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** that is responsible for most of the processing of personal data described within this Privacy Notice. However, for some processing purposes it is **the German company affiliate of the brand you are shopping with who** is the responsible company.

Controllers' Contact information
H & M Hennes & Mauritz GBC AB, Mäster Samuelsgatan 46A, 106 38 Stockholm, Sweden
H & M Hennes & Mauritz B.V. & Co. KG, Spitalerstraße 12, 20095 Hamburg, Germany (H&M, H&M Home, COS, Monki, Weekday)
H & M New Business AB & Co. KG Germany, Spitalerstraße 12, 20095 Hamburg, Germany (ARKET, H&M Garten Mitte)
& Other Stories AB & Co. KG Germany, Spitalerstraße 12, 20095 Hamburg, Germany (& Other Stories)

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.

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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 process your orders or service requests and handle payment transactions. To manage deliveries, claims, warranty matters, returns and refunds in a secure and effective manner. To contact you when necessary and provide updates on your order status and other essential updates.	• Contact information (e.g., name, phone number, email address, delivery address) • Customer ID and transactional data • Payment related data
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.	
Responsible entity (Controller): H & M Hennes & Mauritz GBC AB	
Justification: When providing you with products and services, we will process your personal data necessary for fulfilment of a **contract** with you. This includes fulfilment of any obligations derived from that contract, whether the contract involves a purchase order, payment, return, or the use of other services provided by us or by third parties. 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 will keep and process your personal data no longer than necessary for us to perform our contractual and consumer obligations.	

In store shopping

Purpose for processing	Type of personal data
To process your in-store services requested by you, such as self-checkout, issuance of proof of purchase, garment rental, etc. and handle payment transactions. To manage your deliveries, claims, warranty matters, returns, 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 data • Location data may be processed within mobile apps if you turn on location-based services, such as store locator
Responsible entity (Controller): The legal entity of the brand you are shopping with, H & M Hennes & Mauritz B.V. & Co. KG (H&M, H&M Home, COS, Monki, Weekday), H & M New Business AB & Co. KG Germany (Arket, H&M Garten Mitte) or & Other Stories AB & Co. KG Germany (& Other Stories). H & M Hennes & Mauritz GBC AB if you use our in-store shopping app(s).	
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 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. If you allow location data to be collected by our mobile app, we rely on your permission given on your mobile device.	
Retention time: We will keep and process your personal data no longer than necessary for us to perform our contractual and consumer obligations.	

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Marketing and Promotions

Purpose	Type of personal data
To be able to generate and distribute marketing materials, such as newsletters, including style and shopping recommendations, push notifications, and marketing surveys, through multiple communication channels. To be able to provide you with tailored online contents, including sending you advertisements. To ensure our direct marketing communications to you are effective and in line with your preferences.	• Contact information (e.g., name, phone number, email address, delivery address) • Customer ID and linked information, such as order history • IP address • Behavioural and contextual data collected via cookies or similar technology • Marketing email recipient engagement metrics, including email "read" status, and time stamp

Further info. Marketing and promotions will be sent and displayed to you according to your preferences 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 based on your engagements with us and analytics of your customer behaviour on our websites, such as your purchase and browsing history.

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 platforms 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, and to drive traffic to our web sites.

How this works: Advertising partners use data provided by us and collected from cookies and other tracking technologies to predict your preferences and interests and take this into account when creating your personalized ad. This is standard industry practice commonly 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.

Advertising partners use cookies and similar technologies to trace your usage of our websites and services by accessing data stored on your device or in apps.

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 process 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.

We may share this information and a customer identifier, e.g. an encrypted email address or device id, with our Advertising partners. The purpose is to show relevant ads to you 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.

Each Advertising Partner is responsible for their part of the processing as controllers, including (if any) transfers of personal data to non-EEA countries.

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

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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 your **consent**. Additionally, the use of cookies or similar tracking technologies on your browser/device is based on your **consent** collected via cookie banner. 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 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.

Membership program

Purpose	Type of personal data
To be able to provide you with the services, benefits and tailor-made experiences included in our membership programs. To maintain your membership profile, from logging in securely to keeping your data, including order history and membership status, up to date. 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 communicate with you of 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 • Gender preference • Customer ID • IP address • Order history, including digital receipt for in-store transactions • User preferences, settings, membership activity logs and other configuration data • Behavioural and contextual data collected via cookies or similar technology
Responsible entity (Controller): 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 member. 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.	

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.	• Contact information such as name, e-mail address and telephone number • Customer ID and interaction log • Content generated by your, such as emails and chat transcript • Transactional data
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 conversation with you, we will always ask for your confirmation.	
Responsible entity (Controller): The H & M Hennes & Mauritz GBC AB	

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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.

Competitions & Events

Purpose	Type of personal data
To be able to administrate 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. 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 in the contest • Photo/video
Responsible entity (Controller): H & M Hennes & Mauritz B.V. & Co. KG (H&M, H&M Home, COS, Monki, Weekday), H&M New Business AB & Co. KG Germany (ARKET, H&M Garten Mitte), & Other Stories AB & Co. KG Germany (& Other Stories) or H & M Hennes & Mauritz GBC AB depending on which legal entity that is performing the processing of personal data within the scope of the competition or the event.	
Justification: The processing of your personal data to make a competition or an event available to you is based on our **legitimate interest** as a business.	
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.	

Business Development & Analytics

Purpose	Type of personal data
To evaluate, develop and improve our products, services, customer experience, supply chain and store premises. This includes analysis 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 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 perform analytics and segmentation to provide you with personalised shopping experience. 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, and partial name • Transactional and order related data, such as product information, order value, payment type and preferences • Data generated by you, such as survey results, ratings and reviews of products/service, and interactions with Customer Service • Behavioural and contextual data collected via cookies or similar technology • Other system generated data derived from your activities and engagement with us
Responsible entity (Controller): H & M Hennes & Mauritz B.V. & Co. KG (H&M, H&M Home, COS, Monki, Weekday), H & M New Business AB & Co. KG Germany (ARKET, H&M Garten Mitte), & Other Stories AB &	

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Co. KG Germany (& Other Stories) or H & M Hennes & Mauritz GBC AB depending on which legal entity that is performing the processing of personal data.
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 purposes mentioned above. Thereafter the data will be immediately erased for this type of use.

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, 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 B.V. & Co. KG (H&M, H&M Home, COS, Monki, Weekday), H & M New Business AB & Co. KG Germany (ARKET, H&M Garten Mitte), & Other Stories AB & Co. KG Germany (& Other Stories) or H & M Hennes & Mauritz GBC AB depending on which legal entity that is performing the processing of personal data for the purpose of compliance with the applicable legislation.	
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.	

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 use **camera surveillance** within 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 data • Shopping behaviour • IP address • Camera surveillance footage • Incident and accident logs Such logs may contain data such as injuries sustained, claimant identity and contact information, and other details about the incident including (suspected) criminal activity
Further info. 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 online loss prevention. For physical security operation, the controller is H & M Hennes & Mauritz B.V. & Co. KG (H&M, H&M Home, COS, Monki, Weekday), H & M New Business AB & Co. KG Germany (ARKET, H&M Garten Mitte), or & Other Stories AB & Co. KG Germany (& Other Stories) depending on which brand´s store the camera surveillance is conducted.	
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 72 hours. However, we may need to keep and/or process data for a longer period if it is obligatory or reasonable to do so.	

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Wi-Fi in Store

Purpose	Type of personal data
To be able to provide you with Wi-Fi solution in our stores.	• 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.
Responsible entity (Controller): 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**).	
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.	

Where and with whom do we share your personal data?

Your personal data is available and accessible only by those who need the data to accomplish the intended processing purpose. We may share your personal data within the H&M Group, with sub-contractors, partners and other third parties whenever needed to fulfil the intended processing purpose.

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.

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 be taken place only if permitted and carried out compliance with applicable laws and without undermining your statutory rights.

From time to time, we may transfer personal data from the EU/EEA to a third country not being approved by the European commission as a safe country for such transfer. Whenever applicable we will use the European Commission's Standard Contractual Clauses, e.g. a set of contractual terms and conditions which both the sender and the receiver of the personal data sign up to and ensure that the rights and freedoms of the individual are considered. Whenever appropriate, we also implement additional safeguard measures, such as encryption, pseudonymization and strict access controls to keep your data safe.

In the table below you will find the categories of recipients and the countries to where we transmit 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
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
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

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Tools we use by Customer Service centres and survey distribution	Customer engagement solutions	EU
3rd party contact centres	Customer service centres	EU, Philippines
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
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
In-store Wi-Fi service	Communication provider	EU

A description of the data processing by the payment service provider First Data GmbH, Marienbader Platz 1, 61348 Bad Homburg v. d. Höhe can be found via the following link:
TELECASH_Datenschutzinformation_Karteninhaber_POS.pdf

A description of the data processing by the payment service provider ADYEN N.V. German Branch, Friedrichtstraße 63, 10117 Berlin for the use of the Breuninger Card can be found via the following link: Privacy Statement - Adyen

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:
You have the right to request information about the personal data we hold on you at any time.

Right to portability:
Whenever we process your personal data, by automated means based on your consent or based on an agreement, you have the right to get a copy of your data transferred to you or to another party. This only includes the personal data you have submitted to us.

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

Right to erasure:
You have the right to request erasure of your personal data processed by us at any time. Your personal data may continue to be processed under certain circumstances, we will fully erase 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:
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.

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- 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.

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 object to processing based on our legitimate interest
You have the right to object to processing of your personal data that is based on our legitimate interest. We will not continue to process the personal data unless we can demonstrate legitimate grounds for the process which overrides your interest and rights or due to legal claims.

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.

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

H&M	dataprotection.de@hm.com
COS	kundenservice.de@cos.com
Arket	kundenservice.de@arket.com
& Other Stories	kundenservice.de@stories.com
Weekday	kundenservice.de@weekday.com

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.

We have appointed data protection officers to ensure that we continuously process your personal data in an open, accurate and lawful manner.

To the extent that **H&M Hennes & Mauritz GBC AB** is the responsible party, you may contact us at the above contact addresses using the subject DPO.

For **H&M Hennes & Mauritz B.V. & Co. KG, H&M New Business AB & Co. KG** and **& Other Stories AB & Co. KG**, you can use the following contact information:
datenschutz nord GmbH
Standort Hamburg
Sechslingspforte 2
22087 Hamburg
E-Mail: office@dsn-group.de

Right to complain with 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 supervisory authority in the country of residence.

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.

Last updated: September 2026

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