

# Data Protection Notice

This Data Protection Notice provides information on the processing of your personal data by PUMA North America, Inc. (hereinafter “PUMA”, “we” or “us”) when visiting our Blackstation website and participating in PUMA’s NFT experience.

## 1. Scope, data controller, data protection officer and definitions

### 1.1 The Controller for the processing of your personal data

The Controller for the processing of your personal data is:

PUMA North America, Inc.  
455 Grand Union Boulevard  
Somerville MA, USA 02145  
United States

Privacy contact details (for each region):

United States: [us.blackstation-privacy@puma.com](mailto:us.blackstation-privacy@puma.com)

European Union: [eu.blackstation-privacy@puma.com](mailto:eu.blackstation-privacy@puma.com)

United Kingdom: [uk.blackstation-privacy@puma.com](mailto:uk.blackstation-privacy@puma.com)

Japan: [jpn.blackstation-privacy@puma.com](mailto:jpn.blackstation-privacy@puma.com)

### 1.2 Definitions

This Data Protection Information is based on the following terms under data protection law, which we have defined to facilitate understanding.

- **GDPR** means Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).
- **Recipient** means a natural person or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular enquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by the public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing;  
Examples of possible recipients: IT services providers, logistic firms and shipping service providers; for more information please refer to Section 3)
- **PUMA Group** means all enterprises that are affiliated with PUMA North America, Inc. pursuant to Section 15 Aktiengesetz [German Stock Corporation Act].

- **Personal data** means any information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Examples of personal data: Name and contact details.

- **Controller** means the natural person or legal person, public authority, agency, or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

For the data processing activities described in this Data Protection Information, the Controller is PUMA North America, Inc., unless otherwise specified (Section 1.1.).

- **Processing** means any operation or set of operations which is on personal data or on sets of personal data, whether or not by automated means such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
- **Black Station** means a place, conceptualized as the “digital lobby” for all PUMA digital 3D experiences. It is the entry point for the PUMA community, where all related digital executions are accessed through “portals” that can lead users to new experiences and products (PUMA’s web3 shopping experience).
- **NFT** means a unique digital identifier that cannot be copied, substituted, or subdivided, that is recorded in a blockchain, and that is used to certify authenticity and ownership (as of a specific digital asset and specific rights relating to it).
- **Wallet** means a digital wallet that allows users to store, manage, and trade their cryptocurrencies and other (blockchain/digital) tokens.

## 2. Purposes and legal bases of our processing of your personal data

### 2.1 Processing of your data when you visit our Black Station website

By visiting the PUMA Black Station website, we process your personal data for the following purposes and by virtue of the following legal bases:

#### 2.1.1 Provision of Black Station website and IT security

We process your personal data that are technically necessary to allow us to provide our Black Station website to you and to guarantee stability and security when you visit our websites. This includes the following personal data:

- IP address
- type and version of browser
- operating system and platform
- the complete Uniform Resource Locator (URL)

These personal data will be stored for security purposes in server log files, which will automatically be deleted after 7 days.

This data processing is necessary for the purpose of enabling you to use our websites (Legal basis: Art. 6 (1) sentence 1, lit. b GDPR) as well as for the purposes of our legitimate interest to guarantee IT security (Legal basis: Art. 6 (1) sentence 1, lit. f GDPR).

### **2.1.2 Provision of a localised website**

We also process your personal data, especially your IP-address, that are technically necessary to allow us to provide you with a localised version of our Black Station website, in particular with regard to the language.

This data processing is necessary for the purpose of our legitimate interest to adapt our website to your needs (Legal basis: Art. 6 (1) sentence 1, lit. f GDPR).

### **2.1.3 Use of cookies**

On our website we use cookies. Cookies are small text files that are stored in the browsers of your end devices whenever you visit our website. Through cookies, your actions and settings can be tracked, stored and recognized for the duration of the browser session or even after this. In addition to this, cookies and their respective cookie IDs allow your browser to be recognised.

For more information about the use of cookies (including types and purposes of our cookies and information on cookie settings) please refer to our [Cookie Information](#).

### **2.1.4 Use of Google Analytics**

For analysis purposes, we use Google Analytics on our websites, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses cookies (for more information on cookies, see section 2.1.3 above and our Cookie Information), which enable an analysis of the use of our websites. The information generated by the cookie about the use of our websites is usually transmitted to a Google server in the USA and stored there. However, since we use Google Analytics with the extension "anonymizeIP()" for IP anonymization, your IP address will be truncated beforehand by Google. On behalf of PUMA, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity, analysing the impact of our digital advertising and customising it, and providing other services to PUMA relating to website activity and internet usage. The IP address transmitted as part of Google Analytics is not merged with other data from Google. More information on terms of use and data protection can be found at:

<https://policies.google.com/terms>

<https://policies.google.com/privacy>

This Processing is based on your consent (Legal Basis: Art. 6 (1) sentence 1, lit. a GDPR).

#### **Object to Google Analytics:**

You can generally prevent the Processing of your usage data (incl. your IP address) by Google on websites by downloading and installing the browser plug-in available at the following link:

<https://tools.google.com/dlpage/gaoptout>

In addition, you can also prevent Google Analytics from collecting your usage data (only) on our websites by clicking on the following link:

[Click here to opt-out of Google Analytics](#)

In this case, a permanent opt-out cookie (name: "ga-disable-UA-[...]") is set in your browser, which prevents your data from being stored in the future when you visit our websites with this browser. If you use another browser, Google Analytics is generally enabled unless the opt-out cookie is also set in this browser. Please note that Google Analytics will be reactivated if you delete the above opt-out cookie in your browser.

## **2.2 Processing with PUMA's NFT experience**

On our website, we offer different functionalities for you to participate in PUMA's digital experience, including NFT's.

### **2.2.1 Minting and acquisition of the Materializer and Digital Wearable NFTs**

PUMA Pass holders can use their Token NFT to have access to and purchase the Materializer NFT.

To mint and acquire the Materializer NFT, you have to connect your Wallet on the Blackstation website. It cannot be ruled out that we might become aware and therefore process your Wallet ID during the minting and sales process of the Materializer NFT.

Should this be the case, any data processing only occurs and is necessary to allow you to mint and acquire the Materializer NFT from us (Legal basis: Art. 6 (1) sentence 1, lit. b GDPR).

### **2.2.2 Physical product claim as part of PUMA's Materializer NFT experience**

Owners of PUMA's Materializer NFT can choose to claim a real-life physical product (e.g. shoe) spawned from digital design.

If you decide to burn your Materializer NFT to claim a real-life physical product, you are asked to provide shipping checkout information. This includes your Name, Address (Street, City, ZIP, Country) as well as your shoe size. This data is processed by our delivery service provider.

This data processing is necessary to ship the physical product to you via our delivery service provider (Legal basis: Art. 6 (1) sentence 1, lit. b GDPR).

## **3. Transfer of personal data and the categories of recipients**

Your personal data may be transferred / disclosed to the following categories of recipients:

- Other companies within the PUMA Group within the scope of a group-internal, collaborative process. Such data processing, where applicable, is necessary for the purpose of our legitimate interest to run our administration activities efficiently and collaboratively.

- IT Service providers who provide the platforms, databases and tools for the data processing described under Section 2 (e.g. provision of Blackbox website) and therefore processes your personal data on our behalf.
- Fulfilment and shipping service providers for the delivery of the physical product to users (including notifications about the delivery status of the orders) (Legal basis: Art. 6 (1) sentence 1, lit. b GDPR).
- In addition to this, we only transfer your personal data if we are legally obliged to forward such data (e.g. to the police authorities within the scope of criminal investigations or to the data protection supervisory authorities). This transfer of personal data is necessary for compliance with a legal obligation (Legal basis: Art. 6 (1) sentence 1, lit. c GDPR).

We ensure that suitable safeguards (e.g. conclusion of applicable [EU Standard Contractual Clauses](#) and, if necessary, additional measures) for adequate data protection are in place, if your personal data is disclosed to any recipients mentioned above, which are established outside the EU/EEA.

#### 4. Your data protection rights

In accordance with the applicable data protection laws, you may demand at any time that we:

- provide you with information on your personal data that we process,
- rectify,
- erase,
- restrict and/or
- export

your personal data stored on our systems.

You also have the **right to object** at any time to the processing of your personal data on the basis of our legitimate interests pursuant on grounds relating to your particular situation. We will then no longer process your data for this/these purpose(s) unless our legitimate interests in processing overweighs or the processing serves to establish, exercise or defend legal claims.

Please send your respective request(s), stating at least your first and last name by email to the respective contact details in Section 1.1.

If you exercise these rights against us, we will process your personal data in order to respond to your request. This data processing is necessary for compliance with a legal obligation. We will store your request, including the personal data contained therein and our response to it, for up to three years for the establishment, exercise or defence of legal claims.

Irrespective of your abovementioned rights, you can lodge a complaint with a data protection supervisory authority, if you are of the opinion that the processing of your personal data by PUMA violates the applicable data protection law.

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