

DATA PROTECTION NOTICE

WELCOME TO OUR WEBSITE!

The website WWW.TYROLIA.COM, including its microsites, databases and its online stores (“webpage”), is operated by HEAD Sport GmbH, Wuhrkopfweg 1, 6921 Kennelbach, Austria (“HEAD”), (“we”, “us”), (“webpage”) and (“website”). Protecting your personal data is an important concern for us. We therefore comply with the applicable legal provisions regarding the protection, lawful scope and confidentiality of personal data, and regarding data security. Below, you will learn which information we might collect and process when you visit and use our websites, particularly when you shop via our online store or participate in prize games, promotions or other advertising activities. If the processing of your data should deviate from the statements made in this Data Protection Declaration in a specific case, you will be informed of this separately, and this will only be done based on your consent provided that such consent is required by law.

If necessary, we must update this Data Protection Declaration in connection with the further development of the Internet and changes in the legal situation legal precedents. We therefore recommend that review this page in regular intervals to ensure that you have read the most up-to-date version.

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1. GENERAL PROVISIONS

1.1 LEGAL BASIS

The EU General Data Protection Regulation (“GDPR”) and the corresponding national data protection laws protect the fundamental rights and freedoms of individuals and their rights to the protection of personal data.

1.2 WHAT IS PERSONAL DATA?

Personal data is information about data subjects, whose identity is determined or at least can be determined. Personal data includes, for example, names, addresses, telephone numbers, e-mail addresses, user IDs, credit card numbers, social media account IDs, user names, IP addresses etc.

1.3 WHICH DATA DO WE COLLECT FROM YOU, AND HOW OR FOR WHAT PURPOSES DO WE PROCESS YOUR DATA?

We collect **user data** (for example, information provided during registration, ordering, subscribing to newsletters or when contacting us) and **technical data** (log files; for example, IP addresses, dates, times) from you, provided that this is permitted by law or required as part of contract performance or to preserve our legitimate interests, or you have provided your consent for this purpose.

2. HANDLING PERSONAL DATA FOR WEBSITES FOR PURELY INFORMATIONAL USE

2.1 COOKIES USED UPON ACCESSING THE WEBSITE

Like most websites, we also use cookies, provided that this is required from a technical standpoint for use of the website or you have provided your consent for this purpose. We use (i) functional cookies, which are required for the operation and provision of our website, (ii) analysis cookies and (iii) DoubleClick cookies, which assist us in collecting general data regarding website use and interaction in order to analyse the use of our website.

Cookies are small text files that our server sends to your browser during your visit to our websites and are stored on your device. Cookies are used to design the use of the website more comfortably for you. In addition, optionally selected settings of a previous visit to the website (for example, region, language, interests etc.) are stored with the use of cookies.

You may also object to the placement of cookies via your browser settings. However, if you deactivate or refuse cookies, you might not be able to fully use all of the functions of our website under certain circumstances. For additional information on your browser's cookie settings, please go to: WWW.ALLABOUTCOOKIES.ORG/GE/. If you have questions or comments on this topic, please contact us using the contact information provided in Section 9.

2.2 GOOGLE ANALYTICS AND UNIVERSAL ANALYTICS

If you have agreed to the use of cookies, this website also uses Google Analytics, the web analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"), with the Google Universal Analytics enhancement.

Google Analytics uses cookies to record standard logging information as well as user behaviour on our website in aggregate form. The following information is collected by Google Analytics: browser, device type, device model, country, service provider, screen resolution (on mobile devices), length of visit to the website, language, operating system, pages visited on the website. Google will use this information specifically to analyse and evaluate the use of the website by users and to put together reports on website activities. Google might also pass on this information to third parties, provided that this is prescribed by law or third parties are processing this data by order of Google.

Our user analysis also uses **Universal Analytics**. With this, we can obtain information on the use of our offerings on different devices ("cross devices"). With cookie technology, we use a pseudonymised user ID that contains no personal data and also does not transmit such data to Google. You may object to data collection and storage at any time with effect for the future by deactivating the cross-device user analysis in your customer account. Additional information on Universal Analytics can be found here: SUPPORT.GOOGLE.COM/ANALYTICS/ANSWER/2838718?HL=DE&REF_TOPIC=6010376.

However, in the event that IP anonymisation is activated, on this website, your IP address will be shortened in advance by Google within member states of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the entire IP address be passed on to a Google server in the USA and shortened there. IP anonymisation is active on this website. By order of the operator of this website, Google will use this information to analyse and evaluate your use of the website, to put together reports on website activities and to provide services through us related to website and Internet use.

If you do not want any website to record your activities via Google Analytics, you may download and install available browser plug-ins via the following link (TOOLS.GOOGLE.COM/DLPAGE/GAOPTOUT).

Additional information on the terms and conditions of use and data protection can be found at WWW.GOOGLE.COM/ANALYTICS/TERMS/DE.HTML or at WWW.GOOGLE.DE/INTL/DE/POLICIES.

2.3 GOOGLE NETWORK, REMARKETING AND DOUBLECLICK

We also use Google Analytics to analyse and evaluate data from **AdWords** and the DoubleClick cookie for statistical purposes and to assist in advertisement placement and management on the web. If you visit a website and display or click on an advertisement placed via websites of Google Network, a DoubleClick cookie might be stored in your browser. The DoubleClick cookie identifier assigned to your browser is the same one that is used when visiting websites on which DoubleClick advertising programs are used. If your browser already has a DoubleClick cookie, an additional DoubleClick cookie should not be stored. This website also uses **remarketing** with Google Analytics for online advertising. This includes the use of cookies by third-party providers, including Google. Through the combined use of initial provider cookies (for example, Google Analytics cookies) and third-party cookies (for example, DoubleClick cookies), advertisements can be presented to you based on your previous visits to this website, and they can also be optimised, analysed and evaluated. With the use of **remarketing**, information on your surfing behaviour is collected in anonymised form for marketing

purposes and stored on your computer by means of cookies (targeting/retargeting). By using an algorithm, we can then display product recommendations targeted to you as personalised advertising banners on other websites (publishers). If you do not want this, you may deactivate this feature via the advertisement preferences manager ([SUPPORT.GOOGLE.COM/ADS/ANSWER/2662922?](https://support.google.com/ads/answer/2662922?)).

3. HANDLING PERSONAL DATA WHEN USING SOCIAL FUNCTIONS

Our websites use social plug-ins (“plug-ins”) of various social networks provided that you have granted us your consent for this purpose:

3.1 USE OF FACEBOOK PLUG-INS (“LIKE” BUTTON)

The plug-ins of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA, are incorporated into our websites. You recognise the Facebook plug-ins on the Facebook logo (white “f” on the blue tile) or the terms “Like”, “I like” or the “Thumbs up” icon on our website. An overview of the Facebook plug-ins can be found here: [DEVELOPERS.FACEBOOK.COM/DOCS/PLUGINS](https://developers.facebook.com/docs/plugins).

If you visit our websites, a direct connection between your browser and the Facebook server will be created via the plug-in. In this way, Facebook receives the information that you have visited our websites with your IP address. If you click on the Facebook “Like” button while you are logged in to your Facebook account, you can link the content of our websites to your Facebook profile. In this way, Facebook can attribute the visit to our websites to your user account. Please note that we do not obtain any knowledge of the content of the transmitted data or of its use by Facebook. Additional information about this can be found in Facebook’s Data Protection Declaration at [WWW.FACEBOOK.COM/POLICY.PHP](https://www.facebook.com/policy.php).

If you do not want Facebook to be able to attribute visits to our websites to your Facebook user account, please log out of your Facebook user account before visiting our website.

3.2 YOUTUBE VIDEOS

We have also incorporated YouTube videos into our websites. The videos are stored at [WWW.YOUTUBE.COM](https://www.youtube.com) and can be played directly from our websites. These videos are incorporated in such a way that no personal data related to you as the user is sent to YouTube if you do not play the videos. If you do play the videos, YouTube cookies will be stored on your computer and data will be sent to Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, as the YouTube operator. When playing videos stored with YouTube, the following personal data is sent to Google, Inc.: the IP address and cookie ID, the specific address of the page visited on our websites, language setting of the browser, system date and time of access and your browser’s identifier. The data is transmitted regardless of whether you are registered with or logged in to Google. If you are logged in, this data will be attributed directly to your account.

If you do not want this attribution to your profile, you must log out before activating the button. YouTube or Google, Inc., stores this data as use profiles and uses this data for the purposes of advertising, market research and/or designing its websites based on demand. Such use is meant in particular (not only for logged-in users) to provide advertising based on demand and to inform other users of your activities on our website. You have a right to oppose the creation of these user profiles, and to exercise this right, you must address yourself to Google Inc. as the operator of YouTube. Additional information on the purpose and scope of data collection and processing by Google, Inc., can be found at [WWW.GOOGLE.COM/INTL/POLICIES/PRIVACY](https://www.google.com/intl/policies/privacy). We do not process the personal data collected when the YouTube video is accessed.

3.3 USE OF INSTAGRAM

On our websites, we place plug-ins of the social network Instagram, which is operated by Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA. The plug-ins are indicated by an Instagram logo, for example, in the form of an Instagram camera. An overview of the Instagram plug-ins and their appearance can be found here: [BLOG.INSTAGRAM.COM/POST/36222022872/INTRODUCING-INSTAGRAM-BADGES](https://blog.instagram.com/post/36222022872/introducing-instagram-badges).

If you visit our website, your browser creates a direct connection with the Instagram servers. The content of the plug-in is transmitted by Instagram directly to your browser and integrated into the website. By way of this integration, Instagram receives the information that your browser has visited the corresponding page of our website even if you do not have an Instagram profile or you are not logged in. This information (including your IP address) is transmitted by your browser directly to an Instagram server in the USA and stored there.

If you are logged in to Instagram, Instagram can attribute the visit to our website directly to your Instagram account. If you interact with the plug-in, for example, if you activate the “Instagram” button, this information will also be transmitted directly to an Instagram server and stored there. The information is also published in your Instagram account and shown to your contacts there.

The purpose and scope of data collection and the further processing and use of data by Instagram as well as your rights and settings options associated with this for protecting your private sphere can be found in the data protection notices of Instagram: [HELP.INSTAGRAM.COM/155833707900388](https://help.instagram.com/155833707900388).

4. HANDLING PERSONAL DATA DURING PROACTIVE USE BY THE USER

4.1 MAKING CONTACT

When the user actively makes contact with us (for example, via e-mail or via our contact form as part of a promotion), the data and information of the user will be stored for the purpose of processing the inquiry and in the event that follow-up questions arise, and forwarded to the responsible person (for example, the IT department, the legal department, logistics etc.).

4.2 PURCHASE VIA ONLINE STORE

If you make a purchase via this website, we collect, store and process personal data (your name, billing and delivery address, e-mail address, telephone number and the serial number assigned to the ordered items and information on the goods that you purchased) for the purposes of contract performance and the fulfilment of any post-contractual obligations (such as a warranty). For this purpose, we forward your name and your delivery address to transport or courier services for the delivery of the goods that you purchased, and we also forward the payment and transaction data to credit or financial institutions for the handling of payment.

If you set up an account on our website, we collect the personal data described above together with your user name and password for the purpose of managing your online account.

If you register through an existing account (such as ZEPP, Facebook, Google or WeChat), you agree that we will access the data that you store in this account (such as your name, e-mail address, address) and that they will be processed for the purposes described in Section 4.2. For this purpose, during registration, you must once again explicitly consent to data transmission from the respective existing account.

4.3 USE OF COOKIES FOR ORDERS VIA THE WEBSITES

We use the following cookies to enable you to place orders via our website. Here is a list of the cookies that we use and the reasons for their use:

Name of the COOKIE	Description of the COOKIE
CART	Assignment to your shopping cart
CATEGORY_INFO	Stores information on the categories on the page, whereby pages can be downloaded more quickly
COMPARE	The items in your product comparison list
CURRENCY	Your preferred currency
CUSTOMER	An encrypted version of your customer ID in the store
CUSTOMER_AUTH	Shows whether you are currently logged in to the store
CUSTOMER_INFO	An encrypted version of the customer group to which you belong
CUSTOMER_SEGMENT_IDS	Stores the customer segment ID
EXTERNAL_NO_CACHE	Shows whether caching is permitted or not
FRONTEND	Your session ID on the server

GEOIP	Code of the current supplying country
GUEST-VIEW	Enables guests to process their orders
LAST_CATEGORY	The category that you last visited
LAST_PRODUCT	The last product that you accessed
NEWMESSAGE	Shows whether a new notification was received
NO_CACHE	Shows whether caching is permitted
PERSISTENT_SHOPPING_CART	A link to information on your shopping cart and reputable products if you have sent inquiries to the page
POLL	The ID of surveys in which you might have participated
POLLN	Information on which surveys you have participated in
RECENTLYCOMPARED	Products that you recently compared
STF	Information on products that you sent to friends via e-mail
STORE	The store view or language that you selected
UNIT	The selected system of units of measure
USER_ALLOWED_SAVE_COOKIE	Shows whether a customer has accepted cookies

VIEWED_PRODUCT_IDS	The products that you last accessed
WISHLIST	An encrypted list of products that were added to your wish list
WISHLIST_CNT	The number of products on your wish list
_ceg.s	Analysis of your visit and your interactions with our website
_ceg.u	Analysis of your visit and your interactions with our website
_ga	Identification of the user and time of the initial visit to the website
_gid	Identification of the user and time of the initial visit to the website
currentLangId	Selected language as ID
htm_cookieconsent	Information on whether consent to cookie placement was given
lang	Selected language as abbreviation
root	The encrypted page that you last visited
popDisplayed	Newsletter popup status regarding advertisement
fe_typo_user	Encrypted user ID

User_token, Browser_id, JSESSIONID: These cookies are a technical requirement for your purchase. We use them so that you can place products in your shopping basket, so that your visits on this website and the content of your shopping basket can be stored and so that you can navigate the website efficiently. If you reject or deactivate these cookies, you cannot make a purchase on our website.

4.4 COMMENTS AND INPUT

Users have the option to leave ratings on selected products on our online store by providing your nickname, the summary of the review and the product rating. In this case, we will store your nickname (which can be personal data under certain circumstances), your input and your IP address. In addition, you hereby grant us the non-exclusive, unremunerated, temporally unrestricted right, which may be revoked at any time, to use your nickname and to publish your rating on our product pages worldwide, but only as long as [sic: until] you delete the content or request that your rating be deleted. Content may be deleted at any time by notifying us at the contact information specified below.

4.5 PROCESSING OF PERSONAL DATA BASED ON OUR LEGITIMATE INTERESTS

We also process the personal data provided in connection with registration and ordering (your name, billing and delivery address, e-mail address, telephone number, the serial number assigned to the ordered item as well as additional information on the goods that you purchased) to improve our products and services. In addition, we process the specified data categories for internal statistical and operational purposes, for example, to measure and understand trends related to demographics, users, user interests, purchases and other trends among our users, as well as for recall actions and for the quick processing of complaints based on our legitimate interests. The specified data categories are also processed for research, precautionary, defence and other measures with regard to non-compliance with this Data Protection Declaration, illegal actions or suspected fraud, or to take measures in situations in which the potential risk of violation of our legal rights or the rights of other persons exists.

4.6 NEWSLETTER

Based on your granted **consent** to receive the newsletter and after confirmation of the **double opt-in e-mail** by clicking on the button contained therein, your first and last name, your e-mail address and your IP address and optionally your date of birth, your gender, the desired country and the desired language will be processed by us and **HTM Sport GmbH**, Tyroliplatz 1, A-2320 Schwechat, Austria, for the purposes of sending (i) marketing and product information related to goods and services from the HEAD Group product range, (ii) personalised promotional information and news based on your website use (for example, frequent viewing of certain product categories and geolocalisation), (iii) satisfaction surveys regarding services and advice of the HEAD Group and demand analyses, (iv) contests, coupons, discount campaigns and prize games, (v) electronic greeting cards via e-mail, and will be **transmitted** for these purposes to **HTM Sport GmbH**.

Personalised promotional material and news is sent based on your IP address and your usage behaviour on the website. Based on your IP address and with the aid of our "*Browser Region Managers*", we can locate the region where you are located when you are using the website and send you regional offers to the extent to which you have consented. We do not determine your exact location while doing this. In the process, we also analyse the frequency of clicks solely for your selected product categories and, for example, in the case of frequent use of the "*AAA-series*" section, send you information from this product category via e-mail based on the declaration of consent described above. For this reason, we use the cookie with the designation "**VIEWED_PRODUCT_IDS**". The analysis is carried out based on the following assessment methods and sequence of preferences: The data regarding your usage behaviour on the website is compared anonymously with the empirical values for similar data sets in our database. Based on this, we calculate the probabilities of potential future contacts and purchases with us. We can therefore also make corresponding offers and send information that,

based on our experience, was of interest to customers with similar behaviour. In the process, we can also create anonymised and pseudonymised user profiles.

We also store your IP address and the date of registration upon subscribing to the newsletter. This is only saved to serve as proof in the event that a third party misuses an e-mail address and subscribes to receive the newsletter without the knowledge of the rightful owner. Personal data collected when subscribing to the newsletter is not forwarded to third parties for marketing purposes.

You may revoke your consent to receive newsletters at any time with effect for the future without specifying the reasons (for example, via a link at the end of every newsletter or via e-mail at PRIVACY@TYROLIA.COM).

If you forward our newsletter to third parties, you must comply with legal provisions and obtain the consent of the recipient in advance. If a third party lodges claims against us due to the forwarding of a newsletter by you, you shall indemnify and hold us harmless against all claims associated therewith, including penalties and costs of legal defence.

4.7 FACEBOOK LEAD ADS

We use Facebook lead ads on our Facebook websites, including for example: WWW.FACEBOOK.COM/TYROLIABINDINGS to enable subscription to our newsletter via Facebook. Subscription via the form is only valid if you activate the subscription by “*clicking*” on the confirmation link in the confirmation e-mail that you receive. At the time of subscription, only your personal data recorded with Facebook or entered voluntarily by you, such as your e-mail address and name in all cases, are required in the form, and your city, address, age etc. are optional. We use the personal data provided exclusively to send to you via e-mail our newsletter specifically described in the lead, provided that you have explicitly provided consent. You may revoke your consent to receive the newsletter at any time with effect for the future without specifying the reasons.

4.8 PRIZE GAMES AND CONTESTS

In connection with the prize games, contests or promotional activities that we offer, we will use your personal data solely for holding the prize game, contest or promotional activity (for example, to contact winners, to send the prize), unless you have granted us your explicit consent for use in other ways.

5. TRANSMISSION OF YOUR PERSONAL DATA TO THIRD PARTIES

We also transmit your personal data to the necessary extent to external performance agents or service providers (including our other companies of the HEAD Group):

- *to **IT service providers** and/or providers of data hosting or data processing or similar services;*
- *to **other service providers**, providers of tools and software solutions who also support us in providing our services and work on our behalf (incl. providers of marketing tools, marketing agencies, communication service providers and call centres);*

- to other **Group companies of the HEAD Group** (a list of our Group companies to which personal data is transmitted can be found [HERE](#) for contract performance, based on an existing legitimate interest and fulfilment of legal obligations);
- to any **third parties who are involved in fulfilling our obligations to you** (for example, parcel service providers for the shipment of your online store order to you, payment service providers for payment processing in the online store, banks for payment processing);
- to other **external third parties** to the necessary extent (for example, auditors, insurance companies if an insured event occurs, legal representatives should the situation arise etc.);
- to **officials and other public offices** to the extent required by law (for example, tax authorities etc.).

6. TRANSMISSION OF YOUR PERSONAL DATA TO THIRD PARTIES OUTSIDE OF THE EU/EEA

We might transmit your personal data to companies and contractual partners outside of the EU/EEA for the provision of our services, the operation of the website, the handling of your order, the maintenance of our IT systems and software etc. However, such transmission does not change anything in our obligation to protect your personal data in accordance with this Data Protection Declaration. If your personal data is forwarded outside of the EU/EEA, we guarantee an adequate measure of security by forwarding them to countries that have an appropriate level of protection based on confirmation by the European Commission, or by concluding an appropriately formulated contract between us and the legal person outside of the EU/EEA who receives the data. You may receive a copy of the suitable guarantees by sending *an e-mail to us at* PRIVACY@TYROLIA.COM.

7. DATA SECURITY

We take appropriate technical and organisational security measures to protect your personal data from unintentional or unauthorised deletion or modification, and from loss, theft and unauthorised viewing, forwarding, reproduction, use, alteration or access. We and our employees are also bound to data secrecy and confidentiality. Likewise, performance agents and authorised agents of the HEAD Group who must have access to your personal data to fulfil their professional duties will receive access and will be subject to the same obligations to observe data secrecy and confidentiality.

8. STORAGE PERIOD

We will save the personal data processed via our website as long as they are required for the fulfilment of our contractual obligations. If processing depends upon your consent, we will store this data as long as you do not withdraw your consent. We will also store your data only as long as we are obligated by law to store them and as long as claims can be asserted against us.

9. YOUR RIGHTS

You have the right to receive information in a clear, transparent and intelligible manner regarding how we process personal data and regarding your rights as a data subject (Art. 13 et seqq. GDPR):

- *You therefore have the right to information and to receive a copy of the personal data about you that is processed;*
- *If the personal data is incorrect or no longer current, you have the right to rectification;*
- *You also have the right to erasure of your data (“right to be forgotten”);*
- *You also have the right to unsubscribe from marketing campaigns and to opt out in this regard at any time;*
- *You may also revoke your consent to the processing of personal data at any time with effect for the future if processing is based on your consent;*
- *You also have the right to data portability in a commonly used and machine-readable format. This applies exclusively to data that you have provided, with which processing is based on a contract or consent and with which processing takes place automatically;*
- *Finally, you have the right to request that the processing of data by us be restricted, so that we may only continue to store them and no longer use or process them. However, this applies only in the following situations:*
 - (i) The accuracy of the personal data is contested by you for a period enabling us to verify the accuracy of the personal data;*
 - (ii) The processing is unlawful and you oppose the erasure of the personal data and request the restriction of its use instead;*
 - (iii) We no longer need the personal data for the purposes of the processing, but you need them for the establishment, exercise or defence of legal claims;*
 - (iv) You have objected to processing based on our legitimate interests and the verification of whether legitimate grounds on our side override those on your side is not yet certain.*
- *You also have the right to lodge a complaint with the competent data protection authorities if you are of the opinion that the processing of the personal data about you violates the applicable data protection laws.*

Before you lodge a complaint with the data protection authorities, or if you have questions, you may also contact us:

HEAD Sport GmbH
To the attention of the Legal Department
Wuhrkopfweg 1, 6921 Kennelbach
Via e-mail at PRIVACY@TYROLIA.COM

YOUR RIGHT TO OBJECT

As the data subject, you may object to the use of your data at any time if the processing serves the purposes of direct marketing.
If we process your data for legitimate purposes, you also have the right to object at any time if grounds for this arise from your specific situation.

So that we can process your inquiry regarding your rights specified above and ensure that personal data is not given to unauthorised third parties, please address the inquiry with clear identification of your person and with a short description regarding the scope of the exercise of your data subject rights listed above.

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