adc_ses	Save misc values, which only have to persist the session (session tracking cookie)	30 minutes after last action
scr_dpt	Scroll depth of previous page	Session cookie
gpv_v84	Previous page name	Session cookie
cus_brw_ssn	New browser session event (event89)	Session cookie
s_sq	This cookie is set and read by the JavaScript code when the ClickMap functionality and the Activity Map functionality are enabled; it contains information about the previous link that was clicked on by the user	This cookie is a session cookie and expires when the browser is closed
s_vi	Used by Adobe Analytics to identify a unique visitor	2 years
S_ptc	Used for performance timing measurement	Session cookie
s_fid	Used by Adobe Analytics to identify a unique visitor if the standard s_vi cookie is unavailable	5 years

Legal basis for the use of Adobe Analytics cookies on our website are Art. 6 I (f) GDPR. We use the reports to increase efficiency and performance of the website and to make it more attractive and user-friendlier for the users.

You may withdraw your consent to store cookies on your device at any time by changing the settings of your browser.

Adobe gives you the opportunity to control our options for using session information, which is used by the cookies placed by the Adobe Analytics domains 2o7.net and omtrdc.net. Adobe Analytics is operated via these domains, which evaluate the cookies placed on your computer and provide that information to us.

If you do not want Adobe Analytics to collect session information about your visit by using your computer, you can object to this using the https://www.adobe.com/be_en/privacy/opt-out.html.

You can also deactivate the analysis of your usage behavior by Adobe in general by downloading and installing a deactivation add-on offered by Adobe. The details of the deactivation add-on and further information on data protection at Adobe Analytics as well as the privacy statement are available from the Adobe Privacy Center under https://www.adobe.com/be_en/privacy/opt-out.html.

With your objection exercised in this manner, no further data about your usage behavior will be stored when visiting our website using this computer and this browser and the existing stored data will not be further used. Please note that the right of objection is also exercised by storing a cookie on your computer. This cookie only contains the information that you have objected to the use of the data. The opt-out is thus only effective if and for as long as cookies are accepted by your browser. If an opt-out-cookie is deleted, it is no

longer possible for us to recognize or observe your objection. You must allow such cookies to remain stored on your computer so that your objection is permanently activated. If you delete the opt-out cookie, you have to perform the opt-out again. You also have to perform the opt-out for every computer and every browser used by you.

Facebook Pixel

C&A uses conversion tracking pixel (Facebook Pixel) operated by Facebook Inc., (1601 Willow Road, Menlo Park, California 94025, USA) on this website. The use of Facebook Pixel allows analyzes of user behavior on our website and displaying interest-based advertisements on Facebook (Facebook Ads). We use Facebook Pixel to show our Facebook Ads only to users who are interested in our products or who show other relevant attributes that we submit to Facebook (Customer Audience). Furthermore, we may use Facebook Pixel to track media penetration of our Facebook Ads (Conversion tracking).

In case you visit the C&A Blog Facebook pixel stores cookies on your device. These cookies collect data, such as log file information, Pixel ID and track your surf behavior.

For C&A the collected data is anonymous and will not be assigned to other personal information which would allow an identification of your person.

However, the information generated with Facebook Pixel may be transferred to Facebook servers in the USA and stored there. Wherever personal data is transferred to Facebook servers is the USA, Facebook is certified and subject to the EU-US-Privacy shield, <https://www.privacyshield.gov/EU-US-Framework>. In case you are a registered Facebook member and depending on the privacy settings of your Facebook account, Facebook may assign the information generated by Facebook Pixel to your user account and use this information for own purposes. Although you do not have a Facebook account or you are logged out from Facebook your data will be collected and stored on a Facebook Server in the USA. Further information on Facebook's use of the data can be found under <https://www.facebook.com/about/privacy/>.

Legal basis for C&A's use of Facebook Pixel and Customer Audience is Art. 6 I (f) GDPR. C&A has a legitimate interest to display Facebook Ads to our customers and to analyses user behavior of our customers to allow optimization and economic operations of our online business. The information received via Facebook Pixel is used by C&A for statistical analysis and market researches only.

If you do not want Facebook to collect data by Facebook Pixel and to display Facebook Ads to you, you may object to this at any time by changing the privacy settings of your Facebook account. These settings are linked to your account and apply to all devices you use to access Facebook. If you have no Facebook account you can prevent collection of your personal data by

CUSTOM OPT OUT

Please note that in case you opt-out a cookie will be stored on your device which prevents collection of your data by Facebook Pixel. If you delete the cookies in your browser, you have to opt-out again. You also have to perform the opt-out for every device used by you.

Furthermore, you may opt-out from Facebook Ads using the following link
<http://www.youronlinechoices.eu/>

3. Social Media

The following social-media-plugins are integrated into the brand blog our website:

- Facebook,
- Twitter,
- YouTube
- Pinterest

Social-media-plugins allow you to place bookmarks on these sites and share them with other members of the online social networks. You can recognize social plugins by means of the logos that can be seen on the websites of the online social networks.

Where you follow, the respective plug-ins will be activated and your browser will establish a direct link with the servers of the online social network.

If you follow the links on our website whilst you are logged in to your user account of the social network, information concerning your visit to our website will be transferred to the servers of the social network and stored there. The provider can assign your visit to our website to your user account and may be published in the social network to your account. This information will be visible for your contacts. To prevent this, you must log out of your account before clicking on the icon.

Functionalities attached to social network links, in particular the transfer of information and user data are not automatically activated when accessing our website, but are only activated upon clicking the icon.

Apart from social media plugins implemented in our C&A Blog we link to several social networks. These links forwards you directly to our company page of the respective social network. We will not track you or collect any data if you move to the connected social networks.

Further processing within the connected online social networks, storage time and intended use are defined exclusively by these providers. The following links give you more detailed information of the collected data and the data protection notices of the respective providers:

Social Network	Operator of the online social network	Data protection declaration of the online social network
Facebook	Facebook, Inc., 1601 South California Avenue Palo Alto, CA 94304, USA	www.facebook.com/about/privacy/
Twitter	Twitter, Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA	twitter.com/privacy
Pinterest	Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA	pinterest.com/about/privacy/
Youtube	Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA	www.google.com/intl/en/policies/privacy/

For the Youtube videos embedded on our website we enabled the privacy-enhanced mode. Therefore, no data is transferred to unless you play the video. By watching a video on our website the Youtube-Plugin will be activated and your data will be transferred to a Google Server in the USA.

Further information on Google's use of data can be found under <https://policies.google.com/privacy?hl=de&gl=de>

Legal basis for the integration of social plug-in on our website is Art. 6 I (f) GDPR.

4. Google maps

C&A uses the Google maps application programming interfaces (Maps API) to offer a store finder on this website. The integration of interactive card material on this website allows you a comfortable search for stores nearby your location. Furthermore, you can search for certain stores by entering a Zip-code or city. When you accessing the store finder you are asked to share your location. To find stores in your location the following data may be transferred to a Google server in the USA to analyses your position.

- the location data from your browser settings or your mobile device
- IP address

On this website, IP anonymization is activated, so that your IP address within member states of the European Union or other contracting parties to the Agreement on the European Economic Area is abbreviated (cancellation of the last eight digits) before being transferred.

In case you are logged into your Google account, Google may assign your store research to your account. If you do not want Google to connect this event with your account, you may logout before using the store finder.

Further information on the Google Maps API and Google's use of data can be found under <https://policies.google.com/privacy> and https://maps.google.com/help/terms_maps.html

Legal bases is C&A's legitimate interest to offer customers the possibility to search online for stores near by your location pursuant to Art. 6 I (f) GDPR.

5. Communication via E-Mail

You may contact us by e-mail using e-mail address [it\(at\)c-and-a.com](mailto:it(at)c-and-a.com) or one of the other e-mail addresses listed under contacts. All personal data related to the sender of the e-mail will be transferred to and stored at C&A. Your e-mail may be transferred to other entities within the C&A Group of companies or to Arvato eCommerce Beteiligungsgesellschaft mbH (in the following "Arvato"), if this is necessary to process your request. Arvato provides customer services for C&A.

Please note that the content of unencrypted e-mails may be read by third parties and that they are not suitable for a confidential communication.

Legal basis for processing data that is transferred by your e-mail is Art. 6 I (f) GDPR is C&A's legitimate interest of processing your request.

C&A deletes your data as soon as your request is answered.

You may object your consent to store your personal data at any time by sending an e-mail to dataprotectionITL@canda.com. Please note that we cannot communicate further in case you withdraw your consent. In this case, C&A will delete all personal data that we received and stored in the course of your contact.

III. Notification of changes

C&A may revise this privacy statement from time to time to reflect changes in the way we collect, use or disclose information. We will notify you about these changes and the revised privacy statement on our website.