



Bosideng International Holdings Limited

波司登國際控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 3998)

PRIVACY PROTECTION POLICY

(This Privacy Protection Policy (the "Policy") is applicable to Bosideng International Holdings Limited (the "Company", the "Bosideng") and its subsidiaries (collectively, the "Group" or "We"). The following content applies to our online stores, websites, online shops on third-party e-commerce, mobile applications etc. (collectively, the "online channels") and is displayed to consumers ("You").)

Article 1. How we collect and use your personal information

1. Definition of personal information

Personal information refers to all kinds of information related to an identified or identifiable natural person recorded electronically or otherwise, excluding information that has been anonymized. (collectively, the "personal information")

2. Personal information we collect

When you visit our online channels, we may need your consent to collect your personal information. This includes:

2.1 Personal information necessary for the basic functions or services of the website and mobile application to function properly (hereinafter referred to as "necessary personal information"), particularly: when you purchase or use our products or services, to complete the payment and delivery process, we may collect your name, contact details, bank card number, payment results, and transaction records etc.; and

2.2 Other necessary personal information, including:

- (1) When you register as a member of our platform, we may collect your name, gender, mobile phone number, or any other third-party platform accounts (collectively, the "third-party platform accounts") you agree to provide. After you register as a member, we may use your mobile phone number to send you SMS messages related to our product or service marketing, as permitted by "Personal Information Protection Law of the People's Republic of China", "Consumer Rights Protection Law of the People's Republic of China" and other relevant laws and regulations (collectively, the "relevant laws and regulations"). If you do not wish to receive these marketing messages, you can follow the instructions in the relevant SMS message to unsubscribe;
- (2) When you participate in our various promotional/experience activities (collectively, the "promotional/experience activities"), we may collect your personal information, such as name, gender, and third-party platform account information etc. ;
- (3) When you consult customer service, especially when it involves resolving disputes, to ensure the security of your account and system, we need you to provide necessary personal information to verify your identity;

- (4) You can use the comment feature we provide to publish text, images, videos, or live content as a member, and to post reviews.; and
- (5) In order to provide you with personalized products and services and improve user experience, in the additional services we provide to you, we apply for device permissions such as camera permissions, album and storage permissions, and only obtain personal information from you when you use the relevant functions.

Article 2. How do we share, transfer and publicly disclose your personal information

1. How do we share your personal information

We will not share your personal information with any other company, organization or individual, except in the following circumstances:

- 1.1 Sharing with your explicit consent: We will share your personal information with other parties, such as our authorized partners (including advertising service providers, analysis service providers, and other types of service providers); or
- 1.2 We may share your personal information with the public in accordance with laws and regulations or mandatory requirements of government and regulatory authorities.

2. How do we transfer your personal information

We will not transfer your personal information to any company, organization or individual unless we have obtained your explicit consent.

3. Public disclosure

We will only share or disclose personal information in a legal, reasonable and necessary manner, including:

- 3.1 With your explicit consent; or
- 3.2 Disclosure based on law: We may publicly disclose your personal Information in accordance with the law or based on legal procedures, litigation or mandatory requirements of government and regulatory authorities;

4. Consumer Rights

- 4.1 To review the personal information held by the Company in respect of him/her and request copies of such information;
- 4.2 Require correction of inaccurate or incomplete personal information;
- 4.3 Require the deletion of their personal information;
- 4.4 Withdrawal of consent to the processing of personal information;
- 4.5 Request to transfer its data to other service providers; and
- 4.6 Request an explanation of the rules for processing personal information.

Article 3. How we protect and manage your personal information

- 1. We undertake to strictly comply with the relevant laws and regulations of the People's Republic of China, take necessary and appropriate security technical measures to preserve, manage and transmit your personal information, ensure that your personal information is accurate and intact, and prevent such personal information from being tampered with, leaked or lost.
- 2. We will strictly comply with the relevant laws and regulations regarding the storage period and processing methods of the personal information and related data you provide to us.

3. We will take all reasonable and feasible measures to ensure that no irrelevant personal information is collected.
4. You can query, correct, supplement, modify, delete, change authorization or cancel your account according to the instructions on the website page.
5. Unless required by law, we will only keep the user's personal information for the period necessary to provide products and services. If the personal information exceeds the statutory or agreed storage period, or the user requests deletion or cancellation, we will destroy the relevant personal data in accordance with the law.

Article 4. Storage of information

The personal information collected and generated within the territory of the People's Republic of China will be stored within the territory of the People's Republic of China. Since we provide products and services through our resources and servers around the world, this means that, with your authorized consent, your personal information may be transferred to a jurisdiction outside of the country/region where you use the product or service, or accessed from those jurisdictions.

Article 5. How this Privacy Agreement is updated

Our Privacy Policy may change and be posted on our website. You can review this Agreement when you visit our website or use the relevant application. By continuing to use the goods or services provided by us after the update is published, you agree to the changes or updates.

Article 6. How to contact us

If you have any questions, comments, suggestions or requests regarding this Privacy Protection Agreement, or make a complaint or report about the security of your personal Information, please contact us through the following contact information:

Customer service: online customer service on various platforms such as mini programs and Tmall
Tel: 400-803-5888