

Privacy Policy

Fit Analytics GmbH

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Fit Analytics GmbH, located at Voigtstr. 3, 10247 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 services for online shoppers in our partner's online shops ("Fit Finder" / "Size Advisor").

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*), the German Teleservices Act (*Telemediengesetz/TMG*), and the General Data Protection Regulation from the European Union (*Datenschutzgrundverordnung/GDPR*).

Collection of personal data when using our application

You can use the Fit Finder on one of our partner's websites without registering for our service. You can use the application on our partner's websites 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 (for women only);
- 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. 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 dedicated database under a randomly generated session identifier.

Our session cookie contains the session identifier and refers to your data stored in our session database. The cookie enhances the overall user experience of our application, identifies returning users and makes it easier to use. It can identify recurring users so that you do not have to re-enter your basic information when using the application again. In some cases, it allows the immediate display of size recommendations on the product detail pages of our partners' web shops without using the application again. In some cases our application transmits the recommended size to a partner shop (i.e. so that the recommended size is automatically selected for your shopping basket).

Usage of personal data from our application

We use your personal data from the application solely for the following purposes:

- Recommendation of clothing sizes in real-time.
- Providing fit prediction services in our partners' online shops.
- Optimizing the overall quality of our recommendation mechanisms.

All personal data is processed anonymously and we never collect or process any personally identifiable information (e.g. real name, address details, payment information). All data is stored on servers and databases located inside the European Union and no data is transferred outside of the European Union. All data is automatically deleted after a certain retention period.

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 alphanumeric 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 not intended for gathering personal data. Furthermore, the data collected from cookies will not be passed to third parties. The following cookies are 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.

fta.sid: Copy of the aforementioned session cookie, but with the domain name set to our partner shop's domain name (e.g. thenorthace.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.

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:

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