H&M GROUP PRIVACY NOTICE

This Privacy Notice is applicable to customers of the H&M Group, including current, former, potential customers, users and recipients of a product or service offered by us, visitors to our official websites or stores or members of our loyalty programs or communities.

The H&M Group is the company affiliates of H & M Hennes & Mauritz AB and its brands; **H&M**, **COS**, **Weekday**, **Monki**, **H&M HOME**, **& Other Stories** and **ARKET**.

What is personal data?

Personal data is any kind of information that can be directly or indirectly attributed to you. Examples of personal data are name, address, e-mail address, telephone number, payment information and purchase order. Usage history, IP address, customer ID are also examples of personal data, so can be other types of information you provide when contacting our customer service.

Who is responsible for processing your personal data?

Since the H&M Group consists of different companies (legal entities), the company responsible for the processing of your personal data is dependent on the purpose for which your personal data is collected.

It is the Swedish company **H & M Hennes & Mauritz GBC AB,** Mäster Samuelsgatan 46A, 106 38 Stockholm, Sweden that is responsible for most of the processing of personal data described within this Privacy Notice. However, for some processing purposes it is the **H & M Fashion USA, Inc.**, who is the responsible company. For each specific processing purpose, you will be informed which entity is responsible for processing your personal data.

The named H&M Group companies (Controller(s)) above are throughout this Privacy Notice individually or collectively referred to as “we” or “us”.

When can we process your personal data?

We will only collect, process, use or store personal data if we have valid and lawful reasons to do so. Your personal data may be processed by us based on reasons derived from the following factors:

- **Consent:** When you give us your consent, we will process your personal data for the specific purpose you have consented to.
- **Contract:** When making products and services available to you we will process your personal data necessary for fulfilment of a contract (such as purchase agreement) with you and to fulfil any obligations derived from that contract.
- **Legitimate Interest:** We may process your personal information when necessary for our legitimate interests and when these interests do not outweigh your own rights and interests.
- **Legal requirement**: Whenever the processing of your personal data is necessary for us to fulfil our legal obligations of the country of operation.

For each specific purpose of processing of personal data, we will inform you about which of the above justifications apply.

Minors

Our digital properties are not intended for minors nor do we knowingly collect any personal data from minors on them. If we discover that any such information is in our possession, we will delete it and take any additional actions required by applicable law.

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How do we process your personal data and why?

Depending on how you interact with us or what type of service you are using we will process your personal data for the following purposes:

Online shopping

Purpose for processing	Type of personal data
To enable your order placement or service requests and manage payment transactions. To allow you to purchase or redeem a gift card. To manage your deliveries, claims, warranty matters, returns and refunds in a secure and effective manner. To contact you when needed and to notify you about order status and other essential updates.	• Contact information (e.g., name, phone number, email address, delivery address) • Customer ID and transactional data • Purchase history • Payment method information
Further info. We collaborate with **Klarna Bank AB** to provide you with a "buy now pay later" checkout option in some markets. Klarna Bank AB is an independent payment service provider who acts as a lender and conducts its own credit checks. This means if you choose to use Klarna credit payment method(s), data such as payment related information, contact details as well as data related to your shopping history may be shared with Klarna. We use personal information to personalize your online shopping experience. This is explained in the "Marketing and Promotions" section below.	
Responsible entity (Controller): H & M Hennes & Mauritz GBC AB	
Justification: When providing you with products and services, we process your personal data necessary for fulfilment of a **contract** with you. This includes fulfilment of any obligations derived from that contract, whether it involves purchase order, payment, return, or the use of other services provided by us or by third parties. For any other purpose referred to herein, we rely on our **legitimate interest** as a business.	
Retention time: We will keep and process your personal data no longer than necessary for us to perform our contractual and consumer obligations.	
Sharing: We will share your personal identifiers and commercial information with Klarna, if you use Klarna as your payment method, or with other with payment service providers as well as with financial services (banks) where applicable, in order to process your payment. We will share your personal identifiers with our IT system and consulting services with the shipping company as well as with as well as logistical and transportation services (postal services, carriers and shipment service suppliers) to assist with order fulfilment and deliver the merchandise to you. If you use a gift card, we will share your personal identifiers and commercial information with IT systems providers to handle the technical processing and storage of account balances and payment processing.	

In store shopping

Purpose for processing	Type of personal data
To process your in-store service requested by you, such as self-checkout, issuance of proof of purchase, garment rental and handle payment transactions. To manage your deliveries, claims, warranty matters, returns and refunds in a secure and effective manner. To notify you about in-store service status and other essential updates.	• Contact information (e.g., name, phone number, email address, delivery address) • Transactional data • Payment method information • Location data may be processed within mobile apps if you turn on location-based services
Responsible entity (Controller): H & M Fashion USA, Inc.	
Justification: When providing products and services, we process your personal data necessary for fulfilment of a **contract** with you. This includes fulfilment of any obligations derived from that contract, whether it	

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involves purchase order, return, payment, or the use of other services provided by us or by third parties. For any other purpose referred to herein, we rely on our **legitimate interest** as a business. If you allow location data to be collected by our mobile app(s), we rely on your permission given on your mobile device. If you provided consent, we will use your phone number to send you updates about in-store service status and other essential updates.
Retention time: We will keep and process your personal data no longer than necessary for us to perform our contractual and consumer obligations.
Sharing: We will share your personal identifiers and commercial information with Klarna, if you use Klarna as your payment method, or with other with payment service providers as well as with financial services (banks) where applicable, in order to process your payment. We will share your personal identifiers with our IT system and consulting services with the shipping company as well as with as well as logistical and transportation services (postal services, carriers and shipment service suppliers) to assist with order fulfilment and deliver the merchandise to you. If you use a gift card, we will share your personal identifiers and commercial information with IT systems providers to handle the technical processing and storage of account balances and payment processing.

Marketing and Promotions

Purpose	Type of personal data
To generate and distribute marketing materials, such as newsletters, physical mail, including style and shopping recommendations, push notifications and marketing surveys, through multiple communication channels. To provide you with tailored online content, including sending you advertisements. To ensure our direct marketing communications to you are effective and in line with your preferences.	• Contact information (e.g., phone number, email address, delivery address) • Customer ID and linked information, such as order history • IP address • Browsing history (Internet or other electronic network activity information; automatically collected) • Behavioural and contextual data collected via cookie and similar tracking technologies • Marketing email recipient engagement metrics, including email “read” status and time stamp (Internet or other electronic network activity information; automatically collected)
Further info. Marketing and promotions will be sent and displayed to you according to the preferences you select through email, text messages and postal mail as well as displayed in your mobile app, social media channels or web browser. We also enhance your online experience by providing you with personalized marketing and communications based on your engagement with us and analytics of your customer behaviour on our digital properties, such as your purchase and browsing history (pages you visit, items you click or add to cart) as well as your in-store interactions. If you sign up for one of our email newsletters, we will send you marketing communications. You may unsubscribe at any time by emailing us; clicking the unsubscribe link in each email; amending your subscription preferences by clicking on “Edit Subscriptions” or “Go to My Privacy Portal” in your Account Settings; or by contacting our Customer Service team. Our communications contain tracking technologies to analyze whether a predefined action took place by a recipient, such as opening our communications and other engagement metrics such as timestamps, delivery status, whether an email was forwarded, clicks within an email, as well as sender and recipient addresses to better adapt, personalize and distribute our communications. When you opt in to our marketing communications, you will be automatically opted in to the use of these technologies. You can also avoid downloading the pixel by rejecting the download of images in the email.	

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If you have provided a street address, we will automatically add you to our direct mailing lists. You can opt out of receiving direct mail by visiting “Edit Subscriptions” in your Account Settings and selecting “unsubscribe” under “Direct Mail Marketing.”

Advertising partners. To be more efficient in our marketing we collaborate with different social media, search engine and advertising network providers ("Advertising Partners").

We collaborate with advertising partners such as Facebook, Instagram, Snapchat, Pinterest, TikTok and YouTube for advertising on social networks and with Google for online advertising networks such as Google Ads and Google Marketing Platform.

We also collaborate with affiliate (influencer) marketing partners, such as Rakuten, to drive traffic to our web sites.

We also collaborate with certain data brokers in order to identify potential customers that are similar to our existing customer base.

How this works: Advertising partners analyze data provided by us and collected from cookies and other tracking technologies (Internet or other electronic network activity information) that trace your usage of our websites and services by accessing data stored on your device or in apps to predict your preferences and interests and take this into account when creating your personalized ad (also known as "retargeting"). Retargeting allows us to run relevant advertising campaigns to you and to measure the efficiency and reach of the advertising materials. It also helps us to measure the advertising partners’ performance and efficiency of campaigns.

For more information on the use of cookies and other tracking technologies on our website, see our Cookie Notice. Our Advertising Partners enable us to identify and engage with the right target audience, to create and distribute personalized marketing content across platforms and services. To be able to choose the content that fits your interests, we use information obtained from you, and information shared by Advertising Partners if applicable, as a member, account holder, newsletter subscriber or if you have made a purchase with us based on your interactions with us (as explained below). We may share this information and a customer identifier (e.g., an encrypted email address or device ID), with our Advertising partners. We and our third-party partners make inferences about your purchase tendencies. We use this to inform our marketing campaigns generally (e.g. market more to a certain age bracket or geographic location) and to personalize our marketing and communications to you as well as to show you relevant ads on third party websites and apps.

In order to do this, your data is matched with the database of the Advertising partner. If a match is found, you will receive relevant promotional content in your feed or search engine. If no match is found your data is securely destroyed. Your personal data is handled in a secure manner using a technique called hashing. This ensures your data is scrambled in a manner that makes it unreadable to anyone other than the recipient for the explicit given purpose.

Data Brokers: We also partner with data brokers to find individuals who are similar to our customers, who may be potential customers, and to send them marketing materials. To this end, we share with them your personal identifiers as well as engagement (shopping) data (commercial history). In order to do this, your data is matched with the database of the data broker. If a match is found, you will receive direct marketing. If no match is found your data is securely destroyed. Your personal data is hashed. This ensures your data is scrambled in a manner that makes it unreadable to anyone other than the recipient for the explicit given purpose.

Sharing: Each Advertising Partner is responsible for their part of the processing as controllers. This sharing may be a sale under US data privacy laws. To opt out of this processing, please email us at the relevant address listed under the “How do you exercise your rights?” section below.

Responsible entity (Controller): H & M Hennes & Mauritz GBC AB

Justification: We send direct marketing materials and monitor engagement metrics based on our **legitimate interest** in communicating with registered members, given our established relationship. For individuals who are not registered members but choose to subscribe to receive such materials, we rely on

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your **consent**. For more information on how to opt out of direct marketing, please refer to the What are your privacy rights? section. We will also ask for your **consent** via cookie banner regarding marketing that is based on cookie or similar tracking technologies accessed when you browse our website (including links that you clicked on in an email). For any other purpose referred to herein, the process of your personal data is based on our **legitimate interest**. These disclosures may be considered data sale or sharing under US privacy laws. To opt out of this sharing, please see the "What are my privacy rights?" section of this notice.
Retention time: We will process your data no longer than necessary to provide you with marketing and promotions. We will cease processing your data for marketing purposes once you have closed your customer account or membership and/or actively rejecting further marketing communication from us.
Sharing: In addition to the sharing described above, we also share your identifiers and internet and other electronic network activity information with our IT system and consulting service providers to assist with customer engagement. To opt out of the sale or sharing of your personal data with third parties for marketing purposes, please refer to the What are your privacy rights? section.

Membership Program

Purpose	**Type of personal data**
To provide you with the services, benefits and tailor-made experiences included in our membership programs. To notify you of your membership rewards and benefits such as offers, promotions and recommendations, services, events and much more organized by us or our partner companies. To maintain your membership profile, from logging in securely to keeping your data, including order history and membership status, up to date. To communicate with you regarding important updates and changes to your membership status or terms. To detect and address non-compliance with our Membership Terms & Conditions or fraudulent behaviour.	• Contact information such as name, address, e-mail address and phone number • Date of birth • Sensitive personal information (Gender preference) • Customer ID • Internet and other network activity information (IP address, data such as click and browsing history) • Order history, including digital receipt for in-store transactions • User preferences, settings, membership activity logs and other configuration data (Internet and other network activity information; automatically collected) • Behavioural and contextual data
Responsible entity (Controller): The H & M Hennes & Mauritz GBC AB	
Justification: The processing of your personal data to create and manage your membership account and to provide you with the personalized services of the membership is necessary to fulfil the membership **agreement**. Processing your personal data to provide you with member-exclusive offers, bonus rewards, birthday vouchers and special invites to sales and events is based on our **legitimate interest** in maintaining and enhancing our relationship with you as a registered. For any other purpose referred to herein, the process of your personal data is based on our **legitimate interest as a business**.	
Retention time: We keep and continue to process your personal data for as long as necessary to fulfil the membership agreement. We will keep your personal data for a longer period of time if there are any legal requirements or if there is an ongoing dispute.	

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Sharing: We share the personal data listed here with our IT system and consulting services to facilitate our customer relationship management process and to facilitate the customer programs. We may also share this personal data to provide you with a personalized membership experience, including product recommendations and vouchers based on your shopping habits.

Customer Service

Purpose	Type of personal data
To be able to manage your questions, handle complaints and warranty matters and to provide technical support as well as to improve customer experience. To be able to contact you, if needed, through email, telephone, social media, or any other means in response to your enquiries regarding order, delivery or return questions or to request your participation in a customer survey. To support training and development of employees, we may occasionally co-listen your calls and conversation when you are in contact with us.	• Contact information such as name, e-mail address and telephone number • Customer ID and interaction log • Contents generated by you, such as emails and chat transcript • Audio recordings of calls • Transactional data such as order, payment, and delivery information
Further info. For training and development purposes, we may occasionally record or co-listen your calls and conversation when you are in contact with us. Before we record any calls with you, we will always ask for your confirmation.	
Responsible entity (Controller): The H & M Hennes & Mauritz GBC AB	
Justification: The processing of your personal data to provide you with the best possible Customer Service is based on our **legitimate interest** as a business.	
Retention time: We will keep your data for as long as we need to be able to support you regarding your case and, to be able to handle potential legal claims from you as a customer. We may continue to keep and use your data if we have outstanding obligations to you or by any other reasons are prevented from erasure.	
Sharing: We will share the personal data listed above with our external and internal customer support services to provide customer care, and with electronic communication services to facilitate our communication.	

Competitions & Events

Purpose	Type of personal data
To be able to administer and follow up on competitions and events, such as confirming participation, contact winners, deliver, and follow up on prize deliveries, reach out to you with relevant information about the competition and/or event and grant you access to the venue where the event is held. If you have a membership with us, your information may be used to enhance your profile. We do this to be able to market our events improve our services, marketing, customer relationships and experiences and to plan better future events and attendee experience.	• Contact information such as name, address, e-mail address and telephone number • Information submitted for a contest • Photo/video (audiovisual; automatically)
Responsible entity (Controller): H & M Hennes & Mauritz GBC AB or H & M Fashion USA, Inc. depending on which legal entity is handling the processing of personal data within the scope of the competition or the event.	
Justification: The processing of your personal data in order to make a competition or an event available to you is based on our **legitimate interest** as a business or consent if required.	

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Retention time: We will keep your personal data for as long as necessary for us to fulfil the purposes mentioned above and to fulfil any legal obligations connected.
Sharing: We will share the personal data listed in this section with PR agencies and marketing agencies to assist us with the management of our competitions and events; we will share your identifiers with shipping companies to deliver prizes.

Business Development & Analytics

Purpose	Type of personal data
To be able to evaluate, develop and improve our products, services, customer experience, supply chain and store premises. For example, using online transaction data for the purpose of developing our online order system. This includes analysis, on an aggregated data level, to make our services more user-friendly, such as modifying the user interface to simplify the flow of information or to highlight features that are commonly used by our customers. To be able to reach out to you to respond to enquiries and surveys. In such case, any personal data used and obtained from you will only be processed for the specific purpose described therein. To collect and publish customer reviews on purchased products and share your experiences with other shoppers through ratings and reviews. To gain better insights on how to operate our stores, such as optimized assortment, floor space and staff utilization, we use anonymization techniques, turn our in-store camera footage into anonymized (non-personal data) statistics. To be able to perform analytics and segmentation to provide you with personalised shopping experience. To be able to share personal data with our Advertising Partners for the purpose of optimizing ad targeting.	• Identifiers, such as customer ID, email address, and phone number • Non-identifying information (data that cannot be used to identify an individual on its own), such as gender, age, postcode, partial name • Transactional and order related data, such as product information, order value, payment type and preferences • Behavioural and contextual data • Data generated by you, such as survey results, ratings and reviews of products/service, and interactions with Customer Service • System generated data derived from your activities and engagement with us • In store camera footage (immediately anonymised)
Responsible entity (Controller): H & M Hennes & Mauritz GBC AB or H & M Fashion USA, Inc. depending on which legal entity is handling the processing activities.	
Justification: The processing of your personal data for the purpose to develop and improve our services and products, is based on our **legitimate interest** as a business.	
Retention time: We will process your personal data no more than necessary for us to fulfil the purpose. Thereafter the data will be immediately erased for this type of use.	
Sharing: We share the personal data listed in this section with our IT systems and consulting providers to assist us with our business, product, and services improvement efforts.	

Compliance with Laws

Purpose	Type of personal data
To comply with certain legal obligations. In order to comply with local law, we are obliged to process certain personal data. Such obligations may vary from country to country stipulated in for example book keeping,, assist law enforcement, sanctions, health & safety regulations, and consumer legislations.	What type of personal data we process are stipulated by the applicable law.
Responsible entity (Controller): H & M Hennes & Mauritz GBC AB or H & M Fashion USA, Inc. depending on which legal entity is handling the processing activities.	

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Justification: The processing of your personal data is necessary for H&M to fulfil its **legal obligations** of the country of operation.
Retention time: The data retention time will vary depending on the purpose, context and specific local legal requirements.
Sharing: We will share the personal data collected for compliance purposes with our IT and consulting processors for auditing and reporting purposes, and for legal purposes (see below).

Security & Safety

Purpose	Type of personal data
To ensure online safety for our customers, users, visitors, assets and business against cyber-attack, fraud, misuse and other malicious activities. To safeguard offline security, we protect individuals, facilities and equipment, and all information contained therein from incidents, accidents, and malicious/criminal attacks. For this purpose, we also use **surveillance cameras** in our stores, offices, and warehouses. To assess, investigate, document, and report individual incidents/accidents. To generate security analysis and reports on aggregated level. To establish, exercise, and/or defend legal claims or disputes.	• Customer ID • Order history • Payment related information • Shopping behaviour • IP address • Camera surveillance footage (audio visual; automatically collected) • Incident and accident logs; such logs may contain sensitive data such as injuries sustained, claimant identity and contact information, and other details about the incident including (suspected) criminal activity
Further info. When we handle security incidents and accidents in our premises, we process personal data types that are necessary to assess, document and report the incident/accident. Such logs may contain data such as injuries sustained, claimant identity and contact information, and other details about the incident including (suspected) criminal activity. For additional information on how we process personal information in our CCTV systems, see our Camera Surveillance Privacy Notice. We may utilize automated processing technologies, including artificial intelligence, to identify and mitigate security risks efficiently and accurately. These technologies aim to monitor and protect against potential cyber threats, prevent data and asset loss, and enhance the overall integrity of our systems.	
Responsible entity (Controller): H & M Hennes & Mauritz GBC AB for cyber security and loss prevention online. H & M Fashion USA, Inc. for physical security operations.	
Justification: Unless there is a specific **legal obligation**, the processing of your personal data for security and safety purposes is based on our **legitimate interest**.	
Retention time: We will keep your personal data no more than necessary for each purpose. We will keep images from our surveillance cameras for a maximum period of 30 days. However, we may need to keep and/or process data for a longer period if it is obligatory or reasonable to do so.	
Sharing: We share the personal data listed in this section with our IT and consulting processors for fraud and loss prevention, and to provide in-store closed circuit television.	

Wi-Fi in Store (when applicable)

Purpose	Type of personal data
To be able to provide you with Wi-Fi solution in our stores.	• Internet and other network activity information (MAC address - Media Access Control Address), a unique identifier assigned to your device for use as a network address when using the Wi-Fi service (automatically collected).
Responsible entity (Controller): The H & M Hennes & Mauritz GBC AB	
Justification: When you connect to our free Wi-Fi service, you permit us to collect and use your personal data necessary to provide the requested Wi-Fi service (fulfilment of a **contract**).	

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Retention time: We will keep your personal data as long as necessary for us to provide the Wi-Fi service in accordance with the agreed Terms & Conditions and to ensure your compliance with these.
Sharing: We share your internet and other network activity information with our electronic communications service providers to provide you with access and connectivity to our in-store Wi-Fi.

We do not use sensitive information for purposes beyond those which are necessary for providing the services or certain other permissible purposes like fraud, customer service or quality control. We do not use or disclose sensitive personal information for the purpose of inferring characteristics about you.

Where and with whom do we share your personal data?

As described in further detail below, your personal data is available and accessible only by those who need the data to accomplish the intended processing purpose. In addition to the specific sharing described above, we may share your personal data within the H&M Group, with sub-contractors, partners and other third parties whenever needed to fulfill the intended processing purpose.

- **Within H&M Group**. We share your personal data within H&M Group for the legitimate business purposes of efficiently and effectively providing our products and services, such as accounting and customer service support. Access to your personal data is limited to those on a need-to-know basis. To the extent EU or UK data protection law applies, the legal basis for this sharing is our legitimate interest in providing the products or services more efficiently.

- **In the event of a corporate reorganization.** In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we would share personal data with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. We will also share personal data with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings. To the extent EU or US data protection law applies, the legal basis for this is our legitimate interest in carrying out our business operations or, if required by law, consent. We reserve the right to transfer any personal data we have about you in the event that we merge with or are acquired by a third party, undergo other business transactions such as a reorganization, or should any such transaction be proposed.

- **For legal purposes.** We share personal data where we are legally required to do so, such as in response to court orders, subpoenas, governmental/regulatory bodies, law enforcement or legal process, including for national security purposes. We may share your data with our legal advisors or auditors to establish, protect, or exercise our legal rights or as required to enforce our terms of service or other contracts or to defend against legal claims or demands. We also share this data with third parties as necessary to: detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; to comply with the requirements of any applicable law; or to comply with our legal obligations. To the extent EU or UK data protection law applies, our legal basis is compliance with the law or our legitimate interest in complying with non-EU data protection law to which we are subject.

- **With processors.** We share personal data with processors that assist us in providing the products and services. These processors are described more specifically in the “How do we process your personal data and why?” section.

- **Third parties.** We may disclose your information to certain third-party partners such as businesses that provide part of the services you are using or have requested. Partners may use your information pursuant to their own policies.

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The personal data that we collect from you is generally stored within a country of the European Union or the European Economic Area ("EU/EEA") but may also, whenever necessary, be transferred to and processed in a country outside of the EU/EEA. Any such cross-border transfer of your personal data will take place only if permitted and carried out in compliance with applicable laws and without undermining your statutory rights.

In the table below you will find the categories of recipients where we share or otherwise make available personal data for processing:

Purpose of processing	Category of recipients	Country of processing
IT infrastructure to provide services and products	Information Technology and service providers	EU, IN
Order fulfilment and shipping	3rd party logistics and courier	EU, Local/regional courier services
Manage the purchasing, redemption and distribution of our gift cards	Gift card management	UK
Process payments, including refunds in relation to our services	Payment Service Provider	EU, Local/regional service providers
Marketing activity within H&M Group, including distribution of direct marketing material	Marketing automation services	EU, US
Tailored marketing efforts to specific audiences; leverage external affiliates to promote products and services.	Affiliate and Targeted marketing services	EU, US
Tools we use by Customer Service centres and survey distribution	Customer engagement solutions	EU
3rd party contact centres	Customer service centres	EU, Philippines (UK only), US
Enable and manage Competitions & Events participated by customers	PR/marketing agencies	EU, US
Compliance with law and assistance to law enforcement	Courts, law enforcement agencies, government bodies, regulators, auditors	EU, Local/regional parties
Business analysis	IT systems & consulting	EU, US, Singapore
Cyber-security, asset protection, and loss prevention	Security service providers	EU
Protect individuals, assets and information in or around our premises, crime and attack prevention	Security camera providers, insurance providers and other physical security service providers	EU, Local/regional service providers
In-store Wi-Fi service	Communication provider	EU

Sharing in the Preceding Twelve (12) Months

For Business Purposes. In the preceding twelve months, H&M Group has disclosed the following categories of personal data for a business purpose to the following categories of third parties:

- We have disclosed your personal identifiers, commercial information, and internet or other electronic network information, commercial information, sensitive personal information to service providers that help us provide our products and services and security of our customers and stores. These service providers include IT support, shipping companies, payment processors, credit providers, and security

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vendors.

- We have disclosed your personal identifiers and internet or other electronic network information to IT support to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, to identify and repair errors that impair functionality, and to improve, upgrade, or enhance H&M Group websites and online services/applications.

Sale of Personal Data

As described above, H&M Group may disclose your behavioral information (e.g., cookie ID) and personal identifiers (e.g., email address) to marketing and advertising partners (including data aggregation and lead generation providers) to market to you and others like you. Under US privacy laws, this may be considered a "sale" or "sharing" of your personal data. H&M Group also discloses your internet or other electronic network activity information via cookies as described above. To opt out of the sale or sharing of your personal data, please see the section below, "What are your privacy rights?".

Information Security

We implement appropriate technical and organizational security measures, such as access controls and encryption, to protect the personal information that we collect and maintain from unauthorized access, destruction, use, modification, or disclosure. Additional measures include firewalls, malware protection, routine staff trainings, and robust incident response procedures. However, no security measure or modality of data transmission is 100% secure, and we are unable to guarantee the absolute security of the personal information we have collected from you.

What are your privacy rights?

Data protection is a fundamental right, and you have several rights in accordance with applicable data protection legislation. These rights are:

Right to Access/Know
You have the right to request information about the personal data we hold about you at any time.

Right to Opt Out of Sale or Sharing
You have the right to opt out of the sale or sharing of your personal data. To do so, please submit the "Do Not Sell or Share My Personal Data" form available at the bottom of our site's homepage under the "Help" section.

Right to Correction
You have the right to request correction of your personal data if the information is incorrect, including the right to have incomplete personal data completed.

Right to Deletion
You have the right to request deletion of your personal data processed by us at any time. Your personal data may continue to be processed under certain circumstances, we will fully delete your personal data once it is no longer necessary for the purpose for which we originally collected or processed it, or when we are no longer legally required to process it.

Right to Restriction (to the extent EU data protection laws apply)
You have the right to request that we restrict the processing of your personal data under the following circumstances:

- if you object to a processing based on our legitimate interest, we will restrict all processing of such data pending the verification of the legitimate interest.
- if you have claimed that your personal data is incorrect, we must restrict all processing of such data pending the verification of the accuracy of the personal data.
- if the processing is unlawful, you can oppose the erasure of personal data and instead request the restriction of the use of your personal data instead
- if we no longer need the personal data but it is required by you to defend legal claims.

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Right to Data Portability
You have the right to ask that we transfer the personal data you gave us from one organization to another or give it to you.

Right to Withdraw Your Consent
For each processing purpose you have given us your consent, you have the right to withdraw your consent at any time. If you do so, we will stop the processing of your personal data for that specific purpose.

Right to Opt Out of Profiling
You have the right to opt out of profiling of your personal data in furtherance of decisions that produce legal or similarly significant effect concerning a consumer by fully automated means. You also may have a right to opt out of the use of certain automated decision-making technology.

Right to Opt Out of Targeted Advertising
You have the right to opt out of the processing of your personal data for targeted advertising purposes.

Right to Appeal
You have the right to appeal an action taken (or not taken) by H&M Group in response to your request. We will inform you of any action we have taken in response to your request without delay and, in any event, within forty-five (45) days after we receive your request. If you are concerned with our response as a result of your appeal, you may submit a complaint to your respective state Attorney General.

Right to Non-Discrimination
You have the right to not receive discriminatory treatment (not be retaliated against) if and when you exercise your rights to access, delete, opt out, correct, or limit use of sensitive personal information.

How do you exercise your rights?

You can use our My Privacy Portal as a gateway to view all online interactions with H&M Group linked to your email address and exercise your privacy rights accordingly.

To opt out of direct marketing, you can click on “unsubscribe” button in marketing email and/or follow the instruction given in other communication channels.

To manage your **cookie consent**, you can do so by:

- Edit your cookie preference via Cookie Setting dashboard on the footer of our website
- Edit your mobile app via Settings on tracking

If you, however, continue to receive marketing communications from us, such as advertisements, displayed in your social media feed or web browser, this is likely to be a matter between you and your platform provider. In this case, although it may not be consent-based processing, you can follow the means below to **stop being sent targeted advertisements** from us:

- Withdraw configurate the privacy settings on your social media account or browser
- Terminate your account or membership program

Alternatively, you can send us your requests via email at any time:

H&M	dataprotection.us@hm.com
COS	customerservice.us@cos.com
& Other Stories	dataprotection@stories.com

Where US data protection laws apply:

To exercise your rights, as applicable, you may alternatively contact us at our toll-free number 1-855-HNM-SHOP (855-466-7467) or email us at dataprotection.us@hm.com.

General Information

To opt out of the sale or sharing of your personal information, please submit the Do Not Sell or Share My Personal Data form, also available under the "Help" section on our website. To opt out of sharing via cookies and other trackers, please refer to the Cookie Settings pop-up banner on our website.

Our digital properties recognize opt out preference signals to instruct us to not sell or share any of your personal information collected online. The opt out preference signal will apply to the device, platform, or browser in which you utilize it. You can utilize the opt out preference signal by turning on the signal in your device, platform, or browser settings.

For requests to access/know, delete or rectify your information, we may verify your identity in a few different ways to balance the requirements of state law and our obligation to keep your information private. When you make your request, you will be asked to answer a few questions about yourself to help us validate your identity. For requests submitted via email, you must provide us with sufficient information that allows us to reasonably verify you are the person about whom we collected the personal information (specifically, your first and last name), and at your option: address, email address, and telephone number) and describe your request with sufficient detail to allow us to properly evaluate and respond to it. In doing so, we will take steps to verify your request by matching information provided by you with the information we have in our records. If we are not able to verify your identity for access and deletion requests with the information provided, we may ask you for additional pieces of information. If you make your request via our toll-free telephone number, you may also be asked to email the forms necessary to verify your identity to the relevant email address listed above.

Only you, or a person that you authorize to act on your behalf may make a request related to your personal information. If you are an authorized agent making a request on behalf of another individual, you must provide us with signed documentation that you are authorized to act on behalf of that individual.

RIGHTS OF NEVADA RESIDENTS

If you are a consumer in the State of Nevada, you may request to opt out of the current or future sale of your personal information. We do not currently sell any of your personal information under Nevada law, nor do we plan to do so in the future. However, you can submit a request to opt out of future sales by contacting us at the relevant email address listed above. Please include "Opt-Out Request Under Nevada Law" in the subject line of your message.

Data Protection Officer

We have appointed a Data Protection Officer to ensure that we continuously process your personal data in an open, accurate and legal manner. You can contact our DPO via the address above for the brand to which your matter applies. Please write DPO as subject matter.

Right to Complain to a Supervisory Authority:

If you have complaints about the way H&M Group processes and protects your personal data and privacy you have the right to make a complaint to the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten - IMY) or any other competent a supervisory authority in the United States.

Do Not Track

We do not recognize "Do Not Track" requests for internet browsers. Do Not Track is a preference you can set to inform websites and applications that you do not want to be tracked.

Updates to our Privacy Notice:

We may need to update our Privacy Notice. The latest version of our Privacy Notice is always available on our website. Where appropriate, we will communicate material changes through relevant channels.

September 2026

General Information