

# Canada Goose Privacy and Cookies Policy

Last Updated: October 15, 2020

## **INTRODUCTION**

The following is the privacy policy (the “Privacy Policy”) of Canada Goose Inc. and Canada Goose International AG (together “Canada Goose”, “we”, “us” or “our”) who act as joint controllers of the personal data we collect about you. Canada Goose recognizes the importance of your right to privacy and we are committed to safeguarding your personal data. This privacy policy sets out the way we use your personal data: what we collect, how we collect it, how we use it, why we use it, who we share it with and the rights to which you may be entitled.

## **CATEGORIES OF PERSONAL DATA WE COLLECT**

We collect certain types of personal data from or about you throughout our interaction with you. This personal data often consists of things like your name, address, contact details and online identifiers. We use this personal data for the activities we have listed in the table below, including in order for us to provide our products, for marketing, reporting purposes and investigation of complaints.

	<b>What we collect</b> <b>This category of personal data we collect about you includes:</b>	<b>How we use it</b> <b>We use this personal data for certain activities, including to:</b>	<b>Why we use it</b> <b>We use this personal data because:</b>
<b>Personal data that you give us when you make a purchase on our website or in order for us to set up and manage your account:</b>	<ul style="list-style-type: none"> <li>• Your contact details including: your name, address, email address;</li> <li>• Your payment information;</li> <li>• Other personal data about you such as your date of birth and language preference;</li> <li>• The product(s) you have purchased;</li> <li>• Your username, password and account preferences.</li> </ul>	<ul style="list-style-type: none"> <li>• Fulfil orders, process payments and ship products purchased by you;</li> <li>• Onboard you as an account holder;</li> <li>• Reporting and account management;</li> <li>• Process exchanges and returns.</li> </ul>	<ul style="list-style-type: none"> <li>• It is necessary to perform our contract with you;</li> <li>• We have a legitimate business interest in ensuring that we can onboard you as a customer and manage your account.</li> </ul>
<b>Personal data about the way you use our products and services:</b>	<ul style="list-style-type: none"> <li>• Details of products you have purchased from us;</li> </ul>	<ul style="list-style-type: none"> <li>• Assist with diagnosing technical and service problems to</li> </ul>	<ul style="list-style-type: none"> <li>• We have a legitimate business interest to improve our products and services, better understand how our</li> </ul>

- When and where you made these purchases;
- What you paid for them and how you paid;
- Whether you've opened or clicked on links in electronic communications from us or visited pages on our website;
- Your marketing preferences;
- Marketing information (previous communication data; transaction history);
- Personal data you provide to us when you participate in or respond to consumer surveys or requests for opinions, concerns, and preferences regarding our products;
- Personal data you provide to us when you participate in contests,

enhance our products and services;

- Identify Canada Goose products that may be of interest to you and marketing these to you if you have indicated that you wish to receive such marketing or if we are otherwise entitled to do so by law;
- Statistical analysis, research, reporting and advertising;
- Notify you of product recalls or safety issues.

customers use them and ensure that we are better able to tailor our content to your needs and preferences;

- It is necessary to perform the contract;
- In addition to the above, where we have obtained your consent to use the data in this explicit way, then we can rely on that consent.

	<p>sweepstakes and other promotions or use other features of our website that may be offered from time to time;</p> <ul style="list-style-type: none"> <li>• Personal data that we collect through your use of our website, including IP address, device information, hardware and browser settings, the pages you visit and search engine terms you use.</li> </ul>		
<p><b>Personal data when you communicate with us whether in person, through our website or via email, over the phone, through social media or via any other medium:</b></p>	<ul style="list-style-type: none"> <li>• Personal data that you give us if you submit an employment application via our website including your resume information, employment history and educational qualifications;</li> <li>• Personal data you provide to us when you make an enquiry, complaint, claim under our warranty</li> </ul>	<ul style="list-style-type: none"> <li>• Review and consider the information that you submitted in connection with your possible employment by Canada Goose and otherwise in connection with the hiring process and to respond to your application for current or future career opportunities;</li> </ul>	<ul style="list-style-type: none"> <li>• We have a legitimate business interest in:</li> <li>• Understanding customer feedback and in responding to customer communications in a consistent manner;</li> <li>• Considering and assessing employment applications we</li> </ul>

	<p>program or otherwise communicate with us, whether through our website, via email or over the phone;</p> <ul style="list-style-type: none"><li>• Personal data you give us when you sign up for Basecamp;</li><li>• Your marketing preferences and marketing information.</li></ul>	<ul style="list-style-type: none"><li>• Respond to enquiries;</li><li>• Provide you with information about warranty claims;</li><li>• Monitor customer communications for quality and training purposes;</li><li>• Improve our services;</li><li>• Deal with any complaints;</li><li>• Identify Canada Goose products that may be of interest to you and marketing these to you if you have indicated that you wish to receive such marketing or if we are otherwise entitled to do so by law;</li><li>• Monitor information transmitted or received through our website or via email to prevent violations</li></ul>	<p>receive before making any recruitment decisions;</p> <ul style="list-style-type: none"><li>• Ensuring that information transmitted to us is not inappropriate or in violation of our website terms of use.</li><li>• It is necessary to perform our contract with you.</li><li>• In addition to the above, where we have obtained your consent to use the data in this explicit way, then we can rely on that consent.</li></ul>
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		<p>of our website terms of use or inappropriate content.</p>	
<p><b>Personal data that we collect incidentally from other sources or public sources, including:</b></p>	<ul style="list-style-type: none"> <li>• Personal data that we collect where you participate in a third-party application or feature (eg. Facebook or another social platform or website) through which you allow us to collect (and/or the third party to share) personal data about you or where you are on another website and opt-in to receive information from us.</li> <li>• Personal data that we collect when you visit our stores, including through in-store monitoring and surveillance.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain market awareness;</li> <li>• Build and maintain social media branding, and our branding in general;</li> <li>• Provide you with information about products which may interest you, if you have indicated that you wish to receive such information.</li> <li>• Store information for security purposes and for preventing and investigating crime.</li> </ul>	<ul style="list-style-type: none"> <li>• We have a legitimate business interest in maintaining a public profile within the media.</li> <li>• In addition to the above, where we have obtained your consent to use the data in this explicit way, then we can rely on that consent</li> <li>• We have a legitimate business interest in:</li> <li>• Preventing, reducing, detecting and investigating in-store crime and other security incidents;</li> </ul>

			<ul style="list-style-type: none"><li>• Securing our premises and ensuring the safety of staff and our customers;</li><li>• Assisting public authorities in the investigation of suspected breaches of security.</li><li>• It is necessary to protect the vital interests of our customers.</li></ul>
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Further details on the legitimate interest balancing tests may be obtained by contacting us as set out at the end of this Privacy Policy.

## **LEGAL REQUIREMENTS**

In addition to the above, your personal data may also be processed if it is necessary on reasonable request by a law enforcement or regulatory authority, body or agency or in the defence of a legal claim. We will not delete personal data if relevant to an investigation or dispute. It will continue to be stored until those issues are fully resolved.

## **AUTOMATED DECISION MAKING**

We may make automated decisions on certain matters. For example, we may do this to decide whether we can provide our products to you based on fraud detection and creditworthiness checks. This will be informed by verification of your personal data (including by third parties). Depending on the outcome of these checks, a decision will be reached automatically as to whether we are able to provide products to you.

## **FAILURE TO PROVIDE PERSONAL DATA**

Where we need to collect your personal data under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example to provide our products to you).

## **HOW LONG WE WILL KEEP YOUR PERSONAL DATA**

We will keep your personal data for as long as it is reasonably necessary considering the purposes for which your personal data has been collected. It will depend on factors such as whether you have any outstanding purchases or an account with us or have interacted with recent offers. For further personal data on how long we will keep your personal data, please contact our privacy officer at [Privacyofficer@CanadaGoose.com](mailto:Privacyofficer@CanadaGoose.com).

## **DISCLOSURE OF YOUR PERSONAL DATA**

There are certain circumstances where we may transfer your personal data to affiliates, contractors and to other third parties.

- We may share personal data about you with other members of our group of companies so that we can provide the best service across our group. They are bound to keep and use your personal data in accordance with this Privacy Policy;
- We may also share your personal data with certain contractors, service providers or advisors that help with our business operations (for example, order fulfilment, cloud services, fraud prevention, customer



services, payment processing and marketing) and they may process your personal data for us. They are always required to meet our standards on processing personal data and security. The personal data we provide them with, including your personal data, will only be provided in connection with the performance of their function;

- If we're discussing selling or transferring part or all of our business the personal data may be transferred to prospective purchasers under suitable terms as to confidentiality – or if sold, to buyers who can continue to provide products to you;
- We may also share your personal data where you have given us consent to do so or when we are otherwise required or permitted by law, for example by the Police or in defence of a legal claim.

## **INTERNATIONAL TRANSFERS OF DATA**

Some of the parties that collect your personal data and third parties (e.g. suppliers, service providers and affiliates) to which we may disclose your personal data may be located in countries outside the European Economic Area (“EEA”), the United Kingdom, and Switzerland. As a result, your personal data may be transferred to, stored and/or processed in such other countries, including on servers located in such other countries. This includes countries that offer a lower level of protection for your personal data than countries in the EEA, the United Kingdom, and Switzerland, including the United States.

Unless you have expressly consented to the transfer of personal data, the transfer is necessary for the performance of a contract with you or concluded in your interests or the transfer is otherwise permitted by applicable data protection laws we will only transfer your personal data to a country that is deemed to have an adequate level of protection under the applicable data protection law or otherwise where we have put in place adequate safeguards to protect the personal data. In particular where we send your personal data outside of the EEA, the United Kingdom, and Switzerland, we shall only do so where the recipient of the personal data is subject to:

- binding corporate rules;
- standard data protection clauses approved under applicable law;
- an approved code of conduct; or
- an approved certification mechanism.

The transfer of your personal data to Canada Goose International AG, a Swiss entity, is permitted on the basis of the European Commission's decision that Switzerland provides an adequate level of protection for personal data. The transfer of your personal data to Canada Goose Inc., a Canadian entity, and our suppliers based in Canada, is permitted on the basis of the European Commission's or another competent authority's, such as the Swiss Federal Data Protection and Information Commissioner's, decision that Canada provides an adequate level of protection for personal data. We also store personal data on cloud servers located in the United States. The transfer of this personal

data is governed by a contract including standard contractual clauses approved by the European Commission, or by another approved safeguard.

Further details on the safeguards adopted by us may be obtained by contacting us as set out at the end of this Privacy Policy.

## **CANADA GOOSE GROUP COMPANIES**

The group of companies who could be recipients in relation to your personal data, are:

- Canada Goose Inc. – 250 Bowie Avenue, Toronto, ON M6E 4Y2
- Canada Goose US, Inc. – 251 Little Falls Drive, Wilmington, New Castle 19808 USA
- Canada Goose France Retail SAS - 14 rue Royale 75008, Paris, France et 283 rue Saint Honore 75008, Paris, France
- Canada Goose Italy Retail S.r.l. - Milan (MI) via A. Manzoni 28 CAP 20121, Italy
- Canada Goose Germany Retail GmbH - Thurn-und-Taxis-Platz 6, 60313 Frankfurt, Germany
- Canada Goose HK Limited - Shop No. 6 on Upper G/F Sunrise House, No. 27 Old Bailey Street, Hong Kong
- CG (Shanghai) Trading Co., Ltd. - Room 801-2, No. 218 Hengfeng Road, Jing'An District, Shanghai, China
- Canada Goose UK Retail Limited - Devonshire House, Mayfair Place, London, W1J 8AJ, United Kingdom
- Canada Goose Services Limited - Devonshire House, Mayfair Place, London, W1J 8AJ, United Kingdom

## **COOKIES, WEB BEACONS, TAGS AND OTHER SIMILAR TECHNOLOGIES**

Our website ([www.canadagoose.com](http://www.canadagoose.com)) uses automatic data collection technology and services such as “cookies”, “web beacons”, “tags” and other similar technologies. A cookie is a small data file that is placed on the hard drive of your computer so that your computer will “remember” information when you visit a website. Web beacons and tags are small strings of code that are used in conjunction with a cookie and that allow us to record activity on our website. A web beacon allows us to capture certain additional types of information about a visitor's actions on a website, such as a visitor's cookie number, the time, date, duration and number of page views, a description of the page where the web beacon is placed, and details about any items that were purchased.

When you use our website, these technologies may record and collect personal data, such as information that identifies your computer, tracks your use of our website and collects certain information about you and your surfing habits. This information may include information that identifies your device, IP address, browser type and language preferences, and information about referring and exit pages and URLs, keywords, date and time, what sections of a website you visit, and other similar information concerning your use. This information is used for the purposes mentioned above and to help us serve you better by improving our website design, as well as our products, services,

and promotions. We also use the technologies mentioned above to improve functionality of our website and user experience.

## FUNCTIONAL COOKIES

Cookie Name	Data Collected	Purpose of Cookie	Duration of Storage
Functional Cookie	dwsecuretoken_XXXXX	Request id to avoid any high jacking of a secure session	Session
Functional Cookie	dwanonymous_XXXXX	Stores the anonymous user id to retrieve the basket if a customer comes back later	6 months
Functional Cookie	dwsid	Stores customer session ID.	Session
Functional Cookie	dwcustomer_XXXXX	Stores the id of a customer registered once and requested "to be remembered"	6 months
Bazaarvoice	BVImplMain Site	Bazaarvoice Trackers to enable anonymous analytics & measurement reporting. Track successful order completion and send customers an invitation to submit an online review	Session

## ANALYTIC COOKIES

Cookie Name	Data Collected	Purpose of Cookie	Duration of Storage
Google Analytics	_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.	2 years
Demandware	dwpersonalization_XXXXX	Participation in an AB test lasting longer than a session	31 days
Fullstory	fs_uid	Track user behaviour/clicks on the website platform to better optimize user experience and inform site design	Session
Freshmarket	_session_id	Track user behaviour/clicks across site forms to better optimize user experience and form design	Session
CanadaGooseXX-pagevisits	Total page view counts	This cookie tracks the total page view of a customer per session to help us understand our customer better and improve site experience.	Session
CanadaGooseXX-pdpvisits	Total product detail page view counts	This cookie tracks the total views a customer visits per session to help us understand our customer better and improve site experience.	Session

## TRACKING COOKIES

Cookie Name	Data Collected	Purpose of Cookie	Duration of Storage
Bazaarvoice	BVImplMain Site	Stores customer ID to facilitate reviewing and posting Bazaar Voice product reviews.	Session
Brandify	W2GISM	Store customer country and location preference for the store locator on the website	Session
Size analysis	fita.sid.canadagoose	Stores the customer preference of the fit data entered from previous activities so that the site can provide quick fit / size recommendations.	Session

As noted, this Privacy Policy applies to all personal data collected and processed by us using cookies, web beacons and tags on our website.

When accessing our website, you are requested to consent to the use of cookies and similar techniques in accordance with our Privacy Policy. Should you change your mind at a later stage, you can easily change your “cookie settings” by changing the settings of your web browser (e.g. Internet Explorer, Google Chrome, Safari, etc.). For more information hereon, please refer to the ‘help’ section of your web browser and see below. If you do not consent to the use of cookies and similar techniques when accessing our website and/or when you turn off the use of cookies and similar techniques via your web browser settings later, you may still visit our website, but you may not be able to use some areas of the website and the website may not provide optimal functionality.

If you wish to block certain cookies, you can do so in the browser you are using by following the applicable link below:

Internet Explorer: <http://windows.microsoft.com/en-us/windows-vista/block-or-allow-cookies>

Chrome: <https://support.google.com/accounts/answer/61416?hl=en>

Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Safari: [https://support.apple.com/kb/PH5042?locale=en\\_GB](https://support.apple.com/kb/PH5042?locale=en_GB)

Our website uses the web analytics service Google Analytics that is provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). Google Analytics uses “cookies”. The information generated by the cookie on your use of the platform will be transmitted to and stored by Google on servers in the United States. We have activated the so called “IP-anonymization” which means that your IP address will be truncated within the area of the European Union or the EEA, the United Kingdom, and Switzerland before being transferred to the United States. Only in exceptional cases the entire (ie. non-truncated) IP address will be transferred to a Google server in the US and truncated there. Google will use this

information on our behalf for the purpose of evaluating your use of the platform, compiling reports on platform activity and providing other services relating to platform and internet usage. Google does not provide us with data that we may link back particularly to you. Your truncated IP address that is transferred to Google will not be associated with any other data held by Google. You may refuse accepting cookies by selecting the relevant settings of your browser. However, please note that if you do so you may not be able to use the full functionality of the platform.

To opt out of being tracked by Google Analytics across all websites, you can visit <http://tools.google.com/dlpage/gaoptout>.

Personal data obtained through cookies, web beacons and tags may be shared with or obtained by third party service providers on our behalf in accordance with applicable laws (cf. the section immediately below). In that case, the processing of this personal data may also be subject to the privacy policies of these third parties. We therefore highly recommend that you take due account of these privacy policies when using our website.

### **THIRD-PARTY ADVERTISING PARTNERS**

We use third-party service providers to serve advertisements on our behalf across the internet. These advertising service providers may collect information about your visits to our website, and your interactions with our products and services. Such information does not include your name, address, email address or other similar personal data. Such providers may place and access their own cookies, tags, web beacons or similar technologies on your computer or device used to access the website to serve you ads or other content personalized to your interests. In addition to the information about your visits to our website, our service providers may also use the information about your visits to other websites to target advertisements for products and services available from Canada Goose.

As described above, you may reject the use of cookies when accessing our website and you may be able to set your browser to reject cookies later. In that case, you may still receive online advertising, but it may be less personalized.

### **“DO NOT TRACK” SIGNALS**

Unless your browser settings are configured to make your online activities and publicly available information about your online activities (such as traffic data) invisible to usage analytics tools, we do not presently have the capability to omit you from usage analytics to the extent your browser only sends us a “do not track” signals or message and does not otherwise screen you from tracking without any action on our part.

Third parties, other than our vendors (such as our website analytics provider), do not have authorization from us to track which websites you visited prior and after visiting our website. That said, we cannot control third

party tracking and there may be some third party tracking over time and across third-party websites that occurs without our knowledge or consent.

If you do not wish your online activities (on our website) to be tracked, we highly recommend to change your web browser settings. For more information hereon, please refer to the 'help' section of your web browser.

### **THIRD PARTY LINKS**

Our website may contain links to other websites which are not under the control of Canada Goose. We are not responsible for the privacy practices or content of such other websites. We encourage our users to be aware when they leave our website and to read the privacy statements of each website to which we may link that may collect personal data.

### **SECURITY**

We maintain technical, physical and administrative security safeguards to protect personal data against loss and any form of unlawful processing (such as theft and unauthorized access). Any personal data you provide to us is exchanged on a secure server. Furthermore, our website is secured by SSL-encryption to protect data from unauthorized access when transferring them over the Internet.

### **YOUR RIGHTS**

Subject to the applicable laws, you may have certain rights in relation to your personal data including a right to access and to correct the personal data we hold on you. Some of these rights will only apply in certain circumstances.. If you would like to receive information on, exercise, or discuss, any of these rights, please contact our privacy officer at [Privacyofficer@CanadaGoose.com](mailto:Privacyofficer@CanadaGoose.com).

### **UNSOLICITED COMMUNICATIONS**

Canada Goose complies with applicable laws regarding unsolicited marketing messages (e.g. 'spam') and will not send you such messages in contravention of such laws. Our online store allows you to sign up and expressly consent to receiving electronic communications. We will ensure that each email includes an opt-out feature and instructions on how to un-subscribe if you no longer wish to receive future e-mails from us. You may also contact us at [cesupport@canadagoose.com](mailto:cesupport@canadagoose.com) to stop receiving them or can unsubscribe using the link included in the e-mail. If you have not expressly opted-in to receiving electronic marketing communications, we will only communicate with you if we are otherwise entitled to do so by applicable law.

### **CHILDREN'S PRIVACY**

Our website is not intended for use by children under the age of 13 (except when local law provides for a different age limit), and we do not knowingly collect personal data from such children through our website. If

you are under 13 (or the age provided by local law), please do not give us any personal data. If we learn that we have collected the personal data of such a child we will take steps to delete the personal data as soon as possible.

## **CHANGES TO THIS PRIVACY POLICY**

Canada Goose reserves the right, in its sole discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time. If we change anything important about this policy (the personal data we collect, how we use it or why), we will highlight those changes at the top of the policy and provide a prominent link to it for a reasonable length of time following the change. If you would like to access previous versions of this policy, please contact us using the details below.

## **HOW TO CONTACT US - CANADA GOOSE PRIVACY OFFICER**

We welcome your feedback. If you have any questions about this policy please contact Canada Goose's Chief Privacy Officer at: [Privacyofficer@CanadaGoose.com](mailto:Privacyofficer@CanadaGoose.com).

In addition, Canada Goose International AG can be contacted by mail at Canada Goose International AG Baarerstrasse 135 CH - 6300 Zug.

Canada Goose Inc can be contacted at 1-888-668-0625 and by mail at Canada Goose Inc. PO Box 61070 Eglinton & Dufferin RO, Toronto, Ontario, M6E 5B2, Canada.