

## SSENSE Privacy Notice

### Global Privacy Notice

*Last updated: February 14, 2026*

#### 1. About this Notice

1.1 This Privacy Notice ("Notice") explains how we (as defined below) collect, use, retain, and disclose any information that, alone or in combination with other information, identifies you ("Personal Information") when you ("you" and "your") use our website, [www.ssense.com](http://www.ssense.com) (the "Website"), when you use our mobile applications, including but not limited to iOS App, Android App, and mobile version of our Website (collectively, the "App"), when you make a purchase, contact us, respond to our surveys, apply for a job, or when you otherwise interact with us.

1.2 This Notice also sets out the rights that you have in relation to the Personal Information that we have about you and how you can exercise them.

1.3 SSENSE treats the protection of your privacy seriously. This is why we have developed this Notice, which describes the standards that SSENSE applies to protect Personal Information.

1.4 For the purposes of this Notice, SSENSE ("SSENSE", "us", "we", or "our") headquartered at 333 Chabanel Street W #600, Montreal QC H2N 2E7, Canada, acts as the accountable entity ("data controller") for the Personal Information that is collected from you. As a data controller, SSENSE is responsible for ensuring that the collection, use, retention, and disclosure of Personal Information complies with applicable privacy laws.

1.5 Please take the time to read this Notice carefully. If you have any questions or comments, please contact our Data Protection Officer by phone +1 877 637 6002 or via email at [dataprotection@ssense.com](mailto:dataprotection@ssense.com).

#### 2. What Personal Information does SSENSE collect and why?

2.1 The following table outlines the types of Personal Information we collect, the purposes for which we process the Personal Information, and the legal basis on which we rely to process the Personal Information:

Types of Personal Information we collect	Purposes for which we process your Personal Information	Legal basis on which we rely to process your Personal Information
Contact details (Name, Surname, Phone number, Email address)	Enabling you to create and delete your user account	To fulfil customer contractual obligations
Email preferences (Gender, Language Preferences, Region/Country)	Managing your user account and personal preferences	To comply with applicable laws
Customer ID	Processing and shipping your orders	To protect our proprietary and legal rights
Order history	Enabling you to access your order history with us at all times	
Shipping address	Providing you with customer service	
Billing address	Access to our Loyalty program, if applicable to your region	
User account details (login, password)	To conduct quality assurance	

Payment information (Cardholder Name, Card Expiration Month/Year)		
Contact details (Name, Surname, Phone number, Email address)  Email preferences (Gender, Language Preferences, Region/Country)  Customer ID  Order history, Order number  Shipping address  Billing address  User account details (login, password)	<b>If applicable in your region</b> <ul style="list-style-type: none"> <li>- Individualized promotions related to our Loyalty program</li> <li>- Exclusive updates</li> </ul>	Contractual necessity: to provide you with our services
Contact details (Name, Surname, Phone number, Email address)  Email preferences (Gender, Language Preferences, Region/Country)  Customer preferred social media account  Shopping preferences  Browsing history  Order history  Wishlist	Providing you with exclusive offerings, updates, promotions, and notifications about our products or services, loyalty programs, and shopping cart reminders.	Your opt-in consent, where applicable, or our interest to measure the satisfaction of our customers
Hashed contact details (Email address; telephone number)  Browser ID  IP address  New customer status  Session browsing data	Digital advertisements about our services  Remarketing, including the use of data segments and reengagement	Your opt-in consent, where applicable, or our interest to measure the satisfaction of our customers
Contact details (Name, Surname, Email address)  Your feedback and surveys	To maintain quality standards, ensure customer satisfaction, and project future trends	Your implied consent

<p>Contact details (Name, Surname, Phone number, Email address)</p> <p>Your request/inquiry</p> <p>Customer ID</p> <p>Billing/Shipping address</p>	<p>Confirming and modifying in-person appointments</p> <p>Handling customer requests and inquiries</p> <p>Providing stylist services</p> <p>Processing orders, and related returns</p> <p>Distributing customer specific catalogs, and tailored marketing</p>	<p>Your opt-in consent</p>
<p>Contact details (Name, Surname, Email address)</p> <p>Order history</p> <p>Financial information (last 4 digits of your credit card number, AVS code (Address Verification System)</p> <p>User account details (login, password)</p> <p>Customer ID</p> <p>Shipping address/Billing address</p>	<p>Prevention of fraud</p>	<p>Complying with applicable laws and taking steps to advance or protect our legal interests ("Legal obligation")</p>
<p>Name</p> <p>Contact information</p> <p>Curriculum Vitae</p> <p>Information about whether you are legally authorized to work in Canada/US/UK</p> <p>Education details</p> <p>Work history</p> <p>Emergency contact information</p>	<p>If applicable, to facilitate the recruitment process, including communicating with applicants, assessing job applications, and proceeding with interviews</p> <p>To reimburse any expenses incurred by you during the recruitment process (e.g. traveling)</p>	<p>Your implied consent</p>
<p>IP address</p> <p>Shopping preferences</p> <p>Session browsing data</p> <p>Customer ID</p> <p>Order history</p> <p>Email preferences</p>	<p>Data analytics, statistics and audience measurement</p> <p>Measure the effectiveness of our advertising and marketing initiatives</p>	<p>Your opt-in consent, where applicable, or to benchmark and evaluate the performance of our Website</p>

Contact details (Email address, hashed email, hashed phone number)  IP address  New customer status  Session browsing data  Historical session data		
User account details (Name, Surname, Shipping/Billing addresses, Email address)  Order history	Enabling you to exercise your rights regarding your personal data	Legal obligation

2.5 Some of this information may be collected using cookies and similar tracking technology, as explained further in our Cookie Notice. If you want to exercise your right to consent or not to use cookies, please see our Cookies and Similar Technologies Policy.

2.6 If you voluntarily provide it to us in your Curriculum Vitae (CV) during the recruitment process, we may collect information regarding your gender, racial or ethnic origin and sexual orientation in order to ensure that our candidates are representative of the population, to the extent permitted by applicable laws. We may also have knowledge of some sensitive data (e.g. religion) if you voluntarily provide it to us in your CV.

### 3. Who does SSENSE share your Personal Information with?

3.1 We may disclose your Personal Information to the following categories of recipients:

(a) to our group companies for purposes consistent with this Notice, and in particular, so that they may contact you regarding products and services that may be of interest to you where you have given your consent. We take precautions to allow access to Personal Information only to those staff members who have a legitimate business need for access and with a contractual prohibition of using the Personal Information for any other purpose. Our group companies include: 17667884 Canada Inc., 17667884 USA Inc., 17667884 UK LTD., and 17667850 Canada Inc.

(b) to our third-party vendors, service providers and partners who provide data processing services to us, or who otherwise process Personal Information for purposes that are described in this Notice or notified to you when we collect your Personal Information. This may include disclosures to third party vendors and other service providers we use in connection with the services they provide to us, including to support us in areas such as IT platform management or support services, infrastructure and application services, marketing, and data analytics. Our third party vendors, service providers and partners include, without being limited to: Zendesk, Klarna, Avalara, SAP, KIBO, StellaConnect, Chatdesk, HostedPCI, Paypal, Sterling Backcheck, PwC, SmartRecruiters, Pazien, Google Analytics, Google Ads, Meta, TikTok, Bing, Commission Junction, Partnerize, Rakuten, Braze, Mandrill, SendGrid, SurveyMonkey, AWS, Digital Genius, Human Security, Talon.One, Riskified, TrustPilot, Tulip.io Inc., VoiceFlow, Worldpay, and Stripe.

(c) to any competent law enforcement body, regulatory, government agency, court or other third party where we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person;

(d) to our auditors, advisors, legal representatives and similar agents in connection with the advisory services they provide to us for legitimate business purposes and under contractual prohibition of using the Personal Information for any other purpose;

(e) to a potential buyer (and its agents and advisors) in connection with any proposed purchase, merger or acquisition of any part of our business, provided that we inform the buyer it must use your Personal Information only for the purposes disclosed in this Notice;

### 4. How we protect your privacy

4.1 We will handle Personal Information in accordance with the following principles:

- (a) **Accountability:** An organization is responsible for personal information under its control and shall designate an individual or individuals who are accountable for the organization's compliance with the following principles.
- (b) **Identifying Purposes:** The purposes for which personal information is collected shall be identified by the organization at or before the time the information is collected.
- (c) **Consent:** The knowledge and consent of the individual are required for the collection, use, or disclosure of personal information, except when inappropriate.
- (d) **Limiting Collection:** The collection of personal information shall be limited to that which is necessary for the purposes identified by the organization. Information shall be collected by fair and lawful means.
- (e) **Limiting Use, Disclosure and Retention:** Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes.
- (f) **Accuracy:** Personal information shall be as accurate, complete and up-to-date as is necessary for the purposes for which it is to be used.
- (g) **Safeguards:** Personal information shall be protected by security safeguards appropriate to the sensitivity of the information.
- (h) **Openness:** An organization shall make readily available to individuals specific information about its policies and practices relating to the management of personal information.
- (i) **Individual Access:** Upon request, an individual shall be informed of the existence, use, and disclosure of his or her personal information and shall be given access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate.
- (j) **Challenging Compliance:** An individual shall be able to address a challenge concerning compliance with the above principles to the designated individual or individuals accountable for the organization's compliance.

## 5. Data storage, retention and deletion

5.1 The Personal Information we collect from you is stored in our servers located in the United States.

5.2 We retain Personal Information for as long as necessary to fulfil our contractual and legal obligations (for example, to provide you with a service you have requested or to comply with applicable legal, tax or accounting requirements).

5.3 When it is no longer necessary to retain your Personal Information, we will either delete or anonymize it or, if this is not possible (for example, because your Personal Information has been stored in backup archives), then we will securely store your Personal Information and isolate it from any further processing until deletion is possible.

## 6. Transfers of Personal Information

6.1 Your Personal Information may be transferred to, and processed in, countries/provinces other than the country/province in which you are resident. These countries/provinces may have privacy laws that are different to the laws applicable in your place of residence.

6.2 Specifically, our Website servers are located in the United States, and our group companies and third party service providers and partners operate around the world. This means that when we collect your Personal Information we may process it in any of these countries.

6.3 However, we have taken appropriate safeguards to require that your Personal Information will remain protected in accordance with this Notice. We only transfer or make your Personal Information available to other entities of the SSENSE group or to our third party services providers in third countries/provinces where such transfer is necessary for the performance of a contract between you and SSENSE or the implementation of pre-contractual measures.

## 7. Profiling

7.1 In some instances, we may use your Personal Information in order to better understand your preferences and to provide customized products or services to you. Where applicable, we will inform you of the technology used for collecting/using your profiling, locating, identifying information and providing a way for you to activate them. Please see our Cookies and Similar Technologies Policy below for further information.

## 8. Minors

8.1 The services we provide on this Website are not intended for individuals below the age of 16. If you are under 16, please do not use or register on this Website.

## 9. Your Privacy Rights

9.1 You have the following privacy rights:

(a) If you wish to request access, correction, update or deletion of your Personal Information, you can do so at any time by contacting us using the contact details provided under the "How to contact us" heading below. Please note that requests are subject to certain limitations, for example, we may retain Personal Information as permitted by law, such as for tax or other record keeping purposes, to maintain an active account, and to process transactions and facilitate customer requests.

(b) If we have collected and processed your Personal Information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your Personal Information conducted in reliance on lawful processing grounds other than consent.

(c) You have the right to opt-out of marketing communications we send you at any time. You may unsubscribe from our newsletters or marketing notifications at any time by selecting the unsubscribe option in the "Email Preferences" section of your account, or by clicking the unsubscribe link at the bottom of every newsletter email. To opt-out of other forms of marketing (such as postal marketing or telemarketing), then please contact us using the contact details provided below.

(d) If you have a complaint or concern about how we are processing your Personal Information then we will endeavour to address such concern(s). If you feel we have not sufficiently addressed your complaint or concern, you have the right to complain to a privacy authority about our collection and use of your Personal Information. For more information, please contact your local privacy authority.

9.2 We respond to all requests we receive from individuals wishing to exercise their privacy rights in accordance with applicable privacy laws.

## 10. Linking to other Websites

10.1 The Website may contain hyperlinks to websites owned and operated by third parties for your convenience only. These websites have their own privacy policies and we invite you to review them. They will govern the use of Personal Information you submit whilst visiting these websites.

10.2 We are not responsible for the privacy practices of such third-party websites and your use of such websites is at your own risk.

## 11. Updates to this Notice

11.1 We may update this Notice from time to time in response to changing legal, technical or business developments. When we update our Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material Notice changes if and where this is required by applicable privacy laws.

11.2 You can see when this Notice was last updated by checking the "last updated" date displayed at the top of this Notice.

## 12. How to contact us

12.1 If you wish to exercise your data protection rights, you can do so at any time by using this SSENSE Data Request Form (please click here for the form in English, here for the form in French, here for the form in Japanese, here for the form in Korean and here for the form in Chinese).

12.2 If you have any questions or concerns about this Notice or the way we process your Personal Information, please contact our Data Protection Officer via email at [dataprotection@ssense.com](mailto:dataprotection@ssense.com).

## Cookies and Similar Technologies Notice

Last updated: June 25, 2025

### 1. About this Notice

1.1 This Cookie Notice ("Notice") explains how SSENSE ("SSENSE", "we", "us", and "ours") use cookies and similar technologies to recognise you when you visit our website at [www.ssense.com](http://www.ssense.com) ("Website") or use our mobile application ("App"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

1.2 Please take the time to read this Notice carefully. If you have any questions or comments, please contact us by phone +1 877 637 6002 or via email at [dataprotection@ssense.com](mailto:dataprotection@ssense.com). For more general information about our privacy practices, please review our Privacy Notice.

### 2. What are cookies?

2.1 Cookies are small data files that are placed on your computer or mobile device when you visit a website or use a mobile application. Cookies are widely used by website or mobile application owners in order to make their websites or mobile applications work, or to work more efficiently, as well as to provide reporting information.

2.2 Cookies have many different features, such as allowing you to navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help ensure that the advertisements you see online are more relevant to you and your interests.

2.3 Cookies set by the websites or app owners (in this case, SSENSE) are called "*first party cookies*". Cookies set by parties other than the website or app owner are called "*third party cookies*". Third party cookies enable third party features or functionality to be provided on or through the website or mobile application (e.g. like advertising, interactive content and analytics). The parties that set these third-party cookies can recognise your computer or mobile device both when it visits the website or uses the mobile application in question and also when it visits certain other websites.

### 3. How long do cookies last?

3.1 Cookies can remain on your computer or mobile device for different periods of time. Some cookies are '*session cookies*', which means they only exist when your browser or mobile session is open and are automatically deleted when you close your browser or quit the app. Other cookies are '*persistent cookies*', meaning they survive after your browser or app is closed and can be used by websites or apps to recognize your computer when you re-open your browser or app later. The length of the cookies used on our Website and our App is explained in more detail in the table below.

### 4. Why do we use cookies?

4.1 When you visit our Website or use our App, we may place the following types of cookies:

Types of cookies:

- **Strictly Necessary Cookies:** These cookies are strictly necessary to provide you with services available through our Website or our App and to use some of its features, such as access to secure areas.
- **Performance Cookies:** Performance cookies are used for collecting non-identifying data on how visitors behave on a website. These performance cookies, also called analytics cookies, can count page visits, how much time a user has spent on a website, count errors on damaged websites, as well as bounce rates and loading speeds to improve performance.
- **Targeting Cookies:** Targeting or advertising cookies, with your express consent, collect user information and use it to build a profile of users' interests and then show personalized ads for that specific user. These cookies may allow you to be identified, located or profiled, and may be used to assess certain characteristics about you, including your interests or behaviour. Personalized ads may be served to you based on your interests. If you do not opt-in to Targeting Cookies, you will still be served non-personalized ads. The data that we collect through targeting cookies can be connected to other data we have about you. We use third-party cookies and share data with our trusted advertising partners. You can opt out of interest-based advertising through the Network Advertising Initiative (NAI) Consumer Opt-Out page.

- **Functional Cookies:** These cookies are used to remember your preferences and settings to enhance the browsing experience. These cookies allow us to maintain personalised interactions, storing data such as login details, language settings, and other preferences. In addition to personalisation, they support additional features like playing embedded videos, enabling web chat functionalities, and enhancing search options, which collectively improve website performance. Without these cookies, some functionalities such as getting redirected to your preferred language and country may become unavailable.

## 5. How to refuse cookies?

If a cookie/SDK banner appears on your browser upon visiting the Website or the App, you can simply click on "Reject all". We will only place these cookies if you expressly accept them when you first visit our Website or APP via our cookie preference banner.

Please note that you can withdraw your consent for this type of cookie/SDK at any time by re-opening our cookie preference banner, you can follow the instructions below under the heading "How can I control my cookie preferences?" or use the specific unsubscribe link provided in the table below.

## 6. How can I control my cookies preferences?

6.1 You have the right to decide whether to accept or reject specific cookies. You can exercise your cookie preferences in your browsers settings, or the cookie banner, if applicable.

6.2 You can also set or amend your web browser controls or device preferences to accept or refuse some cookies. If you choose to reject cookies, you may still use our Website or App though your access to some functionality and areas of our Website or App may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

6.3 In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

## 7. The cookies that were set in the past

7.1 If you have disabled one or more cookies, we can always use information collected by these cookies before the deactivation. However, we cease to collect information via the opted-out cookie.

## 8. More information about cookies

8.1 For more information about cookies, including explanation about how cookies are placed on your device, or how to manage and delete them, visit <http://www.allaboutcookies.org>.

## 9. What about other tracking technologies, like web beacons?

9.1 Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"), third party java scripts and SDKs.

## 10. Pixels

10.1 Pixels are small image files that appear on our web pages or in advertisements. Like cookies, pixels enable our partners and us to collect statistical data for our marketing and web analysis. We use Meta Pixel and TikTok Pixel.

Your browser automatically establishes a direct connection to the third-party (e.g. Facebook) server through the third-party (e.g. Facebook) Pixel included. Using the API, web events from your browser are transmitted directly to the third-party (e.g. Facebook) via a server connection. We provide information about your activities including information about your device, websites you visit, purchases you make, the ads you see, and how you use our services, whether or not you have an account or are logged into any of the third-party's products (e.g. Meta Products:Instagram; Facebook; Messenger). The data transmitted through the third-party Pixel and the API are used for results measurement, reporting, the optimization of ads, remarketing and finding new customers.

We have no influence on the scope and further use of the data collected by the third-party and therefore inform you according to our level of knowledge.



Even if you are not registered with the third-party (e.g. Facebook) or have not logged in, there is a possibility that the provider will discover and save your IP address and other identification features.

**Meta Pixel:** We use Facebook Custom Audiences with the pixel function ("Facebook Pixel") and the server-side conversion API ("API") of Facebook Ireland Ltd. ("Facebook"). This allows users of the website to see interest-based advertisements ("Facebook Ads") when they visit the social network Facebook or other Facebook-related apps and websites. This allows us to show you advertisements that are of interest to you in order to make our website more interesting for you. The data transmitted through the Facebook Pixel and the API are used for results measurement, reporting and the optimization of ads, remarketing and finding new customers. If you are registered with a Facebook service, Facebook can allocate the website visit to your account.

Further information on data processing by Facebook can be found at <https://www.facebook.com/about/privacy>. You can find more information about Facebook Ads here: <https://www.facebook.com/about/ads/>

**TikTok Pixel:** TikTok Pixel is used to measure traffic on our website, ad campaign performance and to optimize our marketing campaigns and find new customers.

## 10.2 Third-party Java Script

Third-party JavaScript are scripts that are embedded onto our website directly from a third-party vendor. We use these scripts to collect and send information to our business partners to support website/app/online services functionality and performance, analytics and customization of user experiences, user measurement, marketing and targeting.

## 10.3 Third-party SDK

SDK stands for software development kit. An SDK is a set of tools to build software for a particular platform. These tools also allow SSENSE's mobile app to integrate with another program so that we can send information to our business partners to support website/app/online services functionality and performance, analytics and customization of user experiences, user measurement, marketing and targeting. By enabling "Allow Tracking" in the app's settings, SSENSE and its third-party partners will be able to use SDKs to provide a personalized experience and ads based on your browsing activity.

## 11. Updates to this Notice

11.1 We may update this Notice from time to time in response to changing legal, technical or business developments. When we update our Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make.

11.2 You can see when this Notice was last updated by checking the "last updated" date displayed at the top of this Notice.

## 12. Contact Information

If you have any questions, concerns or complaints about this Notice or the way we process your Personal Information, or if you want to exercise your rights as described above, please contact us by phone at +1 877 637 6002 or via email at [dataprotection@ssense.com](mailto:dataprotection@ssense.com).

## If you live in Korea, the following Addendum for Korean Data Subjects applies to you:

*Last updated: June 25, 2025*

This Addendum for Korean Data Subjects explains our practices with respect to Personal Data we process in connection with your relationship with us where you are a Korean data subject.

### 1. Transfer of Personal Data

We outsource the processing of your personal data to the following third-party service providers for the purposes represented below; the service providers are categorized into two sections: 1.1 and 1.2: Both categories of service providers process your personal data for the purposes represented in table below; Service providers in section 1.2 may also use your personal data for evaluating or enhancing their own products and service offerings;

#### 1.1 Outsourcing of the Processing and cross-border storage of Personal Data with Third Parties.

We may outsource the processing of your Personal Data and/or transfer your Personal Data for storing purposes to third parties located outside of Korea.

Recipient (if the recipient is a corporation then the name of the corporation and the contact information of the person in charge of the management of Personal Data)	Items of the Personal Data to be transferred	Countries where the Personal Data is to be transferred and the methods of transfer	Purposes of use of the Personal Data by the recipient	Periods of retention by the recipient
1. HostedPCI ( <a href="https://www.hostedpci.com/contact-us/">https://www.hostedpci.com/contact-us/</a> )	First Name, Last Name, Shipping Address, Billing Address, Phone Number, IP Address, Cardholder Name, Cardholder Data	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transfer is real time	Used as a middle-man between SSENSE and payment processors. HostedPCI tokenizes customer credit card information safely in the front-end and then provides SSENSE a token to use for any payment operations.	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
2. Zendesk ( <a href="mailto:euprivacy@zendesk.com">euprivacy@zendesk.com</a> )	First Name, Last Name, Shipping Address, Phone Number, Email Address, Inquiry Details, Inquiry History, Shopping preferences, Order History	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws) Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transfer is real time	Portal for customer inquiry history, and resolve customer inquiries for Personal Shopping	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
3. SAP ( <a href="mailto:webmaster@sap.com">webmaster@sap.com</a> )	Shipping Address, Order History	Canada (sub-processors can be located in other countries and process data in accordance with	To validate customer orders with purchase orders and accounts	Time strictly necessary to achieve the purposes for which the personal

		applicable data protection laws) Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data is transferred periodically	payables at SSENSE	information has been collected and to comply with applicable laws and regulatory obligations
4. KIBO (privacy@kibocommerce.com.)	First Name, Last Name, Shipping Address, Phone Number, Email, Order History, Shopping Preferences	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws) Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process	To create and fulfil orders	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
5. StellaConnect (privacy@medallia.com)	First Name, Last Name, Email, Inquiry Details	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws) Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process	To share surveys to SSENSE customers after an interaction	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
6. Google Cloud Platform, Google GSuite/Insight, Google Premium Analytics, Google Ads, Google Map API (https://policies.google.com/privacy?hl=en)	app browsing activity, order history, shopping history, autofill customer addresses, IP Address	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data is transferred real-time and periodically, both)	To provide brand, category or product level recommendations to logged in members To share relevant ads	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
7. Braze (privacy@braze.com)	Email, Newsletter Preference	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data is transferred real-time and periodically, both)	To share relevant emails with our customers	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations

8. AWS ( <a href="https://aws.amazon.com/privacy/">https://aws.amazon.com/privacy/</a> ) (dataprotection@ssense.com)	All Personal Data subject to our processing	US  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data is transferred in real-time and periodically, both)	To store all personal data processed by SSENSE Is the cloud platform provider for SSENSE	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
9. Bill Gosling Outsourcing (BGO)	First Name, Last Name, Email, Inquiry Details	US  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data is transferred in real-time and periodically, both)	To process inbound customer inquiries and emails	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
10. Regalix (mkalinski@regalix-inc.com)	First Name, Last Name, Email, Inquiry Details	US  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data is transferred in real-time and periodically, both)	To process inbound customer inquiries and emails	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
11. Talon.One ( <a href="https://www.talon.one/contact-us">https://www.talon.one/contact-us</a> )	Email, Order History	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process)	To manage loyalty points for customers	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations

12. SendGrid (support@twilio.com)	Email	<p>US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)</p> <p>Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data is transferred periodically</p>	To automate sharing of emails with customers	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
13. Meta (Facebook) ( <a href="https://www.facebook.com/privacy/policy?section_id=13-HowToContactMeta">https://www.facebook.com/privacy/policy?section_id=13-HowToContactMeta</a> )	Email, IP address	<p>US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)</p> <p>Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process)</p>	To share relevant ads	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
14. Google Ads	Email, IP address	<p>US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)</p> <p>Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process)</p>	To share relevant ads	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
15. Stripe (privacy@stripe.com)	First Name, Last Name, Shipping Address, Billing Address, Phone, Email Address, IP Address, Device ID, Cardholder Name, Expiration Date, Credit/Debit Card Details, Bank account data (payment account number (PAN) or	<p>US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)</p> <p>Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data</p>	Payment processor that facilitates payment operations (pre-authorizations, sales, capturing funds, refunding funds, voiding pre-authorizations) when you purchase through	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations

	account number, card expiration date, CVC details, bank and/or issuer details), date/ time/ amount of transaction	transferred via real-time process)	SSENSE App and website To secure, encrypt and vault your transactions and financial information	
16.Perimeter X (privacy@humansecurity.com)	IP address, Device ID, Location Data, app browsing activity	US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process)	To enable cybersecurity protection	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations

17.WorldPay (data.protection@fisglobal.com)  18.PayPal (/smarthelp/contact-us/privacy)  19. Fiserv (PayEezy, FirstData) (dpo@fiserv.com)	First Name, Last Name, Shipping Address, Billing Address, Phone, Email Address, IP Address, Device ID, Cardholder Name, Expiration Date, Credit/Debit Card Details, Bank account data (payment account number (PAN) or account number, card expiration date, CVC details, bank and/or issuer details), date/ time/ amount of transaction	[(WorldPay) US, EU and UK (PayPal) US (Fiserv) US, EU and UK  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]	This information is only collected and processed when you make a purchase through the SSENSE app and website Payment processor that facilitates payment operations on behalf of SSENSE (pre-authorizations, sales, capturing funds, refunding funds, voiding pre-authorizations) when you purchase through SSENSE app and website  To secure, encrypt and vault your transactions and financial information	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
20. Klarna (privacy@klarna.com)		[US, EU, India, New Zealand, Switzerland, Australia  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]	To offer loan services, buy now pay later alternative to customers.	

21. Riskified (privacy@riskified.com)	Name, Billing Address, Shipping Address, Email Address, Phone, IP Address, Last 4 digits of card, Credit Card BIN (Bank Identification Number)	[US  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]	To prevent fraudulent transactions	
22. VoiceFlow (support@voiceflow.com)	Name, email address, order history	Canada  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]	to enable chatbots and voice assistants for customer support and experience	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
23. SalesHandy (privacy@saleshandy.com)	Name, Email address, device details, IP address	US  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]	to send emails to customers	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
24. TikTok (https://www.tiktok.com/legal/report/privacy)	Email, IP address	Singapore, Malaysia, Ireland, US (sub-processors can be located in other countries and process data in accordance with applicable data protection laws)  Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable	To share relevant ads	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations

		data protection laws; Data transferred via real-time process)		
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If you prefer not to have your Personal Information transferred abroad, you may withhold your consent for the collection and use of your Personal Information, as well as its provision and cross-border transfer to third parties. You can exercise this option by requesting us to cease the transfer. However, please be informed that in such a case, you may be unable to receive certain goods and services we offer.

## 1.2 Provision of Personal Data to Third Parties

Name of the Recipient	Purposes of use by the recipient	Items of Personal Data collected by the recipient	Periods of retention by the recipient	
WorldPay (data.protection@fisglobal.com)	These service providers may also use your data to design, evaluate, improve, operate and administer their own payment products and services	First Name, Last Name, Shipping Address, Billing Address, Phone, Email Address, IP Address, Device ID, Cardholder Name, Expiration Date, Credit/Debit Card Details, Bank account data (payment account number (PAN) or account number, card expiration date, CVC details, bank and/or issuer details), date/ time/ amount of transaction	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations	
PayPal (/smarthelp/contact-us/privacy)				
Fiserv (PayEezy, FirstData) (dpo@fiserv.com)				
Klarna (privacy@klarna.com)	To develop and enhance Klarna's product and service offerings	Name, Billing Address, Shipping Address, Email Address, Phone, IP Address, Last 4 digits of card, Credit Card BIN (Bank Identification Number)		
Riskified (privacy@riskified.com)	To develop and enhance Riskified's product and service offerings			

## 1.3 Online Targeted Advertising

SSENSE allows online targeted advertising businesses to collect and process behavioral data as follows.

- Advertising businesses that want to collect and process behavioral data: Google.
- Method of collecting behavioral data: Automatic collection and transmission when you visit our website or run our App.
- Items of behavioral data collected and processed: user's web/app visit history, search history, purchase history, Member ID, Google ID.

## 2. Destruction of Personal Data

The process and method for destroying Personal Data are set forth below.

### 2.1. Process of destruction

We select the relevant Personal Data to be destroyed and destroy it with the approval of our Data Protection Officer, in accordance with applicable data protection laws and contractual obligations.



## 2.2. Method of destruction

We destroy Personal Data recorded and stored in the form of electronic files by using a technical method (e.g., low level format) to ensure that the records cannot be reproduced, while Personal Data recorded and stored in the form of paper documents shall be shredded or incinerated.

## 3. Contact Us

For questions or inquiries related to privacy and data protection, please contact our Data Protection Department using the contact details provided under the “How to contact us” heading above.

## 4. Amendment of this Notice

- Enforcement Date: June 25, 2025

### Consent Information for App user

1. I Agree to the collection and use of my personal information (required)

The table below shares details on types of personal data collected and purposes of processing by SSENSE

	Types of personal data Collected	Purpose of processing	Retention and usage period
1	UserName, Password, First Name, Last Name, Email Address, Email preferences, Language Preferences	To enable user account creation and management	<b>Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations</b>
2	First Name, Last Name, Shipping Address, Billing Address, Phone Number, Email, IP Address, Cardholder Name, Expiration Date	Collected for processing your payments only when you make a purchase through the App; Processed to check if orders are fraudulent or not; We do not store payment information such as, credit/debit card numbers and bank account numbers	
3	First Name, Last Name, Email Address, Phone Number, Shipping Address, Zip Code	Collected and processed for shipping your products only when you make a purchase through the App Processed to check customer's eligibility for loyalty perks Processed to send email notifications when package is received by customer	
4	First Name, Last Name, Shipping Address, Billing Address, Phone Number, Email, IP Address, Device ID, Login details, order history, shopping preferences, email preferences, language preferences, Location data	Collected to track user app uninstalls, app referrals, app traffic data and user behaviour	
<b>In the process of providing the above mentioned services, we also collect the below information; Consent for the below mentioned items can be changed/managed as described below:</b>			

5	IP Address, Device ID, App navigation data, Order History, Shopping Preferences, Language Preferences, Location data	<b>To enable push notifications for Sales, Discounts, New Products, Loyalty Programs, items in cart</b> (Users can consent to receiving push notifications from the SSENSE app, and change/manage their consent using app settings)	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
6	First Name, Last Name, Email address, Device ID, App navigation data, Language preferences	<b>To enable email updates and promotions and to improve relevance of emails sent to our customers</b> ; Users can manage the consent to these subscriptions when they create an account with SSENSE, or can unsubscribe from the emails they receive using the 'Unsubscribe' link	
<b>You have the right to refuse your consent to the collection and use of your personal information by 17667884 Canada Inc., in which case you will not be able to create an account with SSENSE, purchase SSENSE products or avail membership services</b>			

2. I agree to the provision of personal information to Third Parties (Required)

The table below shares details on provision of personal data by SSENSE to third parties

Name of Recipient	Countries where the Personal Information is to be Provided and the date, time, methods of Provision	Purposes of use by recipient	Items of Personal Data provided to the recipient	Periods of retention by the recipient
PayPal (/smarthelp/contact-us/privacy)	US  [Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]	This information is only collected and processed when you make a purchase through the SSENSE app and website Payment processor that facilitates payment operations on behalf of SSENSE (pre-authorizations, sales, capturing funds, refunding funds, voiding pre-authorizations) when you purchase through SSENSE app and website To secure, encrypt and vault your transactions and financial information  These service providers may also use your data to design, evaluate, improve, operate and administer their own payment products and services	First Name, Last Name, Shipping Address, Billing Address, Phone, Email Address, IP Address, Device ID, Cardholder Name, Expiration Date, Credit/Debit Card Details, Bank account data (payment account number (PAN) or account number, card expiration date, CVC details, bank and/or issuer details), date/ time/ amount of transaction	Time strictly necessary to achieve the purposes for which the personal information has been collected and to comply with applicable laws and regulatory obligations
Fiserv(PayEezy, FirstData) (dpo@fiserv.com)	US, EU and UK  [Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]			
Klarna (privacy@klarna.com)	US, EU, India, New Zealand, Switzerland, Australia  [Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws;	To offer loan services, buy now pay later alternative to customers  To develop and enhance Klarna's		

	Data transferred via real-time process]	product and service offerings		
Riskified (privacy@riskified.com)	US  [Data transmitted via encrypted, secure and compliant systems and network, in accordance with applicable data protection laws; Data transferred via real-time process]	To prevent fraudulent transactions  To develop and enhance Riskified's product and service offerings	Name, Billing Address, Shipping Address, Email Address, Phone, IP Address, Last 4 digits of card, Credit Card BIN (Bank Identification Number)	
<b>You have the right to refuse your consent to the provision of your personal information by 17667884 Canada Inc., in which case you will not be able to create an account with SSENSE, purchase SSENSE products or avail membership services</b>				

If you have any questions, concerns or complaints about this Notice or the way we process your Personal Information, or if you want to exercise your rights as described above, please contact us by phone at +1 877 637 6002 or via email at [dataprotection@ssense.com](mailto:dataprotection@ssense.com).