



PRIVACY

Amer Sports is committed to protecting your privacy and complying with applicable data protection and privacy laws. This Privacy Policy (“Policy”) is designed to help you to understand what kind of information we collect in connection with our products and services and how we process and use such information. Throughout this Policy the term “personal data” means information relating to an identified or identifiable individual (i.e. a natural person).

“Amer Sports” refers to Amer Sports Corporation, including all its group companies, affiliates and subsidiaries from time to time (also referred to as “we”, “us”, or “our”). Brands of Amer Sports are listed in www.amersports.com/brands. You acknowledge and agree that your personal data collected may be used in accordance with this Policy by and for one or more Amer Sports group companies, which will be regarded, individually or jointly, as data controllers in respect of such data.

This Policy applies to personal data collected in connection with products and services offered by Amer Sports or from other interactions with us where a link or other appropriate reference of incorporation to this Policy is made, for example, in connection with our products, websites, applications and other types of services offered by Amer Sports typically in electronic form, as well as other services such as customer care and warranty services, customer events, or promotions and campaigns.

We may provide additional privacy related terms in connection with a particular Amer Sports product or service. Such product or service specific terms prevail over this Policy to the extent of any conflict. Our products or services may also contain links to other companies’ websites and other third party services that have privacy policies of their own. We recommend that you carefully read the privacy policies of such services. Amer Sports is not responsible for the privacy practices or contents of any such third party services.

Where a consent from you to the processing of personal data described in this Policy is required under the applicable law, such consent will be obtained by appropriate mechanism such as ticking a box stating your consent, choosing technical settings for a service or website, or other statement or conduct clearly indicating your acceptance to the processing, depending on the product, website, service or application you are using.

DATA COLLECTED

We collect your personal data typically when you purchase our products or services, use or register into our services, enter into a sales promotion or a campaign, or otherwise interact with us. Below are examples of the categories of the data we collect on you.

Technical Information. For the most part, you may visit our websites or use our products or services without having to identify yourself. However, certain technical information is normally collected as a standard part of your use of our services. Such information includes, for example, your IP-address, access times, the website you linked from, pages you visit, the links you use, the ad banners and other content you viewed, information about your devices and other such technical information your browser provides us with or as may be otherwise collected in connection with certain products and services. When you use our services or otherwise interact with us over telecommunications networks, certain additional information, such as your mobile subscription number, may be transmitted to us by the telecommunications operator as a standard part of that communication. Please also see the section “Use of Cookies and Web Beacons” below.

Information you provide us. When you register to our services, make a purchase, enter a sales promotion or otherwise interact with us, we may ask you to provide us with certain information such as your name, email address, street address, as well as user names, passwords and other such credentials that are used to authenticate users and to validate their actions or that may be needed to provide you with the products and services you have requested or to communicate with you, as well as information uploaded by you such as location, route information, pictures etc. We may collect training data, demographic information, for example, your age, gender, postal code and language preferences.

We may also collect other information you provide, such as your consents, preferences and feedback, information relating to your devices and other such information you provide us with. Please note that certain non-identifiable information collected from you may become personally identifiable when you provide us with your personal data. Some of our services may allow you to submit information about other people, for example, if you make an order for a product that you wish us to send directly to another recipient.

Special categories of personal data. We may collect your biometrical and health related data such as blood pressure, heart rate, fingerprints or similar depending on the service or product you have purchased. Users are requested to grant consent for such data collection explicitly per each service or product in question. For certain services or applications, this may be done by adjusting the settings of the application or service. Denial of the consent may affect the provision of the relevant service.

Your transactions with us. We collect or request information relating to your purchase or use of our products or services as well as your other interactions with us. Such information may include, for example, details of the queries or requests you have made, the products and services provided (including delivery details), purchasing details (including payments made, credit card details, billing address, credit checks and other such financial information), details of agreements between you and Amer Sports, records of contacts and communications,

information and details relating to the content you have provided us with and other such transactional information. We may, in accordance with applicable law, record your communication with our customer care or with other similar contact points.

Location data. Certain services may involve the use of your location data. Use of your location data is, however, subject to your prior consent for each service.

Data obtained from third parties. In addition to the personal data we obtain from you, we may obtain, in accordance with applicable laws, certain personal data from list rental companies and other publicly available sources. This may include personal data such as credit information and address information updates.

THE PURPOSES OF PROCESSING

Amer Sports processes your personal data for the purposes described in this Policy and/or any additional service specific privacy information. Please note that one or more purposes may apply simultaneously.

Provision of products and services. We may process and use your personal data to provide you the product or service you have requested, fulfill your other requests, process your order or as otherwise may be necessary to perform or enforce the contract between you and Amer Sports. We may also process and use your personal data to ensure the functionality and security of our products and services, to identify you, and to prevent and detect fraud and other misuses.

Development of products and services. We may process and use your personal data to develop our products and/or services. However, for the most part we only use aggregate and statistical information in the development of our products and services, and not data directly identifiable to you. We may also process and use your personal data to personalize our offerings and to provide you with service more relevant to you, for example, to make recommendations and to display customized content and advertising. We may combine personal data collected in connection with your use of a particular Amer Sports product and/or service with other personal data we may hold about you, except where such personal data was collected for a different purpose.

Communicating with you and marketing. We may process and use your personal data to communicate with you, for example, to provide information relating to our products and/or services you are using or to contact you for customer satisfaction queries. We may process and use your personal data for marketing. Marketing purposes may include using your personal data for personalized marketing or research purposes in accordance with applicable laws, for example, to conduct market research and to communicate our products, services or promotions to you via our own or third parties' electronic or other services.

In addition, some of our products and services may be used to promote products and services of other companies. However, Amer Sports does not disclose your personal data to such companies for their marketing purposes without your prior consent.

Profiling. We may process and use your personal data for profiling for such purposes as targeted direct marketing and improvement of our products or services. We may also create aggregate and statistical information based on your personal data. Profiling includes automated processing of your personal data for evaluating, analyzing or predicting your personal preferences or interests in order to, for example, send you marketing messages concerning products or services best suitable for you.

TRANSFERS OF YOUR PERSONAL DATA

We may disclose your personal data to third parties solely as stated below in this Policy, or as obligated by mandatory law.

Amer Sports group companies. You acknowledge and agree that we may share your personal data within Amer Sports group companies, and may transfer your personal data for the use of other Amer Sports group companies.

Service providers and other authorized third parties. We may transfer your personal data to authorized third parties who process personal data on behalf of Amer Sports for the purposes described in this Policy, such as e.g., technical, logistics and other service providers. Such parties are not permitted to use your personal data for any other purposes than for what your personal data was collected, and we require them to act consistently with applicable laws and this Policy as well as to use appropriate security measures to protect your personal data.

We may also transfer your personal data, including heart rate data, biometrical data or other health related data, to a service partner, if you use such services where a third party company needs to process such data for the provision of the respective service or where you separately agree that a third party company may process your data in connection with the services or products of Amer Sports.

International transfers. Our products and services may be provided using resources and servers located in various countries around the world. Therefore your personal data may be transferred outside the country where you use our services, including to countries outside the European Economic Area (EEA), where the level of data protection may not be deemed adequate by the European Commission. In such cases we take steps to ensure that adequate protection for your personal data is provided as required by applicable laws. For international transfers of your personal data, we generally rely on agreements that are based on the Standard Contractual

Clauses (“SCCs”) of the European Commission. You may find the SCCs [here](#). If you wish to know more about international transfers of your personal data, you may contact us via the contact details given below.

Other disclosures. We may disclose and otherwise process your personal data in accordance with applicable laws to defend Amer Sports’ legitimate interests, for example, in civil or criminal legal proceedings.

Mergers and Acquisitions. If we decide to sell, buy, merge or otherwise reorganize our businesses in certain countries, this may involve us disclosing personal data to prospective or actual purchasers and their advisers, or receiving personal data from sellers and their advisers, for the purposes of such transactions.

DATA CONCERNING MINORS

Amer Sports does not seek to collect any information from or engage in any transactions with persons under the legal age in their respective country. Our databases may nevertheless contain personal data of children due to the fact that it is not always possible to determine precisely the age of the user. We reserve the right to block the service from any person who is or whom we reasonably suspect of being a minor.

Amer Sports’ policy is to request that minors do not make purchases or engage in other legal acts on our products and services without the consent of a parent or legal guardian, unless otherwise permitted by applicable law. If you are a minor but have your legal guardian’s consent, you must be able to prove that such consent exists upon request.

DATA QUALITY AND RETENTION

We take reasonable steps to keep the personal data we possess accurate and up-to-date and to delete out of date or otherwise incorrect or unnecessary personal data.

Certain Amer Sports products and services may allow you to manage your profile and the information in such profile. We encourage you to access your personal data via your profile from time to time to ensure that it is correct and up-to-date. Please remember that for such electronic services where you may manage your profile, it is your responsibility to provide us with correct details as well as to update the personal data you have provided us with in case of any changes.

We store your personal data only for a period necessary for the purpose in question or as long as required by applicable laws.

DATA SECURITY

Amer Sports implements appropriate technical and organizational security measures to prevent and minimize risks associated with providing and processing personal data.

Such security measures include, where appropriate, the use of firewalls, secure server facilities, encryption, implementing proper access rights management systems and processes, careful selection of processors, sufficient training of Amer Sports' personnel involved in the processing, and other necessary measures to provide appropriate protection for your personal data against unauthorized use or disclosure. Where appropriate, we may also take back-up copies and use other such means to prevent accidental damage or destruction of your personal data. If a particular part of an Amer Sports website supports on-line transactions, we will use an industry standard security measure, such as the one available through "Secure Sockets Layer" ("SSL"), to protect the confidentiality and security of online transactions.

USE OF COOKIES AND WEB BEACONS

From time to time when you visit an Amer Sports website, information may be placed on your computer to allow us to recognize your computer in the form of a text file known as a "cookie". Our use of cookies is intended to provide benefits to you, such as eliminating the need for you to enter your password frequently during a session or the need to re-enter items you place in a shopping cart if you do not finish a transaction in a single visit. Cookies are also used for website traffic analysis and profiling.

Some of the Amer Sports websites may also use other kinds of local storage technologies, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage. These technologies are similar to the cookies discussed above in that they are stored on your device and can be used to store certain information about your activities and preferences. However, these technologies may make use of different parts of your device from standard cookies, and so you might not be able to control them using standard browser tools and settings. You may prevent Flash cookies from being stored by following the instructions provided by Adobe at <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>.

Amer Sports may use so called web beacons (or "pixel tags") in connection with some websites. However, we do not use them to identify individual users personally. Web beacons are typically graphic images that are placed on a website and they are used to count visitors to a website and/or to access certain cookies. This information is used to improve our services. Web beacons do not typically collect any other information than what your browser provides us with as a standard part of any internet communication. If you turn off cookies, the web

beacon will no longer be able to track your specific activity. The web beacon may, however, continue to collect information of visits from your IP-address, but such information will no longer be personally identifiable.

If you wish to disable cookies, or want to be notified before they are placed, you may do this in your browser settings. For example, if you are using Internet Explorer, you may disable and manage cookies by following the instructions [here](#). However, we may not be able to provide certain services or you may not be able to view certain parts of this site if you have disabled cookies.

Some of our business partners whose content is linked to or from our website may also use cookies or web beacons. However, we have no access to or control over these cookies.

You acknowledge and agree to the storage of cookies, other local storage technologies, beacons and other information on your devices and to the access of such cookies, local storage technologies, beacons and information by us and by the third parties mentioned above.

YOUR RIGHTS

You have the right to request information and access to the personal data we have collected from and of you. You also have the right to request that we replenish, rectify, anonymize or delete any incomplete, incorrect, unnecessary or outdated personal data we hold on you. However, we cannot delete such personal data that is necessary for compliance with binding legal obligations or if the personal data must be retained according to applicable laws. You have the right to request and receive the personal data we have collected on you in a commonly used and machine-readable form. In case you consider your personal data collected by us to be inaccurate, you do not wish your personal data to be deleted where the processing of your personal data has been deemed unlawful or the personal data is no longer necessary, or you have objected to the processing and the existence of legitimate grounds for processing is still under consideration, you may request restriction of processing of your personal data.

You may also at any time object to your personal data being processed for direct marketing purposes, sending promotional materials, profiling, or for the performance of market research. Further, where your personal data is processed based on your consent, you have the right to withdraw your consent for such processing at any time.

In case you wish to make use of your rights mentioned above, you may, as appropriate and in accordance with applicable laws, exercise such rights by contacting us through the contact points referred in the marketing materials or below in this Policy. In some cases, especially if you wish us to delete or cease the processing of your personal data, this may also mean that we may not be able to continue to provide the services to you. We

encourage you to use available profile management tools for the above purposes as such tools often provide you with direct access to your personal data and allow you to effectively manage it.

Please note that Amer Sports may need to identify you and to ask for additional information in order to be able to fulfill your above requests. Please also note that applicable law may contain restrictions and other provisions that relate to your above rights.

COMPLAINT TO THE SUPERVISORY AUTHORITY

In the event you consider Amer Sports' processing activities of your personal data to be inconsistent with the applicable data protection laws or that Amer Sports has not sufficiently ensured the realization of your rights, you may lodge a complaint with the local supervisory authority responsible for data protection matters.

THE CONTROLLER OF YOUR PERSONAL DATA AND CONTACT DETAILS

The data controllers responsible for the purposes of the applicable data protection laws are:

1) Amer Sports Corporation

Konepajankuja 6

00511 Helsinki

Finland

and

2) The Amer Sports group company, whose webpage, application, product or service you are using (name and registered address available during the purchase or registration process)

and, as applicable,

3) The Amer Sports group company which uses your personal data for its direct marketing or similar purposes (name and registered address available in the marketing material received by you).

You may contact the above mentioned data controllers at the following address:

Amer Sports Corporation
c/o
Legal
Konepajankuja 6
00510 Helsinki
Finland

CHANGES TO THIS PRIVACY POLICY

Amer Sports may from time to time update and change this Privacy Policy. If the changes include new purposes of processing, Amer Sports will give you prior notice of such changes and, where necessary, request your consent.

CONTACT

Atomic Straße 1
A-5541 Altenmarkt
P: +43 6452 3900-0
info@atomic.com
www.atomic.com

PROJECT MANAGEMENT, DESIGN & PROGRAMMING

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A-5020 Salzburg
T: +43 662 87 20 31
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Datenschutzerklärung

Der Schutz Ihrer Privatsphäre und die Einhaltung des anwendbaren Datenschutz- und Privatrechtes ist Amer Sports sehr wichtig. Diese Datenschutzerklärung („Datenschutzrichtlinie“) soll Sie darüber informieren, welche Art von Informationen wir im Zusammenhang mit unseren Produkten und Dienstleistungen erheben und wie wir diese Informationen verarbeiten und nutzen. Im Rahmen dieser Datenschutzrichtlinie bezeichnet der Begriff „personenbezogene Daten“ Informationen, die sich auf eine bestimmte oder bestimmbare Person bezieht (d.h. eine natürliche Person).

“Amer Sports“ bezeichnet die Amer Sports Corporation, einschließlich aller Ihrer jeweiligen Konzernunternehmen, verbundene Unternehmen und Tochtergesellschaften (auch bezeichnet als “wir”, “uns”, oder “unsere“). Die Marken der Amer Sports finden Sie unter www.amersports.com/brands. Sie nehmen hiermit zur Kenntnis und willigen ein, dass Ihre erhobenen personenbezogenen Daten in Übereinstimmung mit unserer Datenschutzrichtlinie von und für eines oder mehrere Unternehmen der Amer Sports Konzerngesellschaft, welche einzeln oder gemeinsam als Datenverantwortlicher hinsichtlich dieser Daten anzusehen ist, verwendet werden.

Diese Datenschutzrichtlinie gilt für personenbezogene Daten, die in Verbindung mit Produkten und Dienstleistungen von Amer Sports oder anderen Zusammenhängen erfasst werden, in denen ein Link zu dieser Datenschutzrichtlinie hergestellt oder ein sonstiger Hinweis auf Einbeziehung dieser Datenschutzrichtlinie gegeben wird, beispielsweise in Verbindung mit unseren Produkten, Internetseiten, Anwendungen (Applicationen, Apps) und anderen Arten von Dienstleistungen, die von Amer Sports typischerweise in elektronischer Form angeboten werden, sowie in Verbindung mit anderen Dienstleistungen, wie dem Kunden- und Gewährleistungsservice, Kundenveranstaltungen oder Aktionen und Kampagnen.

Wir können in Zusammenhang mit bestimmten Amer Sports Produkten oder Dienstleistungen zusätzliche Datenschutzgrundsätze aufstellen. Im Falle von etwaigen Widersprüchen haben solche produkt- oder dienstleistungsspezifischen Datenschutzgrundsätze gegenüber dieser Datenschutzrichtlinie Vorrang. Unsere Produkte und Dienstleistungen können auch einen Link auf Webseiten von anderen Unternehmen oder Diensten Dritter enthalten, welche eigene Datenschutzrichtlinien haben. Wir empfehlen, dass Sie die Datenschutzrichtlinien dieser Unternehmen bzw. Dienste sorgfältig lesen. Amer Sports ist für die Datenschutzgrundsätze oder Inhalte von diesen Dritten nicht verantwortlich.

Sollte Ihre Einwilligung in die Verarbeitung der in dieser Datenschutzrichtlinie beschriebenen personenbezogenen Daten gemäß dem anwendbaren Recht erforderlich sein, wird eine solche Einwilligung durch einen angemessenen Mechanismus, wie beispielsweise einem anzukreuzenden Feld, welches Ihre Einwilligung verkörpert, einer auszuwählenden technischen Einstellung für eine Dienstleistung oder Webseite

oder einer anderen Aussage oder Verhaltensweise, welche Ihre Zustimmung zur Datenverarbeitung klar erkennbar macht, je nachdem, welches Produkt, Webseite, Dienstleistung oder Anwendung Sie nutzen.

ERHOBENE DATEN

Wir erheben Ihre personenbezogenen Daten typischerweise, wenn Sie eines unserer Produkte oder Dienstleistungen erwerben, unsere Dienstleistungen nutzen oder sich dafür registrieren, an einer Werbeaktion oder –kampagne teilnehmen oder auf andere Weise mit uns in Kontakt treten. Nachstehend finden Sie Beispiele der von uns erhobenen Datenkategorien:

Technische Informationen: Zum größten Teil können Sie unsere Webseiten besuchen oder unsere Produkte und Dienstleistungen nutzen, ohne sich zuvor zu identifizieren. Unabhängig davon werden in der Regel bestimmte technische Informationen im Zusammenhang mit der Inanspruchnahme unserer Dienste automatisch erfasst. Zu diesen Informationen gehören beispielsweise Ihre IP-Adresse, Zugriffszeiten, die Internetseite, über die Sie auf unsere Internetseiten gelangt sind, von Ihnen besuchte Internetseiten, von Ihnen genutzte Links, von Ihnen angesehene Werbebanner und sonstige von Ihnen angesehene Inhalte, Informationen über Ihr Endgerät und andere technische Informationen, welche Ihr Browser uns zur Verfügung stellt oder welche anderweitig in Zusammenhang mit bestimmten Produkten und Dienstleistungen gesammelt werden. Wenn Sie unsere Dienstleistungen nutzen oder sonst mit uns über ein Telekommunikationsnetzwerk in Kontakt treten, können bestimmte zusätzliche Informationen, wie Ihre Mobiltelefonnummer, bei dieser Kommunikation standardmäßig vom Telekommunikationsanbieter an uns übertragen werden. Bitte lesen Sie hierzu den Abschnitt “Einsatz von Cookies und Web Beacons” weiter unten.

Von Ihnen zur Verfügung gestellte Informationen: Wenn Sie sich für eine unserer Dienstleistungen anmelden, einen Kauf tätigen, an einer Werbeaktion oder -kampagne teilnehmen oder uns auf andere Weise kontaktieren, können wir Sie dazu auffordern, uns bestimmte Informationen zur Verfügung zu stellen, wie beispielsweise Ihren Namen, E-Mail Adresse, Adresse, sowie Ihren Benutzernamen, Passwort oder andere Berechtigungsnachweise, welche für die Authentifikation von Benutzern und der Validierung Ihrer Handlungen notwendig sind oder welche benötigt werden, um Ihnen die von Ihnen angeforderten Produkte oder Dienstleistungen zur Verfügung zu stellen oder um mit Ihnen in Kontakt zu treten, sowie Informationen, welche von Ihnen hochgeladen werden, wie Standort, Routeninformationen, Bilder etc. Wir können Trainingsdaten und demographische Informationen sammeln, beispielsweise Ihr Alter, Geschlecht, Postleitzahl und Sprachpräferenzen.

Wir dürfen zudem auch andere Informationen, die Sie zur Verfügung stellen sammeln, wie beispielsweise Ihre Zustimmung, Präferenzen und Feedbacks, Informationen bezüglich Ihrer Endgeräte und alle sonstigen Informationen, die Sie uns zur Verfügung stellen. Bitte nehmen Sie zur Kenntnis, dass bestimmte nicht identifizierbare Informationen, die erfasst werden, identifizierbar werden können, wenn Sie uns Ihre

personenbezogenen Daten übermitteln. Manche unserer Dienstleistungen ermöglichen Ihnen die Zurverfügungstellung von Informationen über andere Personen, beispielsweise, z. B. wenn Sie ein Produkt bestellen, das wir auf Ihren Wunsch direkt an einen anderen Empfänger schicken sollen.

Spezielle Kategorien personenbezogener Daten: Wir dürfen Ihre biometrischen und gesundheitsbezogenen Daten sammeln, wie beispielsweise Blutdruck, Herzschlag, Fingerabdrücke oder ähnliche Daten, je nach Dienst oder Produkt, das Sie erworben haben. Benutzer werden explizit für jedes betreffende Produkt oder Dienstleistung dazu aufgefordert, Ihre Einwilligung in die Datenerhebung zu erteilen. Für bestimmte Dienstleistungen oder Anwendungen kann dies dadurch erfolgen, dass die Einstellungen der Dienstleistung oder Anwendung angepasst werden. Die Ablehnung der Zustimmung kann die Bereitstellung der jeweiligen Dienste beeinträchtigen.

Ihre Rechtsgeschäfte mit uns: Wir erheben oder fordern Informationen an, welche sich auf Ihren Kauf oder Nutzung unserer Produkte und Dienstleistungen oder auf Ihre sonstige Interaktion mit uns beziehen. Solche Informationen können beispielsweise Details zu den von Ihnen getätigten Anfragen, den bereitgestellten Produkten und Dienstleistungen (inclusive Details zur Lieferung), Details zum Kauf (inclusive der getätigten Zahlung, Details zu Kreditkarten, Rechnungsadresse, Bonitätsüberprüfung und andere finanzielle Informationen), Details zum Vertrag zwischen Ihnen und Amer Sports, Unterlagen zu Kontakt und Kommunikation, Informationen und Details in Bezug auf den von Ihnen zur Verfügung gestellten Inhalte und andere Informationen hinsichtlich der Abwicklung Ihres Kaufs. Wir können in Übereinstimmung mit dem anwendbaren Recht Ihre Kommunikation mit dem Kundenservice oder ähnliche Kontaktaufnahmen aufzeichnen.

Standortdaten: Bestimmte Dienste können die Nutzung Ihrer Standortdaten umfassen. Die Nutzung Ihrer Standortdaten erfolgt jedoch nur vorbehaltlich Ihrer vorherigen Einwilligung hinsichtlich jedes Dienstes.

Von Dritten erhaltene Daten: Zusätzlich zu den personenbezogenen Daten, die wir von Ihnen erhalten, können wir - soweit nach geltendem Recht zulässig – bestimmte personenbezogene Daten von Adressverlagen oder anderen öffentlich zugänglichen Quellen erhalten. Dies kann persönliche Daten, wie Kreditauskünfte und Aktualisierungen der Adresseninformationen, umfassen.

ZWECKE DER VERARBEITUNG

Amer Sports verarbeitet Ihre personenbezogenen Daten für die in der Datenschutzrichtlinie und/oder in den dienstleistungsspezifischen Datenschutzgrundsätze aufgeführten Zwecke. Wir weisen darauf hin, dass ein oder mehrere Zwecke gleichzeitig einschlägig sein können.

Lieferungen von Produkten und Dienste: Wir dürfen Ihre Daten verarbeiten und nutzen, um die von Ihnen bestellten Produkte oder Dienste zu liefern, Ihre Anfragen zu erfüllen, Ihre Bestellung zu bearbeiten oder um das Notwendige zu tun, um den Vertrag zwischen Ihnen und Amer Sports auszuführen oder zu erfüllen. Wir können zudem Ihre personenbezogenen Daten verarbeiten und nutzen, um die Funktionalität und Sicherheit unserer Produkte und Dienste sicherzustellen, Sie zu identifizieren und um Betrug und andere missbräuchlichen Verhaltensweisen zu verhindern und aufzudecken.

Entwicklung von Produkten und Dienste: Wir dürfen Ihre personenbezogenen Daten für die Entwicklung unserer Produkte und/oder Dienstleistungen verarbeiten und nutzen. Allerdings nutzen wir zum größten Teil für die Weiterentwicklung unserer Produkte und Dienstleistungen zusammengefasste und statistische Informationen und nicht Daten, die Sie direkt identifizieren. Wir dürfen Ihre Daten auch dazu verarbeiten und verwenden, um unsere Angebote zu personalisieren und um Ihnen Dienstleistungen bereitzustellen, die für Sie noch relevanter sind, beispielsweise indem wir Ihnen Vorschläge machen und Ihnen individuell angepasste Werbung anzeigen. Wir dürfen persönliche Daten, die wir im Rahmen Ihrer Nutzung von bestimmten Amer Sports Produkten und/oder Dienstleistungen gesammelt haben, mit anderen personenbezogenen Daten, die wir über Sie gesammelt haben, kombinieren, es sei denn, diese personenbezogenen Daten wurden für einen anderen Zweck gesammelt.

Kommunikation mit Ihnen und Marketing: Wir dürfen Ihre Daten verarbeiten und nutzen, um mit Ihnen zu kommunizieren, beispielsweise, um Ihnen Informationen über unsere von Ihnen genutzte Produkte und/oder Dienste zur Verfügung zu stellen oder um Sie im Hinblick auf Fragen der Kundenzufriedenheit zu kontaktieren. Wir dürfen Ihre Daten für Marketingzwecke verarbeiten und nutzen. Zu den Marketingzwecken gehört auch die Nutzung Ihrer personenbezogenen Daten für personalisiertes Marketing sowie zu Forschungszwecken in Übereinstimmung mit dem anwendbaren Recht, beispielsweise um eine Marktforschung durchzuführen und um Sie über unsere Produkte, Dienstleistungen oder Aktionen mittels unserer eigenen elektronischen Dienste bzw. Dienste Dritter oder auf sonstige Weise zu informieren.

Darüber hinaus können einige unserer Produkte und Dienste auch für Bewerbung von Produkten und Diensten anderer Unternehmen verwendet werden. Jedoch gibt Amer Sports Ihre personenbezogenen Daten nicht ohne Ihre vorherige Einwilligung diesen Unternehmen zu Marketingzwecken weiter.

Profilerstellung („Profiling“): Wir dürfen Ihre Daten verarbeiten und nutzen, um Profile für Zwecke wie gezieltes Direktmarketing- und zur Verbesserung unserer Produkte und Dienstleistungen zu erstellen. Wir dürfen auf der Grundlage Ihrer personenbezogenen Daten zusammengefasste Datensätze und statistische Informationen erstellen. Die Profilerstellung beinhaltet die automatische Verarbeitung Ihrer personenbezogenen Daten zur Evaluierung, Analyse oder Vorhersage Ihrer persönlichen Präferenzen oder Interessen, um Ihnen beispielsweise Marketingnachrichten bezüglich der am besten zu Ihnen passenden Produkte und Dienstleistungen zu schicken.

WEITERGABE IHRER PERSONENBEZOGENEN DATEN

Wir werden Ihre personenbezogenen Daten nur insoweit an Dritte weitergeben, wie dies nachfolgend in dieser Datenschutzrichtlinie angeführt ist oder wir hierzu nach zwingendem Recht verpflichtet sind.

Amer Sports Konzerngesellschaften: Sie bestätigen und willigen ein, dass wir Ihre personenbezogenen Daten innerhalb der Amer Sports Gruppe nutzen und diese zur Nutzung durch andere Amer Sports Konzerngesellschaften weitergeben können.

Dienstleister und andere autorisierte Dritte: Wir dürfen Ihre personenbezogenen Daten an autorisierte Dritte weitergeben, wie beispielsweise technische, logistische und andere Dienstleister, die im Auftrag und auf Weisung der Amer Sports Daten zu den in dieser Datenschutzrichtlinie aufgeführten Zwecken verarbeiten. Diesen Dritten ist es untersagt, Ihre personenbezogenen Daten für andere Zwecke zu nutzen, als für diejenige für die sie gesammelt wurden und wir verpflichten diese Unternehmen zur Einhaltung der anwendbaren Gesetze und dieser Datenschutzrichtlinie und weisen sie an, die geeigneten Sicherheitsmaßnahmen zum Schutz Ihrer personenbezogenen Daten zu ergreifen.

Wir dürfen Ihre personenbezogenen Daten, einschließlich Ihrer Herzschlagdaten, biometrische Daten und andere gesundheitsbezogenen Daten auch an einen Dienstleistungspartner weitergeben, wenn Sie solche Dienste nutzen, bei der ein Dritter diese Daten zum Bereitstellen des jeweiligen Dienstes benötigt oder Sie separat darin eingewilligt haben, dass ein Dritter Ihre Daten in Zusammenhang mit dem Dienst oder dem Produkt von Amer Sports verarbeitet.

Internationale Weitergabe: Die Lieferung beziehungsweise Bereitstellung unserer Produkte oder Dienste erfolgt möglicherweise unter Nutzung von Ressourcen und Servern, die sich in verschiedenen Ländern auf der ganzen Welt befinden. Daher können Ihre personenbezogenen Daten außerhalb des Landes, in dem Sie die Dienste nutzen, ins Ausland weitergegeben werden, inklusive solcher Länder, die außerhalb des Europäischen Wirtschaftsraums (EEA) liegen und wo das Maß an Datensicherheit von der Europäischen Kommission nicht als ausreichend bewertet wird. In einem solchen Fall tätigen wir diejenigen Schritte um einen angemessenen Schutz Ihrer personenbezogenen Daten in dem vom anwendbaren Recht geforderten Maße sicherzustellen. Für die internationale Weitergabe Ihrer personenbezogenen Daten verlassen wir uns grundsätzlich auf Vereinbarungen, die auf den Standardvertragsklauseln („Standard Contractual Clauses“, „SCCs“) der Europäischen Kommission basieren. Sie finden die SCCs [hier](#). Falls Sie mehr über die internationale Weitergabe Ihrer personenbezogenen Daten erfahren möchten, können Sie uns unter den unten aufgeführten Kontaktinformationen kontaktieren.

Sonstige Weitergabe: Wir dürfen Ihre personenbezogenen Daten in Übereinstimmung mit den anwendbaren Gesetzen offenlegen oder sonstwie verarbeiten, um die rechtmäßigen Interessen von Amer Sports, beispielsweise in einem Zivil- oder Strafverfahren, zu verteidigen.

Unternehmenszusammenschlüsse und -käufe. Falls wir uns entscheiden, unseren Geschäftsbetrieb in bestimmten Ländern zu verkaufen, zu kaufen, zusammenzuführen oder sonstwie zu restrukturieren, kann dies die Weitergabe Ihrer personenbezogenen Daten an mögliche oder tatsächliche Käufer und deren Berater sowie den Erhalt persönlicher Daten von Verkäufern und deren Beratern zum Zwecke dieser Transaktionen involvieren.

DATEN BEZÜGLICH MINDERJÄHRIGER

Amer Sports möchte keine Informationen von Minderjährigen erheben und keine Rechtsgeschäfte mit Personen, die in ihrem Land jünger als das geschäftsfähige Alter sind, eingehen. Unsere Datenbanken können dennoch personenbezogene Daten von Kindern enthalten, da es nicht immer möglich ist, das Alter des Nutzers präzise zu bestimmen. Wir behalten uns vor, unsere Dienstleistungen gegenüber Personen zu sperren, die minderjährig sind oder deren Minderjährigkeit wir vernünftigerweise vermuten.

Amer Sports fordert Minderjährige dazu auf, keine Käufe oder sonstigen Rechtshandlungen hinsichtlich unserer Produkte und Dienstleistungen ohne die Zustimmung eines Erziehungsberechtigten oder gesetzlichen Vormunds vorzunehmen, soweit nicht anderweitig gesetzlich zulässig. Falls Sie minderjährig sind, aber über die Zustimmung Ihres rechtlichen Vertreters verfügen, müssen Sie das Vorliegen dieser Zustimmung auf Nachfrage beweisen können.

DATENQUALITÄT UND AUFBEWAHRUNG

Wir ergreifen angemessene Maßnahmen, um die personenbezogenen Daten, die wir besitzen, akkurat und aktuell zu halten und veraltete oder sonst fehlerhafte oder unnötige personenbezogene Daten zu löschen.

Bestimmte Produkte und Dienstleistungen von Amer Sports ermöglichen Ihnen, Ihr Profil und die Informationen zu Ihrem Profil zu verwalten. Wir empfehlen Ihnen, diese Daten regelmäßig über Ihr Profil einzusehen und sicherzustellen, dass diese korrekt und aktuell sind. Bitte denken Sie daran, dass für solche elektronischen Dienstleistungen, bei denen Sie Ihr Profil verwalten, Sie dafür verantwortlich sind, uns die korrekten Angaben zur Verfügung zu stellen sowie die uns übermittelten personenbezogenen Daten im Falle von Änderungen zu aktualisieren.

Wir speichern Ihre personenbezogenen Daten nur für den Zeitraum, welcher für den jeweiligen Zweck notwendig ist und nur so lange, als dies nach dem anwendbaren Recht erlaubt ist.

DATENSICHERHEIT

Amer Sports setzt angemessene technische und organisatorische Sicherheitsmaßnahmen ein, um Risiken bezüglich der Bereitstellung und der Verarbeitung von personenbezogenen Daten zu verhindern und zu minimieren.

Solche Sicherheitsmaßnahmen beinhalten, wo angemessen, die Verwendung von Firewalls, sicheren Servereinrichtungen, Datenverschlüsselung, den Einsatz von geeigneten Systemen und Verfahren zur Verwaltung der Zugriffsrechte, die sorgfältige Auswahl von Prozessoren/Verarbeitern, die ausreichende Schulung des von Amer Sports mit der Datenverarbeitung betrauten Personals und andere erforderliche Maßnahmen, um einen angemessenen Schutz für Ihre personenbezogenen Daten gegen unautorisierten Zugriff oder Weitergabe sicherzustellen. Soweit angemessen, dürfen wir zudem Sicherheitskopien erstellen und andere solche Maßnahmen treffen, um Ihre personenbezogenen Daten vor unabsichtlich verursachten Schäden oder Zerstörung zu schützen. Sofern ein bestimmter Teil einer Amer Sports Webseite Online-Transaktionen unterstützt, werden wir eine dem Industriestandard entsprechende Sicherheitsmaßnahme verwenden, wie eine solche, welche über "Secure Sockets Layer" ("SSL") erhältlich ist, um die Vertraulichkeit und Sicherheit von Online-Transaktionen sicherzustellen.

VERWENDUNG VON COOKIES UND WEB BEACONS

Gelegentlich wenn Sie eine Amer Sports Webseite besuchen, können Informationen in Form eines Textdokumentes, welches als sogenanntes „Cookie“ bezeichnet wird, auf Ihrem Computer platziert werden, damit wir Ihren Computer erkennen können. Mit der Verwendung von Cookies durch uns möchten wir Ihnen Vorteile verschaffen, wie bspw. die Vermeidung der mehrfachen Eingabe eines Passworts während einer Sitzung; etwaige von Ihnen ausgesuchte Waren müssen nicht wiederholt in Ihren virtuellen Einkaufswagen platziert werden, wenn Sie eine Transaktion nicht während einer Sitzung abschließen. Cookies werden auch zur Auswertung der Internetnutzung und zur Profilerstellung („*profiling*“) genutzt.

Manche der Amer Sports Websites nutzen andere Arten lokaler Speichertechnologien, wie beispielsweise Local Shared Objects bzw. lokal freigegebene Gegenstände (auch bezeichnet als sogenannte „Flash Cookies“) und den örtlichen Speicher von HTML5. Diese Technologien sind insofern den zuvor genannten Cookies ähnlich, als dass sie auf Ihrem Endgerät gespeichert werden und genutzt werden können, um bestimmte Informationen über Ihre Aktivitäten und Präferenzen zu speichern. Allerdings können diese Technologien andere Teile Ihres Endgeräts nutzen als Standard-Cookies und daher kann es sein, dass es Ihnen nicht möglich ist, diese mit den Standardwerkzeugen und -einstellungen Ihres Browsers zu kontrollieren. Sie können das Speichern von Flash Cookies verhindern, indem Sie den von Adobe unter <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html> bereitgestellten Anweisungen folgen.

Amer Sports verwendet sogenannte Web Beacons (oder „Pixel Tags“) in Zusammenhang mit bestimmten Webseiten. Allerdings nutzen wir diese nicht, um individuelle Nutzer persönlich zu identifizieren. Web Beacons sind typischerweise Bilder, die auf der Webseite platziert werden und genutzt werden, um die Besucher einer Webseite zu zählen und/oder Zugang zu bestimmten Cookies zu erhalten. Diese Informationen werden zur Verbesserung unserer Dienstleistungen verwendet. Web Beacons erheben typischerweise keine anderen Informationen als die, welche von Ihrem Browser als Standardbestandteil einer jeden Internetkommunikation zur Verfügung gestellt werden. Wenn Sie das Verwenden von Cookies ausschalten, kann das Web Beacon Ihre spezifischen Aktivitäten nicht länger verfolgen. Das Web Beacon kann jedoch weiterhin Informationen über Ihre Besuche von Ihrer IP-Adresse sammeln, aber solche Informationen sind nicht mehr persönlich zuordenbar.

Falls Sie die Verwendung von Cookies ausschalten möchten oder jeweils über die Speicherung von Cookies informiert werden wollen, bevor diese platziert werden, können Sie dies in Ihren Browsereinstellungen entsprechend festlegen. Wenn Sie beispielsweise Internet Explorer nutzen, können Sie Cookies ausschalten oder managen, indem Sie die [hier](#) zu findenden Anweisungen folgen. Allerdings können wir möglicherweise bestimmte Dienstleistungen nicht bereitstellen oder Sie können möglicherweise bestimmte Teile einer Webseite nicht mehr sehen, sobald Sie die Verwendung von Cookies ausschalten.

Einige unserer Geschäftspartner, deren Inhalte auf unserer Webseite verlinkt sind, verwenden möglicherweise ebenfalls Cookies oder Web Beacons. Allerdings haben wir keinen Zugriff darauf oder Kontrolle über diese Cookies.

Sie bestätigen und willigen in die Speicherung von Cookies, anderen lokalen Speichertechnologien, Beacons und anderen Informationen auf Ihrem Endgerät ein und in den Zugriff auf diese Cookies, anderen lokalen Speichertechnologien, Beacons und andere Informationen durch uns und den oben genannten Dritten.

IHRE RECHTE

Über die durch uns von Ihnen oder über Sie erhobenen personenbezogenen Daten können Sie Informationen anfordern und Zugriff auf diese verlangen. Sie haben zudem das Recht zu fordern, dass wir unvollständige, fehlerhafte, unnötige oder veraltete personenbezogene Daten, die wir über Sie gespeichert haben, entsprechend ergänzen, korrigieren, anonymisieren oder löschen. Allerdings können wir solche personenbezogenen Daten nicht löschen, welche zur Einhaltung von gesetzlichen Vorschriften erforderlich sind oder welche nach geltendem Recht gespeichert werden müssen. Sie haben das Recht, persönliche Daten, die wir über Sie gesammelt haben, in einer gängigen und in maschinenlesbarer Form anzufordern und zu erhalten. Wenn Sie der Auffassung sind, dass die von uns erhobenen personenbezogenen Daten fehlerhaft sind, oder eine Löschung Ihrer personenbezogenen Daten nicht wünschen, in Fällen in denen die Verarbeitung Ihrer personenbezogenen Daten als rechtswidrig gilt, oder die personenbezogenen Daten nicht länger notwendig

sind, oder Sie der Verarbeitung widersprochen haben und das Vorliegen einer legitimen Grundlage für die Verarbeitung noch offen ist, können Sie die Einschränkung der Verarbeitung Ihrer personenbezogenen Daten verlangen.

Sie können zudem jederzeit der Verarbeitung Ihrer personenbezogenen Daten für Zwecke des Direktmarketings, für den Versand von Werbematerial, der Profilerstellung („*profiling*“) oder für die Durchführung von Marktforschungen widersprechen. Basiert die Verarbeitung Ihrer personenbezogenen Daten auf Ihrer Zustimmung, haben Sie das Recht, diese Zustimmung zur Verarbeitung jederzeit zu widerrufen.

Falls Sie die oben genannten Rechte geltend machen wollen, können Sie diese Rechte gegebenenfalls und nach geltendem Recht ausüben, indem Sie uns über die Anlaufstellen, welche in den Marketingmaterialien oder in den unten genannte Kontaktinformationen aufgeführt sind, kontaktieren. In einigen Fällen, insbesondere wenn Sie wünschen, dass wir Ihre personenbezogenen Daten löschen oder deren Verarbeitung einstellen, kann dies dazu führen, dass wir Ihnen unsere Dienstleistungen nicht länger zur Verfügung stellen können. Wir empfehlen Ihnen für die obigen Zwecke die Verwendung der zur Verfügung stehenden Mittel für die Profilverwaltung, denn diese ermöglichen Ihnen einen direkten Zugriff auf Ihre personenbezogenen Daten und deren wirksame Verwaltung.

Bitte beachten Sie, dass Amer Sports zur Erledigung Ihrer obigen Anfrage Sie möglicherweise identifizieren und auffordern muss, zusätzliche Informationen zur Verfügung zu stellen. Bitte beachten Sie auch, dass Ihre obigen Rechte nach geltendem Recht bestimmten Beschränkungen und Bestimmungen unterliegen können.

BESCHWERDE BEI DER AUFSICHTSBEHÖRDE

Für den Fall, dass Sie die Verarbeitung Ihrer personenbezogenen Daten durch Amer Sports als unvereinbar mit dem anwendbaren Datenschutzrecht bewerten oder falls Sie der Meinung sind, dass Amer Sports die Umsetzung Ihrer Rechte nicht hinreichend sichergestellt hat, können Sie bei Ihrer örtlichen Aufsichtsbehörde, welche für Datenschutzmaßnahmen verantwortlich ist, eine Beschwerde einreichen.

DIE VERANTWORTLICHEN FÜR IHRE PERSONENBEZOGENEN DATEN UND KONTAKT-INFORMATIONEN

Die für die Zwecke des anwendbaren Datenschutzrechtes für die Daten Verantwortlichen sind:

1) Amer Sports Corporation

Konepajankuja 6
00511 Helsinki
Finnland

und

2) Die Amer Sports Konzerngesellschaft, deren Webseiten, Anwendungen, Produkte oder Dienstleistungen Sie nutzen (dessen Name und Adresse sind während des Kaufs- oder Registrierungsprozesses erhältlich)

und, gegebenenfalls,

3) Die Amer Sports Konzerngesellschaft, welche Ihre personenbezogenen Daten für Zwecke des Direktmarketings oder ähnliche Zwecke nutzt (Name und Adresse erhältlich in dem von Ihnen erhaltenen Werbematerial).

Sie können die oben genannten Verantwortlichen unter folgender Adresse kontaktieren:

Amer Sports
Corporation
c/o
Legal
Konepajankuja 6
00511 Helsinki
Finnland

ÄNDERUNGEN DIESER DATENSCHUTZRICHTLINIE

Amer Sports kann jederzeit diese Datenschutzrichtlinie aktualisieren und ändern. Falls diese Änderungen neue Verarbeitungszwecke beinhalten, wird Amer Sports Ihnen eine solche Änderung zuvor ankündigen und, soweit notwendig, Ihre Zustimmung einholen.

CONTACT

Atomic Straße 1
A-5541 Altenmarkt
P: +43 6452 3900-0

info@atomic.com

www.atomic.com

PROJECT MANAGEMENT, DESIGN & PROGRAMMING

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PRIVACY POLICY

September 15, 2016 (update December 9, 2019)



CALIFORNIA RESIDENTS - ADDITIONAL RIGHTS UNDER California Consumer Privacy

Act (click)

Amer Sports is committed to protecting your privacy and complying with applicable data protection and privacy laws. This Privacy Policy (“Policy”) is designed to help you to understand what kind of information we collect in connection with our products and services and how we process and use such information. Throughout this Policy the term “personal data” means information relating to an identified or identifiable individual (i.e. a natural person).

“Amer Sports” refers to Amer Sports Corporation, including all its group companies, affiliates and subsidiaries from time to time (also referred to as “we”, “us”, or “our”). Brands of Amer Sports are listed in www.amersports.com/brands. You acknowledge and agree that your personal data collected may be used in accordance with this Policy by and for one or more Amer Sports group companies, which will be regarded, individually or jointly, as data controllers in respect of such data.

This Policy applies to personal data collected in connection with products and services offered by Amer Sports or from other interactions with us where a link or other appropriate reference of incorporation to this Policy is made, for example, in connection with our products, websites, applications and other types of services offered by Amer Sports typically in electronic form, as well as other services such as customer care and warranty services, customer events, or promotions and campaigns.

We typically provide additional privacy related terms in connection with a particular Amer Sports product or service. Such product or service specific terms prevail over this Policy to the extent of any conflict. Our products or services may also contain links to other companies’ websites and other third party services that have privacy policies of their own. We recommend that you carefully read the

privacy policies of such services. Amer Sports is not responsible for the privacy practices or contents of any such third party services.

Where a consent from you to the processing of personal data described in this Policy is required under the applicable law, such consent will be obtained by appropriate mechanism such as ticking a box stating your consent, choosing technical settings for a service or website, or other statement or conduct clearly indicating your acceptance to the processing, depending on the product, website, service or application you are using.

DATA COLLECTED

We collect your personal data typically when you purchase our products or services, use or register into our services, enter into a sales promotion or a campaign, or otherwise interact with us. Below are examples of the categories of the data we collect on you.

Technical Information. For the most part, you may visit our websites or use our products or services without having to identify yourself. However, certain technical information is normally collected as a standard part of your use of our services. Such information includes, for example, your IP-address, access times, the website you linked from, pages you visit, the links you use, the ad banners and other content you viewed, information about your devices and other such technical information your browser provides us with or as may be otherwise collected in connection with certain products and services. When you use our services or otherwise interact with us over telecommunications networks, certain additional information, such as your mobile subscription number, may be transmitted to us by the telecommunications operator as a standard part of that communication. Please also see the section “Use of Cookies and Web Beacons” below.

Information you provide us. When you register to our services, make a purchase, enter a sales promotion or otherwise interact with us, we may ask you to provide us with certain information such as your name, email address, street address, as well as user names, passwords and other such credentials that are used to authenticate users and to validate their actions or that may be needed to provide you with the products and services you have requested or to communicate with you, as well as information uploaded by you such as location, route information, pictures etc. We may collect

training data, demographic information, for example, your age, gender, postal code and language preferences.

We may also collect other information you provide, such as your consents, preferences and feedback, information relating to your devices and other such information you provide us with. Please note that certain non-identifiable information collected from you may become personally identifiable when you provide us with your personal data. Some of our services may allow you to submit information about other people, for example, if you make an order for a product that you wish us to send directly to another recipient.

Special categories of personal data. We may collect your biometrical and health related data such as blood pressure, heart rate, fingerprints or similar depending on the service or product you have purchased. Users are requested to grant consent for such data collection explicitly per each service or product in question. For certain services or applications, this may be done by adjusting the settings of the application or service. Denial of the consent may affect the provision of the relevant service.

Your transactions with us. We collect or request information relating to your purchase or use of our products or services as well as your other interactions with us. Such information may include, for example, details of the queries or requests you have made, the products and services provided (including delivery details), purchasing details (including payments made, credit card details, billing address, credit checks and other such financial information), details of agreements between you and Amer Sports, records of contacts and communications, information and details relating to the content you have provided us with and other such transactional information. We may, in accordance with applicable law, record your communication with our customer care or with other similar contact points.

Location data. Certain services may involve the use of your location data. Use of your location data is, however, subject to your prior consent for each service.

Data obtained from third parties. In addition to the personal data we obtain from you, we may obtain, in accordance with applicable laws, certain personal data from list rental companies and other

publicly available sources. This may include personal data such as credit information and address information updates.

THE PURPOSES OF PROCESSING

Amer Sports processes your personal data for the purposes described in this Policy and/or any additional service specific privacy information. Please note that one or more purposes may apply simultaneously.

Provision of products and services. We may process and use your personal data to provide you the product or service you have requested, fulfill your other requests such as customer service, process your order or as otherwise may be necessary to perform or enforce the contract between you and Amer Sports. We may also process and use your personal data to ensure the functionality and security of our products and services, to identify you, and to prevent and detect fraud and other misuses.

Development of products and services. We may process and use your personal data to develop our products and/or services. However, for the most part we only use aggregate and statistical information in the development of our products and services, and not data directly identifiable to you. We may also process and use your personal data to personalize our offerings and to provide you with service more relevant to you, for example, to make recommendations and to display customized content and advertising. We may combine personal data collected in connection with your use of a particular Amer Sports product and/or service with other personal data we may hold about you, except where such personal data was collected for a different purpose.

Communicating with you and marketing. We may process and use your personal data to communicate with you, for example, to provide information relating to our products and/or services you are using or to contact you for customer satisfaction queries. We may process and use your personal data for marketing. Marketing purposes may include using your personal data for personalized marketing or research purposes in accordance with applicable laws, for example, to conduct market research and to communicate our products, services or promotions to you via our own or third parties' electronic or other services.

In addition, some of our products and services may be used to promote products and services of other companies. However, Amer Sports does not disclose your personal data to such companies for their marketing purposes without your prior consent.

Profiling/personalization. We may process and use your personal data for profiling/personalization for such purposes as targeted direct marketing and improvement of our products or services. We may also create aggregate and statistical information based on your personal data.

Profiling/personalization includes automated processing of your personal data for evaluating, analyzing or predicting your personal preferences or interests in order to, for example, send you marketing messages concerning products or services best suitable for you.

TRANSFERS OF YOUR PERSONAL DATA

We may disclose your personal data to third parties solely as stated below in this Policy, or as obligated by mandatory law.

Amer Sports group companies. You acknowledge and agree that we may share your personal data within Amer Sports group companies, and may transfer your personal data for the use of other Amer Sports group companies for the purposes set forth in this Policy, when a group company/group companies are involved in the provision of the services to you or to other group companies. This may include, for example billing and delivery of your purchases, provision of services such as customer service, development and maintenance of digital solutions and managing, analyzing and profiling/personalization of customer data as set forth above. Other group companies/brands of Amer Sports, than the one you have separately subscribed to as a consumer, will not send you e-mail or text message based marketing.

Opting-out from e-mail/SMS based marketing. You may opt-out from brand marketing e-mails by following the guidance in those e-mails (typically provided via “unsubscribe” link) or by contacting the respective brand/group company as set forth in the e-mail and in their web site. If you opt-out, we may still send you non-marketing e-mails, such as service notifications or other information or if you are a business customer, we may send business relation information. You may also opt-out from any

SMS based direct marketing by contacting the respective group company/brand as set forth in their site or via SMS as may be applicable.

Service providers and other authorized third parties. We may transfer your personal data to authorized third parties who process personal data on behalf of Amer Sports for the purposes described in this Policy, such as e.g., technical, logistics, e-commerce, marketing and other service providers. Such parties are not permitted to use your personal data for any other purposes than for what your personal data was collected, and we require them to act consistently with applicable laws and this Policy as well as to use appropriate security measures to protect your personal data.

We may also transfer your personal data, including heart rate data, biometrical data or other health related data, to a service partner, if you use such services where a third party company needs to process such data for the provision of the respective service or where you separately agree that a third party company may process your data in connection with the services or products of Amer Sports.

International transfers. Our products and services may be provided using resources and servers located in various countries around the world. Therefore your personal data may be transferred outside the country where you use our services, including to countries outside the European Economic Area (EEA), where the level of data protection may not be deemed adequate by the European Commission. In such cases we take steps to ensure that adequate protection for your personal data is provided as required by applicable laws. For international transfers of your personal data, we generally rely on agreements that are based on the Standard Contractual Clauses (“SCCs”) of the European Commission. You may find the SCCs [here](#). If you wish to know more about international transfers of your personal data, you may contact us via the contact details given below.

Other disclosures. We may disclose and otherwise process your personal data in accordance with applicable laws to defend Amer Sports’ legitimate interests, for example, in civil or criminal legal proceedings.

Mergers and Acquisitions. If we decide to sell, buy, merge or otherwise reorganize our businesses in certain countries, this may involve us disclosing personal data to prospective or actual purchasers

and their advisers, or receiving personal data from sellers and their advisers, for the purposes of such transactions.

DATA CONCERNING MINORS

Amer Sports does not seek to collect any information from or engage in any transactions with persons under the legal age in their respective country. Our databases may nevertheless contain personal data of children due to the fact that it is not always possible to determine precisely the age of the user. We reserve the right to block the service from any person who is or whom we reasonably suspect of being a minor.

Amer Sports' policy is to request that minors do not make purchases or engage in other legal acts on our products and services without the consent of a parent or legal guardian, unless otherwise permitted by applicable law. If you are a minor but have your legal guardian's consent, you must be able to prove that such consent exists upon request.

DATA QUALITY AND RETENTION

We take reasonable steps to keep the personal data we possess accurate and up-to-date and to delete out of date or otherwise incorrect or unnecessary personal data.

Certain Amer Sports products and services may allow you to manage your profile and the information in such profile. We encourage you to access your personal data via your profile from time to time to ensure that it is correct and up-to-date. Please remember that for such electronic services where you may manage your profile, it is your responsibility to provide us with correct details as well as to update the personal data you have provided us with in case of any changes.

We store your personal data only for a period necessary for the purpose in question or as long as required by applicable laws.

DATA SECURITY

Amer Sports implements appropriate technical and organizational security measures to prevent and minimize risks associated with providing and processing personal data.

Such security measures include, where appropriate, the use of firewalls, secure server facilities, encryption, implementing proper access rights management systems and processes, careful selection of processors, sufficient training of Amer Sports' personnel involved in the processing, and other necessary measures to provide appropriate protection for your personal data against unauthorized use or disclosure. Where appropriate, we may also take back-up copies and use other such means to prevent accidental damage or destruction of your personal data. If a particular part of an Amer Sports website supports on-line transactions, we will use an industry standard security measure, such as the one available through "Secure Sockets Layer" ("SSL"), to protect the confidentiality and security of online transactions.

USE OF COOKIES AND WEB BEACONS

From time to time when you visit an Amer Sports website, information may be placed on your computer to allow us to recognize your computer in the form of a text file known as a "cookie". Our use of cookies is intended to provide benefits to you, such as eliminating the need for you to enter your password frequently during a session or the need to re-enter items you place in a shopping cart if you do not finish a transaction in a single visit. Cookies are also used for website traffic analysis and profiling.

Some of the Amer Sports websites may also use other kinds of local storage technologies, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage. These technologies are similar to the cookies discussed above in that they are stored on your device and can be used to store certain information about your activities and preferences. However, these technologies may make use of different parts of your device from standard cookies, and so you might not be able to control them using standard browser tools and settings. You may prevent Flash cookies from being stored by following the instructions provided by Adobe at <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>.

Amer Sports may use so called web beacons (or “pixel tags”) in connection with some websites. However, we do not use them to identify individual users personally. Web beacons are typically graphic images that are placed on a website and they are used to count visitors to a website and/or to access certain cookies. This information is used to improve our services. Web beacons do not typically collect any other information than what your browser provides us with as a standard part of any internet communication. If you turn off cookies, the web beacon will no longer be able to track your specific activity. The web beacon may, however, continue to collect information of visits from your IP-address, but such information will no longer be personally identifiable.

If you wish to disable cookies, or want to be notified before they are placed, you may do this in your browser settings. For example, if you are using Internet Explorer, you may disable and manage cookies by following the instructions [here](#). Further information about controlling of cookies can be found from: <https://www.networkadvertising.org/understanding-online-advertising/what-are-my-options>. However, we may not be able to provide certain services or you may not be able to view certain parts of this site if you have disabled cookies.

Some of our business partners whose content is linked to or from our website may also use cookies or web beacons. However, we have no access to or control over these cookies.

You acknowledge and agree to the storage of cookies, other local storage technologies, beacons and other information on your devices and to the access of such cookies, local storage technologies, beacons and information by us and by the third parties mentioned above.

YOUR RIGHTS

You have the right to request information and access to the personal data we have collected from and of you. You also have the right to request that we replenish, rectify, anonymize or delete any incomplete, incorrect, unnecessary or outdated personal data we hold on you. However, we cannot delete such personal data that is necessary for compliance with binding legal obligations or if the personal data must be retained according to applicable laws. You have the right to request and receive the personal data we have collected on you in a commonly used and machine-readable form. In case you consider your personal data collected by us to be inaccurate, you do not wish your

personal data to be deleted where the processing of your personal data has been deemed unlawful or the personal data is no longer necessary, or you have objected to the processing and the existence of legitimate grounds for processing is still under consideration, you may request restriction of processing of your personal data.

You may also at any time object to your personal data being processed for direct marketing purposes, sending promotional materials, profiling, or for the performance of market research. Further, where your personal data is processed based on your consent, you have the right to withdraw your consent for such processing at any time.

In case you wish to make use of your rights mentioned above, you may, as appropriate and in accordance with applicable laws, exercise such rights by contacting us through the contact points referred in the marketing materials or below in this Policy. In some cases, especially if you wish us to delete or cease the processing of your personal data, this may also mean that we may not be able to continue to provide the services to you. We encourage you to use available profile management tools for the above purposes as such tools often provide you with direct access to your personal data and allow you to effectively manage it.

Please note that Amer Sports may need to identify you and to ask for additional information in order to be able to fulfill your above requests. Please also note that applicable law may contain restrictions and other provisions that relate to your above rights.

COMPLAINT TO THE SUPERVISORY AUTHORITY

In the event you consider Amer Sports' processing activities of your personal data to be inconsistent with the applicable data protection laws or that Amer Sports has not sufficiently ensured the realization of your rights, you may lodge a complaint with the local supervisory authority responsible for data protection matters.

THE CONTROLLER OF YOUR PERSONAL DATA AND CONTACT DETAILS

The data controllers responsible for the purposes of the applicable data protection laws are, as applicable:

1) Amer Sports Corporation

Konepajankuja 6

00511 Helsinki

Finland

and/or

2) The Amer Sports group company, whose webpage, application, product or service you are using (name and registered address available during the purchase or registration process)

and/or, as applicable,

3) The Amer Sports group company which uses your personal data for its direct marketing or similar purposes (name and registered address available in the marketing material received by you).

You may contact the above mentioned data controllers as set forth in their respective sites or at the following address:

Amer Sports Corporation

c/o Legal

Konepajankuja 6

00510 Helsinki

Finland

CHANGES TO THIS PRIVACY POLICY

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CALIFORNIA RIGHTS

CALIFORNIA RESIDENTS (California-Specific description of privacy rights – under the California Consumer Privacy Act - CCPA). This section fully incorporates all of the above stated Privacy Policy as if fully set forth below and your rights under the CCPA are intended to supplement the rights set forth therein.

Right to Know / Access

California residents have the right, (upon a verifiable request) to request the following:

- (1) The categories of personal information we have collected about you.
- (2) The categories of sources from which personal information is collected.
- (3) The business or commercial purpose for collecting or selling personal information.
- (4) The categories of third parties with whom we share personal information.
- (5) The specific pieces of personal information we have collected about you.

Please note that the Amer Sports group company may need to identify you and to ask for additional information in order to be able to fulfill your request. You can make your request at the toll-free number or through the online webform listed below. In both instances, you may be required to provide your email address on file with us among other information. We will acknowledge your request within 10 days. Upon verification of your identity, we will fulfill your request. However, we will not provide any information that we reasonably believe may be subject to fraudulent action.

To submit a data request call: 1-888-609-4725

Or submit a request through our online form ([here](#))

- To make this request, please fill in all required fields. For this request, also:
 - Select Topic “About my Order / my Account”,
 - Select any Product Category,
 - In the Subject field write “Personal Data Management”, and in the Message field write “Right to Know”.

Right to Request Deletion of Personal Information

California residents have the right to request deletion of their personal information collected or maintained by Amer Sports

Please note that the Amer Sports group company may need to identify you and to ask for additional information in order to be able to fulfill your request. You can make your request at the toll-free number or through the online webform listed below. In both instances, you may be required to provide your email address on file with us among other information. We will acknowledge your request within 10 days. Upon verification of your identity, we will fulfill your request. However, we will not provide any information that we reasonably believe may be subject to fraudulent action.

To submit a deletion request call: 1-888-609-4725

Or submit a request through our online form ([here](#))

- To make this request, please fill in all required fields. For this request, also:
 - Select Topic “About my Order / my Account”,
 - Select any Product Category,

- In the Subject field write “Personal Data Management”, and in the Message field write “Right to Deletion”.

Please note, to ensure that your personal information is permanently deleted, you should delete your cookies from your browser (refer to our [Cookie Policy](#)) and decline giving your consent via our cookies preference center ([here](#)).

Do not Sell My Info

You have the right, at any time to direct a business that sells personal information about you to third parties not to sell your personal information. This is the right to opt-out of sale. The meaning of “sell” under the CCPA is broadly defined and can include sharing your information for any economic benefit.

Amer Sports shares your information with service providers and other authorized third parties as set forth in the Privacy Policy above. To the extent that any such third party is not considered a service provider under the CCPA or the CCPA is interpreted in a way that any action of Amer Sports is a “sale”, is “selling”, or otherwise deriving an economic benefit from the sharing of your personal information as described in this Privacy Policy and to the extent that you wish us not to share such information, please submit your request using the methods listed below.

Please note that the Amer Sports group company may need to identify you and to ask for additional information in order to be able to fulfill your request. You can make your request at the toll-free number or through the online webform listed below. In both instances, you may be required to provide your email address on file with us among other information. We will

acknowledge your request within 10 days. Upon verification of your identity, we will fulfil your request. Be advised, that a request of “Do Not Sell My Info” will result in the deletion of all information that the Amer Sports group company has on file about you.

To submit a “Do not Sell My Info” request call: 1-888-609-4725

Or submit a request through our online form ([here](#))

- To make this request, please fill in all required fields. For this request, also:
 - Select Topic “About my Order / my Account”,
 - Select any Product Category,
 - In the Subject field write “Personal Data Management”, and in the Message field write “Do Not Sell My Info”.

Please note, to ensure that your personal information is not shared/sold, you should delete your cookies from your browser (refer to our [Cookie Policy](#)) and decline giving your consent via our cookies preference center ([here](#)).

CALIFORNIA MINORS only: See DATA CONCERNING MINORS above. Businesses are not permitted to sell your information unless you are between 13 and 16 years of age, or your parent, if you are under 13 years of age have affirmatively authorized the sale/sharing of your information. This is the right to opt-in. If you are between 13-16 years of age, you may opt-in simply by consenting to cookies via our cookies preference center ([here](#)). If you are under 13, we do not seek to engage with you in any transaction, tracking by cookies or otherwise.

Right to Non-Discrimination for the Exercise of Your California Privacy Rights

Discrimination – You have the right not be discriminated against because you exercised any of your rights under California law.

Authorized Agent

You have the right to designate an authorized agent to make any CCPA request on your behalf. Amer Sports reserves the right to ask for proof that such agent is in fact authorized by you.

PeakPerformance®

PRIVACY POLICY

September 15, 2016 (update May 1, 2018)

Amer Sports is committed to protecting your privacy and complying with applicable data protection and privacy laws. This Privacy Policy (“Policy”) is designed to help you to understand what kind of information we collect in connection with our products and services and how we process and use such information. Throughout this Policy the term “personal data” means information relating to an identified or identifiable individual (i.e. a natural person).

“Amer Sports” refers to Amer Sports Corporation, including all its group companies, affiliates and subsidiaries from time to time (also referred to as “we”, “us”, or “our”). Brands of Amer Sports are listed in www.amersports.com/brands. You acknowledge and agree that your personal data collected may be used in accordance with this Policy by and for one or more Amer Sports group companies, which will be regarded, individually or jointly, as data controllers in respect of such data.

This Policy applies to personal data collected in connection with products and services offered by Amer Sports or from other interactions with us where a link or other appropriate reference of incorporation to this Policy is made, for example, in connection with our products, websites, applications and other types of services offered by Amer Sports typically in electronic form, as well as other services such as customer care and warranty services, customer events, or promotions and campaigns.

We typically provide additional privacy related terms in connection with a particular Amer Sports product or service. Such product or service specific terms prevail over this Policy to the extent of any conflict. Our products or services may also contain links to other companies’ websites and other third party services that have privacy policies of their own. We recommend that you carefully read the privacy policies of such services. Amer Sports is not responsible for the privacy practices or contents of any such third party services.

Where a consent from you to the processing of personal data described in

this Policy is required under the applicable law, such consent will be obtained by appropriate mechanism such as ticking a box stating your consent, choosing technical settings for a service or website, or other statement or conduct clearly indicating your acceptance to the processing, depending on the product, website, service or application you are using.

DATA COLLECTED

We collect your personal data typically when you purchase our products or services, use or register into our services, enter into a sales promotion or a campaign, or otherwise interact with us. Below are examples of the categories of the data we collect on you.

Technical Information. For the most part, you may visit our websites or use our products or services without having to identify yourself. However, certain technical information is normally collected as a standard part of your use of our services. Such information includes, for example, your IP-address, access times, the website you linked from, pages you visit, the links you use, the ad banners and other content you viewed, information about your devices and other such technical information your browser provides us with or as may be otherwise collected in connection with certain products and services. When you use our services or otherwise interact with us over telecommunications networks, certain additional information, such as your mobile subscription number, may be transmitted to us by the telecommunications operator as a standard part of that communication. Please also see the section “Use of Cookies and Web Beacons” below.

Information you provide us. When you register to our services, make a purchase, enter a sales promotion or otherwise interact with us, we may ask you to provide us with certain information such as your name, email address, street address, as well as user names, passwords and other such credentials that are used to authenticate users and to validate their actions or that may be needed to provide you with the products and services you have requested or to communicate with you, as well as information uploaded by you such as location, route information, pictures etc. We may collect training data, demographic information, for example, your age, gender, postal code and language preferences.

We may also collect other information you provide, such as your consents, preferences and feedback, information relating to your devices and other such information you provide us with. Please note that certain non-identifiable information collected from you may become personally identifiable when you provide us with your personal data. Some of our services may allow you to submit information about other people, for example, if you make an order for a product that you wish us to send directly to another recipient.

Special categories of personal data. We may collect your biometrical and health related data such as blood pressure, heart rate, fingerprints or similar depending on the service or product you have purchased. Users are requested to grant consent for such data collection explicitly per each service or product in question. For certain services or applications, this may be done by adjusting the settings of the application or service. Denial of the consent may affect the provision of the relevant service.

Your transactions with us. We collect or request information relating to your purchase or use of our products or services as well as your other interactions with us. Such information may include, for example, details of the queries or requests you have made, the products and services provided (including delivery details), purchasing details (including payments made, credit card details, billing address, credit checks and other such financial information), details of agreements between you and Amer Sports, records of contacts and communications, information and details relating to the content you have provided us with and other such transactional information. We may, in accordance with applicable law, record your communication with our customer care or with other similar contact points.

Location data. Certain services may involve the use of your location data. Use of your location data is, however, subject to your prior consent for each service.

Data obtained from third parties. In addition to the personal data we obtain from you, we may obtain, in accordance with applicable laws, certain personal data from list rental companies and other publicly available sources. This may include personal data such as credit information and

address information updates.

THE PURPOSES OF PROCESSING

Amer Sports processes your personal data for the purposes described in this Policy and/or any additional service specific privacy information. Please note that one or more purposes may apply simultaneously.

Provision of products and services. We may process and use your personal data to provide you the product or service you have requested, fulfill your other requests such as customer service, process your order or as otherwise may be necessary to perform or enforce the contract between you and Amer Sports. We may also process and use your personal data to ensure the functionality and security of our products and services, to identify you, and to prevent and detect fraud and other misuses.

Development of products and services. We may process and use your personal data to develop our products and/or services. However, for the most part we only use aggregate and statistical information in the development of our products and services, and not data directly identifiable to you. We may also process and use your personal data to personalize our offerings and to provide you with service more relevant to you, for example, to make recommendations and to display customized content and advertising. We may combine personal data collected in connection with your use of a particular Amer Sports product and/or service with other personal data we may hold about you, except where such personal data was collected for a different purpose.

Communicating with you and marketing. We may process and use your personal data to communicate with you, for example, to provide information relating to our products and/or services you are using or to contact you for customer satisfaction queries. We may process and use your personal data for marketing. Marketing purposes may include using your personal data for personalized marketing or research purposes in accordance with applicable laws, for example, to conduct market research and to communicate our products, services or promotions to you via our own or third parties' electronic or other services.

In addition, some of our products and services may be used to promote products and services of other companies. However, Amer Sports does not disclose your personal data to such companies for their marketing purposes without your prior consent.

Profiling/personalization. We may process and use your personal data for profiling/personalization for such purposes as targeted direct marketing and improvement of our products or services. We may also create aggregate and statistical information based on your personal data. Profiling/personalization includes automated processing of your personal data for evaluating, analyzing or predicting your personal preferences or interests in order to, for example, send you marketing messages concerning products or services best suitable for you.

TRANSFERS OF YOUR PERSONAL DATA

We may disclose your personal data to third parties solely as stated below in this Policy, or as obligated by mandatory law.

Amer Sports group companies. You acknowledge and agree that we may share your personal data within Amer Sports group companies, and may transfer your personal data for the use of other Amer Sports group companies for the purposes set forth in this Policy, when a group company/group companies are involved in the provision of the services to you or to other group companies. This may include, for example billing and delivery of your purchases, provision of services such as customer service, development and maintenance of digital solutions and managing, analyzing and profiling/personalization of customer data as set forth above. Other group companies/brands of Amer Sports, than the one you have separately subscribed to as a consumer, will not send you e-mail or text message based marketing.

Opting-out from e-mail/SMS based marketing. You may opt-out from brand marketing e-mails by following the guidance in those e-mails (typically provided via “unsubscribe” link) or by contacting the respective brand/group company as set forth in the e-mail and in their web site. If you

opt-out, we may still send you non-marketing e-mails, such as service notifications or other information or if you are a business customer, we may send business relation information. You may also opt-out from any SMS based direct marketing by contacting the respective group company/brand as set forth in their site or via SMS as may be applicable.

Service providers and other authorized third parties. We may transfer your personal data to authorized third parties who process personal data on behalf of Amer Sports for the purposes described in this Policy, such as e.g., technical, logistics, e-commerce, marketing and other service providers. Such parties are not permitted to use your personal data for any other purposes than for what your personal data was collected, and we require them to act consistently with applicable laws and this Policy as well as to use appropriate security measures to protect your personal data.

We may also transfer your personal data, including heart rate data, biometrical data or other health related data, to a service partner, if you use such services where a third party company needs to process such data for the provision of the respective service or where you separately agree that a third party company may process your data in connection with the services or products of Amer Sports.

International transfers. Our products and services may be provided using resources and servers located in various countries around the world. Therefore your personal data may be transferred outside the country where you use our services, including to countries outside the European Economic Area (EEA), where the level of data protection may not be deemed adequate by the European Commission. In such cases we take steps to ensure that adequate protection for your personal data is provided as required by applicable laws. For international transfers of your personal data, we generally rely on agreements that are based on the Standard Contractual Clauses (“SCCs”) of the European Commission. You may find the SCCs [here](#). If you wish to know more about international transfers of your personal data, you may contact us via the contact details given below.

Other disclosures. We may disclose and otherwise process your personal data in accordance with applicable laws to defend Amer Sports’ legitimate interests, for example, in civil or criminal legal proceedings.

Mergers and Acquisitions. If we decide to sell, buy, merge or otherwise reorganize our businesses in certain countries, this may involve us disclosing personal data to prospective or actual purchasers and their advisers, or receiving personal data from sellers and their advisers, for the purposes of such transactions.

DATA CONCERNING MINORS

Amer Sports does not seek to collect any information from or engage in any transactions with persons under the legal age in their respective country. Our databases may nevertheless contain personal data of children due to the fact that it is not always possible to determine precisely the age of the user. We reserve the right to block the service from any person who is or whom we reasonably suspect of being a minor.

Amer Sports' policy is to request that minors do not make purchases or engage in other legal acts on our products and services without the consent of a parent or legal guardian, unless otherwise permitted by applicable law. If you are a minor but have your legal guardian's consent, you must be able to prove that such consent exists upon request.

DATA QUALITY AND RETENTION

We take reasonable steps to keep the personal data we possess accurate and up-to-date and to delete out of date or otherwise incorrect or unnecessary personal data.

Certain Amer Sports products and services may allow you to manage your profile and the information in such profile. We encourage you to access your personal data via your profile from time to time to ensure that it is correct and up-to-date. Please remember that for such electronic services where you may manage your profile, it is your responsibility to provide us with correct details as well as to update the personal data you have provided us with in case of any changes.

We store your personal data only for a period necessary for the purpose in question or as long as required by applicable laws.

DATA SECURITY

Amer Sports implements appropriate technical and organizational security measures to prevent and minimize risks associated with providing and processing personal data.

Such security measures include, where appropriate, the use of firewalls, secure server facilities, encryption, implementing proper access rights management systems and processes, careful selection of processors, sufficient training of Amer Sports' personnel involved in the processing, and other necessary measures to provide appropriate protection for your personal data against unauthorized use or disclosure. Where appropriate, we may also take back-up copies and use other such means to prevent accidental damage or destruction of your personal data. If a particular part of an Amer Sports website supports on-line transactions, we will use an industry standard security measure, such as the one available through "Secure Sockets Layer" ("SSL"), to protect the confidentiality and security of online transactions.

USE OF COOKIES AND WEB BEACONS

From time to time when you visit an Amer Sports website, information may be placed on your computer to allow us to recognize your computer in the form of a text file known as a "cookie". Our use of cookies is intended to provide benefits to you, such as eliminating the need for you to enter your password frequently during a session or the need to re-enter items you place in a shopping cart if you do not finish a transaction in a single visit. Cookies are also used for website traffic analysis and profiling.

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If you wish to disable cookies, or want to be notified before they are placed, you may do this in your browser settings. For example, if you are using Internet Explorer, you may disable and manage cookies by following the instructions [here](#). Further information about controlling of cookies can be found from: <https://www.networkadvertising.org/understanding-online-advertising/what-are-my-options>.

However, we may not be able to provide certain services or you may not be able to view certain parts of this site if you have disabled cookies.

Some of our business partners whose content is linked to or from our website may also use cookies or web beacons. However, we have no access to or control over these cookies.

You acknowledge and agree to the storage of cookies, other local storage technologies, beacons and other information on your devices and to the access of such cookies, local storage technologies, beacons and information by us and by the third parties mentioned above.

YOUR RIGHTS

You have the right to request information and access to the personal data we have collected from and of you. You also have the right to request that we replenish, rectify, anonymize or delete any incomplete, incorrect, unnecessary or outdated personal data we hold on you. However, we cannot delete such personal data that is necessary for compliance with binding legal obligations or if the personal data must be retained according to applicable laws. You have the right to request and receive the personal data we have collected on you in a commonly used and machine-readable form. In case you consider your personal data collected by us to be inaccurate, you do not wish your personal data to be deleted where the processing of your personal data has been deemed unlawful or the personal data is no longer necessary, or you have objected to the processing and the existence of legitimate grounds for processing is still under consideration, you may request restriction of processing of your personal data.

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In case you wish to make use of your rights mentioned above, you may, as appropriate and in accordance with applicable laws, exercise such rights by contacting us through the contact points referred in the marketing materials or below in this Policy. In some cases, especially if you wish us to delete or cease the processing of your personal data, this may also mean that we may not be able to continue to provide the services to you. We encourage you to use available profile management tools for the above purposes as such tools often provide you with direct access to your personal data and allow you to effectively manage it.

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00511 Helsinki
Finland

and/or

2) The Amer Sports group company, whose webpage, application, product or service you are using (name and registered address available during the purchase or registration process)

and/or, as applicable,

3) The Amer Sports group company which uses your personal data for its direct marketing or similar purposes (name and registered address available in the marketing material received by you).

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Amer Sports Corporation
c/o Legal

Konepajankuja 6
00510 Helsinki
Finland

CHANGES TO THIS PRIVACY POLICY

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PRIVACY POLICY

September 15, 2016 (update May 1, 2018)

Amer Sports is committed to protecting your privacy and complying with applicable data protection and privacy laws. This Privacy Policy (“Policy”) is designed to help you to understand what kind of information we collect in connection with our products and services and how we process and use such information. Throughout this Policy the term “personal data” means information relating to an identified or identifiable individual (i.e. a natural person).

“Amer Sports” refers to Amer Sports Corporation, including all its group companies, affiliates and subsidiaries from time to time (also referred to as “we”, “us”, or “our”). Brands of Amer Sports are listed in www.amersports.com/brands. You acknowledge and agree that your personal data collected may be used in accordance with this Policy by and for one or more Amer Sports group companies, which will be regarded, individually or jointly, as data controllers in respect of such data.

This Policy applies to personal data collected in connection with products and services offered by Amer Sports or from other interactions with us where a link or other appropriate reference of incorporation to this Policy is made, for example, in connection with our products, websites, applications and other types of services offered by Amer Sports typically in electronic form, as well as other services such as customer care and warranty services, customer events, or promotions and campaigns.

We typically provide additional privacy related terms in connection with a particular Amer Sports product or service. Such product or service specific terms prevail over this Policy to the extent of any conflict. Our products or services may also contain links to other companies’ websites and other third party services that have privacy policies of their own. We recommend that you carefully read the privacy policies of such services. Amer Sports is not responsible for the privacy practices or contents of any such third party services.

Where a consent from you to the processing of personal data described in



this Policy is required under the applicable law, such consent will be obtained by appropriate mechanism such as ticking a box stating your consent, choosing technical settings for a service or website, or other statement or conduct clearly indicating your acceptance to the processing, depending on the product, website, service or application you are using.

DATA COLLECTED

We collect your personal data typically when you purchase our products or services, use or register into our services, enter into a sales promotion or a campaign, or otherwise interact with us. Below are examples of the categories of the data we collect on you.

Technical Information. For the most part, you may visit our websites or use our products or services without having to identify yourself. However, certain technical information is normally collected as a standard part of your use of our services. Such information includes, for example, your IP-address, access times, the website you linked from, pages you visit, the links you use, the ad banners and other content you viewed, information about your devices and other such technical information your browser provides us with or as may be otherwise collected in connection with certain products and services. When you use our services or otherwise interact with us over telecommunications networks, certain additional information, such as your mobile subscription number, may be transmitted to us by the telecommunications operator as a standard part of that communication. Please also see the section “Use of Cookies and Web Beacons” below.

Information you provide us. When you register to our services, make a purchase, enter a sales promotion or otherwise interact with us, we may ask you to provide us with certain information such as your name, email address, street address, as well as user names, passwords and other such credentials that are used to authenticate users and to validate their actions or that may be needed to provide you with the products and services you have requested or to communicate with you, as well as information uploaded by you such as location, route information, pictures etc. We may collect training data, demographic information, for example, your age, gender, postal code and language preferences.

We may also collect other information you provide, such as your consents, preferences and feedback, information relating to your devices and other such information you provide us with. Please note that certain non-identifiable information collected from you may become personally identifiable when you provide us with your personal data. Some of our services may allow you to submit information about other people, for example, if you make an order for a product that you wish us to send directly to another recipient.

Special categories of personal data. We may collect your biometrical and health related data such as blood pressure, heart rate, fingerprints or similar depending on the service or product you have purchased. Users are requested to grant consent for such data collection explicitly per each service or product in question. For certain services or applications, this may be done by adjusting the settings of the application or service. Denial of the consent may affect the provision of the relevant service.

Your transactions with us. We collect or request information relating to your purchase or use of our products or services as well as your other interactions with us. Such information may include, for example, details of the queries or requests you have made, the products and services provided (including delivery details), purchasing details (including payments made, credit card details, billing address, credit checks and other such financial information), details of agreements between you and Amer Sports, records of contacts and communications, information and details relating to the content you have provided us with and other such transactional information. We may, in accordance with applicable law, record your communication with our customer care or with other similar contact points.

Location data. Certain services may involve the use of your location data. Use of your location data is, however, subject to your prior consent for each service.

Data obtained from third parties. In addition to the personal data we obtain from you, we may obtain, in accordance with applicable laws, certain personal data from list rental companies and other publicly available sources. This may include personal data such as credit information and

address information updates.

THE PURPOSES OF PROCESSING

Amer Sports processes your personal data for the purposes described in this Policy and/or any additional service specific privacy information. Please note that one or more purposes may apply simultaneously.

Provision of products and services. We may process and use your personal data to provide you the product or service you have requested, fulfill your other requests such as customer service, process your order or as otherwise may be necessary to perform or enforce the contract between you and Amer Sports. We may also process and use your personal data to ensure the functionality and security of our products and services, to identify you, and to prevent and detect fraud and other misuses.

Development of products and services. We may process and use your personal data to develop our products and/or services. However, for the most part we only use aggregate and statistical information in the development of our products and services, and not data directly identifiable to you. We may also process and use your personal data to personalize our offerings and to provide you with service more relevant to you, for example, to make recommendations and to display customized content and advertising. We may combine personal data collected in connection with your use of a particular Amer Sports product and/or service with other personal data we may hold about you, except where such personal data was collected for a different purpose.

Communicating with you and marketing. We may process and use your personal data to communicate with you, for example, to provide information relating to our products and/or services you are using or to contact you for customer satisfaction queries. We may process and use your personal data for marketing. Marketing purposes may include using your personal data for personalized marketing or research purposes in accordance with applicable laws, for example, to conduct market research and to communicate our products, services or promotions to you via our own or third parties' electronic or other services.

In addition, some of our products and services may be used to promote products and services of other companies. However, Amer Sports does not disclose your personal data to such companies for their marketing purposes without your prior consent.

Profiling/personalization. We may process and use your personal data for profiling/personalization for such purposes as targeted direct marketing and improvement of our products or services. We may also create aggregate and statistical information based on your personal data. Profiling/personalization includes automated processing of your personal data for evaluating, analyzing or predicting your personal preferences or interests in order to, for example, send you marketing messages concerning products or services best suitable for you.

TRANSFERS OF YOUR PERSONAL DATA

We may disclose your personal data to third parties solely as stated below in this Policy, or as obligated by mandatory law.

Amer Sports group companies. You acknowledge and agree that we may share your personal data within Amer Sports group companies, and may transfer your personal data for the use of other Amer Sports group companies for the purposes set forth in this Policy, when a group company/group companies are involved in the provision of the services to you or to other group companies. This may include, for example billing and delivery of your purchases, provision of services such as customer service, development and maintenance of digital solutions and managing, analyzing and profiling/personalization of customer data as set forth above. Other group companies/brands of Amer Sports, than the one you have separately subscribed to as a consumer, will not send you e-mail or text message based marketing.

Opting-out from e-mail/SMS based marketing. You may opt-out from brand marketing e-mails by following the guidance in those e-mails (typically provided via “unsubscribe” link) or by contacting the respective brand/group company as set forth in the e-mail and in their web site. If you

opt-out, we may still send you non-marketing e-mails, such as service notifications or other information or if you are a business customer, we may send business relation information. You may also opt-out from any SMS based direct marketing by contacting the respective group company/brand as set forth in their site or via SMS as may be applicable.

Service providers and other authorized third parties. We may transfer your personal data to authorized third parties who process personal data on behalf of Amer Sports for the purposes described in this Policy, such as e.g., technical, logistics, e-commerce, marketing and other service providers. Such parties are not permitted to use your personal data for any other purposes than for what your personal data was collected, and we require them to act consistently with applicable laws and this Policy as well as to use appropriate security measures to protect your personal data.

We may also transfer your personal data, including heart rate data, biometrical data or other health related data, to a service partner, if you use such services where a third party company needs to process such data for the provision of the respective service or where you separately agree that a third party company may process your data in connection with the services or products of Amer Sports.

International transfers. Our products and services may be provided using resources and servers located in various countries around the world. Therefore your personal data may be transferred outside the country where you use our services, including to countries outside the European Economic Area (EEA), where the level of data protection may not be deemed adequate by the European Commission. In such cases we take steps to ensure that adequate protection for your personal data is provided as required by applicable laws. For international transfers of your personal data, we generally rely on agreements that are based on the Standard Contractual Clauses (“SCCs”) of the European Commission. You may find the SCCs [here](#). If you wish to know more about international transfers of your personal data, you may contact us via the contact details given below.

Other disclosures. We may disclose and otherwise process your personal data in accordance with applicable laws to defend Amer Sports’ legitimate interests, for example, in civil or criminal legal proceedings.

Mergers and Acquisitions. If we decide to sell, buy, merge or otherwise reorganize our businesses in certain countries, this may involve us disclosing personal data to prospective or actual purchasers and their advisers, or receiving personal data from sellers and their advisers, for the purposes of such transactions.

DATA CONCERNING MINORS

Amer Sports does not seek to collect any information from or engage in any transactions with persons under the legal age in their respective country. Our databases may nevertheless contain personal data of children due to the fact that it is not always possible to determine precisely the age of the user. We reserve the right to block the service from any person who is or whom we reasonably suspect of being a minor.

Amer Sports' policy is to request that minors do not make purchases or engage in other legal acts on our products and services without the consent of a parent or legal guardian, unless otherwise permitted by applicable law. If you are a minor but have your legal guardian's consent, you must be able to prove that such consent exists upon request.

DATA QUALITY AND RETENTION

We take reasonable steps to keep the personal data we possess accurate and up-to-date and to delete out of date or otherwise incorrect or unnecessary personal data.

Certain Amer Sports products and services may allow you to manage your profile and the information in such profile. We encourage you to access your personal data via your profile from time to time to ensure that it is correct and up-to-date. Please remember that for such electronic services where you may manage your profile, it is your responsibility to provide us with correct details as well as to update the personal data you have provided us with in case of any changes.

We store your personal data only for a period necessary for the purpose in question or as long as required by applicable laws.

DATA SECURITY

Amer Sports implements appropriate technical and organizational security measures to prevent and minimize risks associated with providing and processing personal data.

Such security measures include, where appropriate, the use of firewalls, secure server facilities, encryption, implementing proper access rights management systems and processes, careful selection of processors, sufficient training of Amer Sports' personnel involved in the processing, and other necessary measures to provide appropriate protection for your personal data against unauthorized use or disclosure. Where appropriate, we may also take back-up copies and use other such means to prevent accidental damage or destruction of your personal data. If a particular part of an Amer Sports website supports on-line transactions, we will use an industry standard security measure, such as the one available through "Secure Sockets Layer" ("SSL"), to protect the confidentiality and security of online transactions.

USE OF COOKIES AND WEB BEACONS

From time to time when you visit an Amer Sports website, information may be placed on your computer to allow us to recognize your computer in the form of a text file known as a "cookie". Our use of cookies is intended to provide benefits to you, such as eliminating the need for you to enter your password frequently during a session or the need to re-enter items you place in a shopping cart if you do not finish a transaction in a single visit. Cookies are also used for website traffic analysis and profiling.

Some of the Amer Sports websites may also use other kinds of local storage technologies, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage. These technologies are similar to the cookies discussed above in that they are stored on your device and can be

used to store certain information about your activities and preferences. However, these technologies may make use of different parts of your device from standard cookies, and so you might not be able to control them using standard browser tools and settings. You may prevent Flash cookies from being stored by following the instructions provided by Adobe at <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>.

Amer Sports may use so called web beacons (or “pixel tags”) in connection with some websites. However, we do not use them to identify individual users personally. Web beacons are typically graphic images that are placed on a website and they are used to count visitors to a website and/or to access certain cookies. This information is used to improve our services. Web beacons do not typically collect any other information than what your browser provides us with as a standard part of any internet communication. If you turn off cookies, the web beacon will no longer be able to track your specific activity. The web beacon may, however, continue to collect information of visits from your IP-address, but such information will no longer be personally identifiable.

If you wish to disable cookies, or want to be notified before they are placed, you may do this in your browser settings. For example, if you are using Internet Explorer, you may disable and manage cookies by following the instructions [here](#). Further information about controlling of cookies can be found from: <https://www.networkadvertising.org/understanding-online-advertising/what-are-my-options>.

However, we may not be able to provide certain services or you may not be able to view certain parts of this site if you have disabled cookies.

Some of our business partners whose content is linked to or from our website may also use cookies or web beacons. However, we have no access to or control over these cookies.

You acknowledge and agree to the storage of cookies, other local storage technologies, beacons and other information on your devices and to the access of such cookies, local storage technologies, beacons and information by us and by the third parties mentioned above.

YOUR RIGHTS

You have the right to request information and access to the personal data we have collected from and of you. You also have the right to request that we replenish, rectify, anonymize or delete any incomplete, incorrect, unnecessary or outdated personal data we hold on you. However, we cannot delete such personal data that is necessary for compliance with binding legal obligations or if the personal data must be retained according to applicable laws. You have the right to request and receive the personal data we have collected on you in a commonly used and machine-readable form. In case you consider your personal data collected by us to be inaccurate, you do not wish your personal data to be deleted where the processing of your personal data has been deemed unlawful or the personal data is no longer necessary, or you have objected to the processing and the existence of legitimate grounds for processing is still under consideration, you may request restriction of processing of your personal data.

You may also at any time object to your personal data being processed for direct marketing purposes, sending promotional materials, profiling, or for the performance of market research. Further, where your personal data is processed based on your consent, you have the right to withdraw your consent for such processing at any time.

In case you wish to make use of your rights mentioned above, you may, as appropriate and in accordance with applicable laws, exercise such rights by contacting us through the contact points referred in the marketing materials or below in this Policy. In some cases, especially if you wish us to delete or cease the processing of your personal data, this may also mean that we may not be able to continue to provide the services to you. We encourage you to use available profile management tools for the above purposes as such tools often provide you with direct access to your personal data and allow you to effectively manage it.

Please note that Amer Sports may need to identify you and to ask for additional information in order to be able to fulfill your above requests. Please also note that applicable law may contain restrictions and other provisions that relate to your above rights.

COMPLAINT TO THE SUPERVISORY AUTHORITY

In the event you consider Amer Sports' processing activities of your personal data to be inconsistent with the applicable data protection laws or that Amer Sports has not sufficiently ensured the realization of your rights, you may lodge a complaint with the local supervisory authority responsible for data protection matters.

THE CONTROLLER OF YOUR PERSONAL DATA AND CONTACT DETAILS

The data controllers responsible for the purposes of the applicable data protection laws are, as applicable:

1) Amer Sports Corporation
Konepajankuja 6
00511 Helsinki
Finland

and/or

2) The Amer Sports group company, whose webpage, application, product or service you are using (name and registered address available during the purchase or registration process)

and/or, as applicable,

3) The Amer Sports group company which uses your personal data for its direct marketing or similar purposes (name and registered address available in the marketing material received by you).

You may contact the above mentioned data controllers as set forth in their respective sites or at the following address:

Amer Sports Corporation
c/o Legal

Konepajankuja 6
00510 Helsinki
Finland

CHANGES TO THIS PRIVACY POLICY

Amer Sports may from time to time update and change this Privacy Policy. If the changes include new purposes of processing, Amer Sports will give you prior notice of such changes and, where necessary, request your consent.



PRIVACY POLICY

September 15, 2016 (update May 1, 2018)

Amer Sports is committed to protecting your privacy and complying with applicable data protection and privacy laws. This Privacy Policy (“Policy”) is designed to help you to understand what kind of information we collect in connection with our products and services and how we process and use such information. Throughout this Policy the term “personal data” means information relating to an identified or identifiable individual (i.e. a natural person).

“Amer Sports” refers to Amer Sports Corporation, including all its group companies, affiliates and subsidiaries from time to time (also referred to as “we”, “us”, or “our”). Brands of Amer Sports are listed in www.amersports.com/brands. You acknowledge and agree that your personal data collected may be used in accordance with this Policy by and for one or more Amer Sports group companies, which will be regarded, individually or jointly, as data controllers in respect of such data.

This Policy applies to personal data collected in connection with products and services offered by Amer Sports or from other interactions with us where a link or other appropriate reference of incorporation to this Policy is made, for example, in connection with our products, websites, applications and other types of services offered by Amer Sports typically in electronic form, as well as other services such as customer care and warranty services, customer events, or promotions and campaigns.

We typically provide additional privacy related terms in connection with a particular Amer Sports product or service. Such product or service specific terms prevail over this Policy to the extent of any conflict. Our products or services may also contain links to other companies’ websites and other third party services that have privacy policies of their own. We recommend that you carefully read the privacy policies of such services. Amer Sports is not responsible for the privacy practices or contents of any such third party services.





Where a consent from you to the processing of personal data described in this Policy is required under the applicable law, such consent will be obtained by appropriate mechanism such as ticking a box stating your consent, choosing technical settings for a service or website, or other statement or conduct clearly indicating your acceptance to the processing, depending on the product, website, service or application you are using.

DATA COLLECTED

We collect your personal data typically when you purchase our products or services, use or register into our services, enter into a sales promotion or a campaign, or otherwise interact with us. Below are examples of the categories of the data we collect on you.

Technical Information. For the most part, you may visit our websites or use our products or services without having to identify yourself. However, certain technical information is normally collected as a standard part of your use of our services. Such information includes, for example, your IP-address, access times, the website you linked from, pages you visit, the links you use, the ad banners and other content you viewed, information about your devices and other such technical information your browser provides us with or as may be otherwise collected in connection with certain products and services. When you use our services or otherwise interact with us over telecommunications networks, certain additional information, such as your mobile subscription number, may be transmitted to us by the telecommunications operator as a standard part of that communication. Please also see the section “Use of Cookies and Web Beacons” below.

Information you provide us. When you register to our services, make a purchase, enter a sales promotion or otherwise interact with us, we may ask you to provide us with certain information such as your name, email address, street address, as well as user names, passwords and other such credentials that are used to authenticate users and to validate their actions or that may be needed to provide you with the products and services you have requested or to communicate with you, as well as information uploaded by you such as location, route information, pictures etc. We may collect training data,





demographic information, for example, your age, gender, postal code and language preferences.

We may also collect other information you provide, such as your consents, preferences and feedback, information relating to your devices and other such information you provide us with. Please note that certain non-identifiable information collected from you may become personally identifiable when you provide us with your personal data. Some of our services may allow you to submit information about other people, for example, if you make an order for a product that you wish us to send directly to another recipient.

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Mergers and Acquisitions. If we decide to sell, buy, merge or otherwise reorganize our businesses in certain countries, this may involve us disclosing personal data to prospective or actual purchasers and their advisers, or receiving personal data from sellers and their advisers, for the purposes of such transactions.

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We store your personal data only for a period necessary for the purpose in question or as long as required by applicable laws.

DATA SECURITY

Amer Sports implements appropriate technical and organizational security measures to prevent and minimize risks associated with providing and processing personal data.

Such security measures include, where appropriate, the use of firewalls, secure server facilities, encryption, implementing proper access rights management systems and processes, careful selection of processors, sufficient training of Amer Sports' personnel involved in the processing, and other necessary measures to provide appropriate protection for your personal data against unauthorized use or disclosure. Where appropriate, we may also take back-up copies and use other such means to prevent accidental damage or destruction of your personal data. If a particular part of an Amer Sports website supports on-line transactions, we will use an industry standard security measure, such as the one available through "Secure Sockets Layer" ("SSL"), to protect the confidentiality and security of online transactions.

USE OF COOKIES AND WEB BEACONS

From time to time when you visit an Amer Sports website, information may be placed on your computer to allow us to recognize your computer in the form of a text file known as a "cookie". Our use of cookies is intended to provide benefits to you, such as eliminating the need for you to enter your





password frequently during a session or the need to re-enter items you place in a shopping cart if you do not finish a transaction in a single visit. Cookies are also used for website traffic analysis and profiling.

Some of the Amer Sports websites may also use other kinds of local storage technologies, such as Local Shared Objects (also referred to as “Flash cookies”) and HTML5 local storage. These technologies are similar to the cookies discussed above in that they are stored on your device and can be used to store certain information about your activities and preferences. However, these technologies may make use of different parts of your device from standard cookies, and so you might not be able to control them using standard browser tools and settings. You may prevent Flash cookies from being stored by following the instructions provided by Adobe at <http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>.

Amer Sports may use so called web beacons (or “pixel tags”) in connection with some websites. However, we do not use them to identify individual users personally. Web beacons are typically graphic images that are placed on a website and they are used to count visitors to a website and/or to access certain cookies. This information is used to improve our services. Web beacons do not typically collect any other information than what your browser provides us with as a standard part of any internet communication. If you turn off cookies, the web beacon will no longer be able to track your specific activity. The web beacon may, however, continue to collect information of visits from your IP-address, but such information will no longer be personally identifiable.

If you wish to disable cookies, or want to be notified before they are placed, you may do this in your browser settings. For example, if you are using Internet Explorer, you may disable and manage cookies by following the instructions [here](#). Further information about controlling of cookies can be found from: <https://www.networkadvertising.org/understanding-online-advertising/what-are-my-options>.

However, we may not be able to provide certain services or you may not be able to view certain parts of this site if you have disabled cookies.





Some of our business partners whose content is linked to or from our website may also use cookies or web beacons. However, we have no access to or control over these cookies.

You acknowledge and agree to the storage of cookies, other local storage technologies, beacons and other information on your devices and to the access of such cookies, local storage technologies, beacons and information by us and by the third parties mentioned above.

YOUR RIGHTS

You have the right to request information and access to the personal data we have collected from and of you. You also have the right to request that we replenish, rectify, anonymize or delete any incomplete, incorrect, unnecessary or outdated personal data we hold on you. However, we cannot delete such personal data that is necessary for compliance with binding legal obligations or if the personal data must be retained according to applicable laws. You have the right to request and receive the personal data we have collected on you in a commonly used and machine-readable form. In case you consider your personal data collected by us to be inaccurate, you do not wish your personal data to be deleted where the processing of your personal data has been deemed unlawful or the personal data is no longer necessary, or you have objected to the processing and the existence of legitimate grounds for processing is still under consideration, you may request restriction of processing of your personal data.

You may also at any time object to your personal data being processed for direct marketing purposes, sending promotional materials, profiling, or for the performance of market research. Further, where your personal data is processed based on your consent, you have the right to withdraw your consent for such processing at any time.

In case you wish to make use of your rights mentioned above, you may, as appropriate and in accordance with applicable laws, exercise such rights by contacting us through the contact points referred in the marketing materials or below in this Policy. In some cases, especially if you wish us to delete or cease the processing of your personal data, this may also mean that we may





not be able to continue to provide the services to you. We encourage you to use available profile management tools for the above purposes as such tools often provide you with direct access to your personal data and allow you to effectively manage it.

Please note that Amer Sports may need to identify you and to ask for additional information in order to be able to fulfill your above requests. Please also note that applicable law may contain restrictions and other provisions that relate to your above rights.

COMPLAINT TO THE SUPERVISORY AUTHORITY

In the event you consider Amer Sports' processing activities of your personal data to be inconsistent with the applicable data protection laws or that Amer Sports has not sufficiently ensured the realization of your rights, you may lodge a complaint with the local supervisory authority responsible for data protection matters.

THE CONTROLLER OF YOUR PERSONAL DATA AND CONTACT DETAILS

The data controllers responsible for the purposes of the applicable data protection laws are, as applicable:

1) Amer Sports Corporation
Konepajankuja 6
00511 Helsinki
Finland

and/or

2) The Amer Sports group company, whose webpage, application, product or service you are using (name and registered address available during the purchase or registration process)





and/or, as applicable,

3) The Amer Sports group company which uses your personal data for its direct marketing or similar purposes (name and registered address available in the marketing material received by you).

You may contact the above mentioned data controllers as set forth in their respective sites or at the following address:

Amer Sports Corporation
c/o Legal
Konepajankuja 6
00510 Helsinki
Finland

CHANGES TO THIS PRIVACY POLICY

Amer Sports may from time to time update and change this Privacy Policy. If the changes include new purposes of processing, Amer Sports will give you prior notice of such changes and, where necessary, request your consent.

