



The General Data Protection Regulation (GDPR)

What it is and
what you should **know about it**

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The new GDPR regulation in Europe may seem like a lot of change.

These changes, however, are good. They will ensure ethical and consistent practices at all levels, which will in turn be in the best interest of data subjects.

This booklet has been created to share the new standards as well as to inform you about the way Hollister is handling your information.

We care about you and protecting your information.

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Melissa G. Brunette

Chief Data Protection Counsel



Fiona Cooper

UK Customer Service Manager



Hollister cares about your information

Hollister's Mission is to make life more rewarding and dignified for people using our products and services.

Hollister is founded on **4 Immutable Principles** – timeless guideposts that define what it means to be a Hollister Associate. We strive to embody these qualities in our actions as individuals and as a company.

Dignity of the Person

Integrity

Service

Stewardship

Our employees, indeed all people, have dignity and intrinsic value independent of the work they do. Hollister treats all people with respect, and as Hollister Associates, we treat each other, with respect.

We are committed to doing the right thing. We respect and protect our customers' data by implementing strict processes and security measures, and training Hollister associates on the highest standards of data protection.



GDPR, what is it?

You may have heard about a new European regulation: the General Data Protection Regulation (GDPR), which came into effect on **May 25th 2018**.

This new regulation is designed to harmonise data privacy laws and standards across Europe to protect EU citizens' data privacy.

GDPR gives people more security and transparency regarding what companies like Hollister are doing with their personal information, and for what purposes.

GDPR also gives people the ability to choose what they want or do not want to share, to stop sharing it, and to control how their information is shared and with whom.

This new law gives you more power to express your choices regarding your personal information.

Our Data Privacy team is working with all functions and businesses across Hollister so that you can be confident that we take our responsibilities seriously and that we are meeting our obligations to all our customers across the world. Due to the amount of very specific language used to explain the regulation. We have highlighted here some key principles on the opposite page you need to understand:



Personal Data

Personal Data, also often called personal information, is any information that identifies a person. This can be stand-alone information or information used in combination with other information, which ultimately points to a particular person.

Examples include surname, first name, phone number, postal address, email address, etc....

Sensitive Data

Sensitive Data are Personal Data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership, biometric data, genetic data, health data, and data relating to sexual preferences, sex life, and/or sexual orientation.


Examples include information on what Hollister product(s) you use.

Processing Data

Processing is broadly defined and it is any type of action done with or to personal information.

Examples include copying, transferring, deleting, anonymising, storing, and viewing.

At Hollister, it's important for us to know you and your needs, so when you are using our Products and Services we may collect, with your consent, your personal information and your health information so we can better support you and answer your questions.





Your rights under GDPR



Under the GDPR, you may have the following rights:

- **Right of access:** to obtain confirmation about whether Hollister is processing your Personal Data and to request access to, and obtain a copy of, your Personal Data.
- **Right to rectification:** to correct and complete inaccurate or incomplete Personal Data.
- **Right to erasure/ right to be forgotten:** to have your Personal Data deleted.
- **Right to restriction of processing:** to restrict the processing of your Personal Data in certain circumstances.
- **Right to data portability:** to recover certain Personal Data in a machine-readable format and to transfer it to another system.
- **Right to object:** to object to the use of your Personal Data. In case of direct marketing, you can object at any time.

To exercise these rights, please contact Hollister by using the details on the back cover of this booklet. Please be aware that Hollister will not be able to honour your request if an applicable law restricts us from doing so.

You also have the right to lodge any complaint with the competent supervisory authority,

How does Hollister handle your information?

What is the legal basis?

Before processing any of your personal information, Hollister must have a legal basis. The legal basis is the justification, the reason that Hollister is allowed to process your Personal Data.

For example, it can be your express consent, or the performance of a contract.

For the collection of Sensitive Data like health information, the legal basis will always be your express consent. You need to explicitly agree to the processing of your Sensitive Data by Hollister.

What Personal Data does Hollister collect?

Hollister will only collect your Personal Data necessary to fulfill the specific purpose for which it is collected. This Personal Data may include contact information, and may also include health information.

For example, we may collect your Personal Data so that we can provide you with samples, or enroll you in our customer care program.



What is Data Retention?

Data retention means the period that Hollister will keep your information.

At Hollister we will only keep your information for the period necessary to achieve the purpose for which it was collected.

When Hollister no longer needs to process your Personal Data, we will delete it from our systems and/or records and/or take steps to properly anonymise it.

Exceptions may apply if Hollister has to keep the information to comply with legal or regulatory obligations.

How does Hollister handle your information?

What about transfer of data?

In order to complete the purpose for which we've collected your Personal Data or to comply with a legal obligation, Hollister may have to transfer your Personal Data to:

- Other entities in the Hollister group, including Hollister Incorporated (2000 Hollister Drive, Libertyville, Illinois 60048) to facilitate global operations in connection with the systems and services that the Hollister group share, such as access to network servers, IT systems, and interdepartmental staff.
- Third party service providers that are helping Hollister to complete its obligations, including IT service providers, such as salesforce.com and SAP, and delivery services such as local post, DPD or DHL. Our third party service providers and partners are contractually obligated to protect your personal data appropriately.
- Governmental authorities, courts, external advisors, and similar third parties as required or permitted by applicable law.

In all cases, we limit the personal information provided to these third parties to only what is necessary and restricted in application of the GDPR and other relevant local law.

Some of the recipients may be located or have relevant operations outside of your country and the EEA, where the data protection laws may provide a different level of protection.

Hollister will implement appropriate measures to ensure that all other recipients located outside the EEA will provide an adequate level of data protection and that appropriate technical and organisational security measures are in place to protect your Personal Data.

Have a question?

Our team is dedicated to you, do not hesitate to contact us:

To contact our
Customer Services Manager:

Fiona Cooper

Hollister Ltd

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Wokingham

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To contact our
Chief Data Protection Counsel:

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001 847 680 2800

This booklet is an overview, and GDPR requires Hollister to provide specific notice when we're processing data. To see how Hollister processes your data when you visit our webpage and in some specific contexts, visit our full Website Privacy Notice on the Hollister website (below) or contact your local privacy contact at Hollister.

www.hollister.com

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