

Privacy Policy

Fit Analytics GmbH

Fit Analytics GmbH, located at Sanderstraße 28, 12047 Berlin, Germany, is the operator of the website www.fitanalytics.com. We are also responsible for the application of the same name and for the solution providing size recommendations and fit prediction for online shoppers (“Fit Finder”).

We consider the protection of your data very important and focus on proper handling of your personal data. All data will be collected and used solely within the statutory provisions of the applicable data protection laws. In the following, we will state and explain what data we collect, how it is handled by us and the rights granted to you regarding our use of your data.

We are responsible for the collection, processing and use of personal data in terms of the German Federal Data Protection Act (Bundesdatenschutzgesetz - *BDSG*) and the German Teleservices Act (Telemediengesetz - *TMG*).

Personal information means any information concerning the personal or material circumstances of an identified or identifiable person. This includes name and e-mail address, for example also age, gender, height and body measurements of a person.

Collection of personal data when visiting our website

When visiting our website, our servers temporarily store each access in a log file. Unless otherwise indicated by you, the following data is collected and stored by us until automatic deletion after a maximum of four weeks.

- IP address of the requesting computer (shortened/hashed);
- Date and time of access;
- Name and URL of retrieved file;
- Website from which the access originated;
- Operating system of your computer and your browser;
- Name of your Internet access provider.

The stored IP addresses of users are deleted after cessation of use or shortened so that details of personal or material information are no longer recognizable or are only recognizable through a disproportionate investment of time, cost and labor of a specific or identifiable real human being.

Collection and processing of such data takes place with the purpose of facilitating use of our website (connection build-up), ensuring continuous system safety and stability, enabling technical administration of network infrastructure and optimization of our Internet offer and for internal statistical purposes.

Fit Analytics uses cookies, web analytics tools, and social-plugins. To learn more about how we use these, please refer to the respective sections.

Collection of personal data when using our application

You can use the Fit Finder on one of our partner's websites without registering. You find a recent list of all partner shops on our website.

You can use the application on our partner's website in order to get size recommendation for clothing items. In order to receive a size recommendation for a specific clothing item, you can submit the following information through the application:

- Gender
- Height
- Weight
- Age
- Reference clothing item or brand (optional)
- Bra Size
- Body Type
- Fit Preference
- Past Purchase Input

After entering your basic data our application calculates a specific size recommendation by using statistical practices and, in some cases, anonymized purchase and return data. Neither your transmitted information nor other data is transferred to our partner. In some cases you can pass your preferred clothing size from the application to your personal shopping basket in the partner's web shop.

The transmitted basic data is saved in a session cookie. The cookie enhances user experience of our application and makes it easier to use. It can identify recurring users so that you do not have to re-enter your basic information for ten days after using the application. In some cases, it also allows the immediate display of size recommendations on the product detail pages without using the application again.

In some cases our application transmits the size recommendation to a partner shop (e.g. so that the recommended size is automatically selected for your shopping basket). A transmission of your personal data (calculated body dimensions & basic information) does not happen and the data is not linked to the information you might have saved as a registered user at our partner's website.

Usage of personal data

We use your data solely for the following purposes: for recommendation of clothing sizes and for providing detailed fit information.

Forwarding of personal data to third parties

We will not sell or otherwise forward your personal data to third parties. Contrary regulations will only apply in case of corresponding legal requirements or if this is required for assertion of our rights, in particular with regard to assertion of claims which result from a contractual relationship.

Cookies

Cookies simplify a variety of processes, one of which is to make your visit to the website easier, more pleasant and more meaningful. Cookies are alphanumerical information files that are automatically stored by your browser on the hard drive of your computer when visiting our internet page.

Cookies will neither damage your computer's hard drive nor forward personal data to us when enabling them. For example, we will use cookies to be able to identify you as a customer without making it necessary for you to log in again. The use of cookies does not mean that we receive new personal data from your online visit. Most internet browsers automatically accept cookies. However, you may also configure your computer in such a way that no cookies are stored on your computer or that a note is displayed every time you receive a new cookie.

Deactivation of cookies may also deactivate some functions of our website.

The anonymous and encrypted data gathered by cookies is, as according to § 3 paragraph 1 of the Federal Data Protection Act (BDSG), not intended for gathering personal data. Furthermore the data collected from cookies will not be passed to third parties.

Below is an overview of the cookies used on our website and when using our application:

Connect.sid: Session cookie from Fit Analytics to improve the functionality and identification of the user

fita.sid: Copy of the aforementioned session cookie, but with the domain name set to our partner shop's domain name (e.g. thenorthface.com); the full name of this cookie depends on the respective partner shop (e.g. *fita.sid.tnf* for thenorthface.com or *fita.sid.asos* for asos.com).

_cfuid: Used to remember our hosting provider Cloudflare (Cloudflare Inc.) for server protection, intrusion detection and performance optimization.

Web analysis services

For purposes of need-based design and continuous optimization of our pages, we use web analysis services ("Google Analytics"). In this context, pseudonymized user profiles are created and cookies are used (see section 6). The cookie-created information on your use of this website such as

- Browser type and -version,
- Operating system,
- Referrer URL (previously visited page),
- Host name of the accessing computer and
- Time of server request

is forwarded to and stored on servers located within the European Union. The information is used to analyse use of the website, to compile reports on website activities, and to perform further services connected with website use and Internet use for purposes of market research and need-based design of these Internet pages. Such information will also be forwarded to third parties if this is required by law or such information is processed by such third party by order.

In no case will the IP address be combined with other data corresponding to the customer. The IP addresses will be anonymized so that allocation is not possible (*IP masking*).

You may prevent installation of cookies by making the corresponding settings in the browser software; however, we expressly point out that this will prevent comprehensive use of all functions of this website. You may object to creation of user profiles at any time. The contact data can be used for notification of objection. As an alternative, please follow the instructions given at: <http://tools.google.com/dlpage/gaoptout?hl=en>.

Safety and Security

We use suitable technical and organizational safety measures to protect your data from accidental or intentional manipulation, partial or complete loss and/or destruction as well as unauthorized access. Our security measures are subject to continuous improvement in accordance with current technological developments.

Provision of information, as well as correction and deletion of data

You are entitled to receive information on your stored personal data as well as to have incorrect data corrected and to block and/or delete data. To receive information on your personal data or to request correction of incorrect data, including blocking or deletion of such data, or for further questions on the use of your personal data, please contact:

Fit Analytics GmbH
Steffen Poralla
Data Protection Officer
Sanderstraße 28, 12047 Berlin, Germany
privacy@fitanalytics.com
Tel.: +49 30 61 62 14 17