

## PRIVACY AND SECURITY

### PRIVACY POLICY

**This Privacy Policy was posted on September 26, 2016.**

At Fossil Group, Inc. ("**Fossil**", "**we**" or "**us**"), we respect and protect your privacy rights. This Privacy Policy applies to the "The Fashion Influencers Lab" website ("**Site**") and its related product brands, both owned and licensed brands manufactured and sold by Fossil.

This Privacy Policy describes:

- When and what information we collect in our stores, our websites, or through any service provider.
- How we use Personal Information we collect.
- Your rights regarding your Personal Information.

"Personal Information" is information through which you can be directly or indirectly identified, e.g. your name, your e-mail address and items you purchased (provided we can connect them to your e-mail/customer account).

By using this website or our products and services, you consent to our collection, use and disclosure of your Personal Information as set out in this Privacy Policy.

### WHEN WE COLLECT PERSONAL INFORMATION

We receive Personal Information from or about you depending on the nature of your activities, especially in the following cases:

- **Sign-up/Registering:** We store the information that you provide to us, such as when
  - you create an account at our Website (including e-mail, name, date of birth and additional information you may voluntarily provide us for example your general interests).
  - you share any pictures/materials with us for publication on social media.
  - you enter a competition or promotion sponsored by us.
- **Visiting our Website:** We store details of your visits to the Websites (such as pages visited, browser details, etc. For more information, see our [Cookies Section](#)).

## WHAT WE USE PERSONAL INFORMATION FOR

- **Transactions/Provision of services:**
  - We use your Personal Information to administer your Website accounts such as enabling you to participate in discussions with other members of the Fossil community or to see how you react to products we show you.
  - When you enter a sweepstake/contest, we process your Personal Information to enable your participation.
- **Analytics:**
  - We use the information provided by you through the Insight Community to optimize our products and services, improve our marketing activities, shape strategy, help understand our customers, etc.
  - We may analyze your usage of this website to help us address problems with and improve our site design, to analyze trends and statistics and to present content in the clearest and most friendly manner for you.
- **Securing our assets:** We may also use Personal Information to protect the security or integrity of our Websites and our business.

## COOKIES AND OTHER TECHNOLOGIES

Fossil uses cookies and other technologies like pixel tags for purposes described below. Cookies are small files which are sent from the Website and then stored on the hard drive of your device. Pixel tags, also called web beacons are clear image (i.e. non-visible) files that may be placed on a website and which request information from your device such as your browser type (also referred to as "**Cookies**" hereafter).

You can control many tracking tools, including cookies, from your browser. In particular, you may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Websites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Websites.

Additionally, some Internet browsers have a 'do not track' feature that lets you tell websites that you do not want to have your online activities tracked. These features are not yet uniform, so we are currently not set up to respond to such signals.

### **What types of cookies does Fossil use?**

Cookies can be temporary and last only as long as your website session or be more or less permanent, remaining on your computer or device for a length of time determined by your browser's parameter settings. There are numerous types of cookies, which we can classify into the following three groups.

- **Indispensable cookies:** These cookies are necessary to provide online communications over electronic channels and are essential for proper website operation.

Disabling them can cause serious problems in website use or even make it impossible to use the services they propose. These cookies do not retain any information about you once you quit a website. They make it possible, for example, to identify a computer or device in order to properly address information sent by a website, to assign sequencing numbers to message “packets” to ensure they are sent in the right order and to detect transmission errors and line loss of data.

- **Functional cookies:** These cookies are necessary to provide online communications at the express request of a website user. If these cookies are removed or disabled, it is impossible to provide the requested service. Functional cookies can collect personal information. Certain cookies can retain this information after you leave the website, and they can be transmitted to partners, but solely to make it possible to provide various elements of related services. These cookies are used, for example, to save user preferences such as preferred language. They also include “user session” cookies (which make it possible to identify users when they navigate from one page to another and that save user information only as long as the browsing session is open).
- **Audience measurement cookies:** Audience measurement cookies make it possible to recognize visitors during their different visits to a website. These cookies only save a user “identifier” (different for each cookie) and are never used to collect nominative information about visitors. They record the pages visited, the length of each visit and errors messages, making it possible to improve the performance of the Fossil websites.

Audience measurement cookies can also be installed and managed by partners, but Fossil limits their use to enabling requested statistical analysis operations.

| Name                          | Purpose                                                                                                                                                                  | Area(s) | Type          |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|
| VCPanelAuth                   | Forms authentication cookie that contains the authentication ticket. The ticket is used within each request for forms authentication, to identify an authenticated user. | Admin   | Indispensable |
| AuthenticationView_CookieTest | Checks if cookies are enabled for the admin user.                                                                                                                        | Admin   | Indispensable |
| .VCUserEmail_[DatabaseName]   | Remembers the admin user's email for login.                                                                                                                              | Admin   | Functional    |
| .VCPanelistEmail              | Remembers the panelist's email for login.                                                                                                                                | Portals | Functional    |

|                            |                                                                                                                                                                                               |                  |               |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------|
| .VCPAuth                   | Forms authentication cookie that contains the authentication ticket. The ticket is used within each request for forms authentication, to identify an authenticated user.                      | Portals          | Indispensable |
| .VCQuickPoll_[QuickPollId] | Determines if the user has already answered the specific quick poll survey.                                                                                                                   | Portals          | Functional    |
| VCReportBuilderState       | Recalls the current Reporting State (which folders are expanded, which report is currently being viewed).                                                                                     | Admin            | Functional    |
| .VCTranslateAuth           | Forms authentication cookie that contains the authentication ticket. The ticket is used within each request for forms authentication, to identify an authenticated user.                      | Admin            | Indispensable |
| ASP.NET_SessionId          | Supports Microsoft .net session tracking abilities (for more information on .net sessions, see <a href="http://support.microsoft.com/kb/899918">http://support.microsoft.com/kb/899918</a> ). | All              | Indispensable |
| CSUserEmailAddress         | Forms authentication cookie that contains the authentication ticket. The ticket is used within each request for forms authentication, to identify an authenticated user.                      | Community Server | Indispensable |

|                            |                                                                                                                                                                            |                  |            |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------|
| PostSortOrder              | Allows respondents to specify the order in which they want to view their posts (newest to oldest, oldest to newest) at the thread level.                                   | Community Server | Functional |
| CommunityServer-UserCookie | Contains the users' information for the community, last time they visited the forum, and their forum viewing preferences (sort order, date filters, user filters).         | Community Server | Functional |
| _PostViewType              | Retrieves the user's post viewing preference (flat vs threaded).                                                                                                           | Community Server | Functional |
| UploadDetails              | Gathers details about the current file being uploaded (file name, attachment name).                                                                                        | Community Server | Functional |
| weblog                     | Helps navigate the Control Panel in Community Server. If a user selects a particular blog and then navigates away, the cookie selects the blog that was previously viewed. | Community Server | Functional |

## DISCLOSURE/SHARING OF PERSONAL INFORMATION

Fossil may disclose or share your data with other companies for the purposes described in this Policy. These other companies might be members of Fossil Group (e.g. subsidiaries) or other third party providers, which may be based in other jurisdictions than your country of residence.

Third party providers perform various different services in support of our websites and our business such as administrative, technology outsourcing and marketing services. In these instances, we will need to share your Personal Information with these companies.

Where we engage service providers that use Personal Information on behalf of us we will use reasonable measures to contractually ensure that Personal Information is only used for the purposes defined by us and (provided that your Personal Information is

subject to the Privacy Shield) we will remain liable for the requirement that processing of Personal Information by a service provider is consistent with our instructions unless we are not responsible for such inconsistent processing.

Fossil may share your Personal Information where necessary in order to comply with any legal obligation, to protect and defend Fossil, its subsidiaries and affiliates and all of their officers, directors, employees, attorneys, agents, contractors, and partners, in connection with any legal action, claim or dispute or in order to enforce or apply our terms of use and other agreements.

We may transfer your Personal Information to a third party in the event of a transfer of all or some of our assets to a third party, provided that the third party agrees to adhere to terms similar to those of this Privacy Policy and we received your consent, where required. We will provide you with an opportunity to reject the transfer of your Personal Information in such cases (provided your Personal Information is subject to the Privacy Shield).

Fossil may disclose aggregated, non-personal information about website users without restriction.

## RETENTION PERIOD

Fossil will keep your Personal Information for as long as necessary for the purposes described above or as long as we are required by law. After this your Personal Information will be deleted. We cannot remove your Personal Information when there is a legal storage requirement, such as accounting rules or when there are other legal grounds to keep the data, such as an ongoing contractual relationship.

## SECURITY

The security of your Personal Information is important to us. Accordingly, while no set of privacy and security standards or safeguards is 100% secure, we take steps to ensure any information that you share with us is kept secure and strictly confidential in accordance with this policy. We take various precautions to protect information from loss, misuse and unauthorized access, collection, use, disclosure, copying, modification, alteration, destruction or similar risks.

## LINKS TO OTHER MATERIALS

If you are offered a link to connect to a third-party website, it is for the convenience of our Website visitors. Sites linked to and from this Website are not necessarily under the control of Fossil and Fossil has no responsibility for the content or privacy practices of any such linked site or service. We recommend that you read the privacy policies of those third parties to see how your information is handled.

## CALIFORNIA RESIDENTS

Under California law, California residents who have an established business relationship with Fossil may make a written request to Fossil about how we have shared their personal information with third parties for direct marketing purposes during the prior calendar year. In response to a written request, Fossil is allowed to provide a cost-free means to opt-out of such sharing.

Fossil has opted to provide you with a cost-free means to opt-out of such sharing. If you do not want Fossil to disclose information to other companies for their marketing purposes, please follow the opt out procedures set forth below.

You may also send an email to [CorporateCompliance@fossil.com](mailto:CorporateCompliance@fossil.com) instructing us to no longer share your personal information with third parties who will use it for direct marketing purposes. Please also include your name and all of the postal addresses and email addresses that you have provided to us.

## CHILDREN'S ONLINE PRIVACY PROTECTION ACT ("COPPA")

We do not knowingly collect, maintain, or use Personal Information from our Website about children under the age of 13. We request that persons under the age of 13 not use our Website without supervision from a responsible adult. We will never request Personal Information from a child under the age of 13 without verifiable parental consent. If we become aware that a child under the age of 13 has sent Personal Information to us without prior parental consent, we will remove his or her Personal Information from our files.

## ACCESS TO AND YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION

You may access information we hold about you, request a correction where data is incorrect or a deletion of your data, unless we have to keep your data for legal reasons. For any inquiries please contact us under the address specified below under "How to contact us".

By using this website or our products and services, you consent to our collection, use and disclosure of your Personal Information as set out in this Privacy Policy.

We encourage you to address any concerns you may have regarding our use of your Personal Information by using the contact details provided below.

If your Personal Data is subject to the Privacy Shield you can also address your concern regarding the use of your Personal Information to the Direct Marketing Association (DMA) free of charge.

DMA contact information:

Privacy Shield Line  
Direct Marketing Association  
1615 L Street, NW - Suite 1100  
Washington, DC 20036

To file a complaint/inquiry: <https://thedma.org/shield-complaint-form/>  
[www.thedma.org/privacy-shield-safe-harbor-for-consumers/](http://www.thedma.org/privacy-shield-safe-harbor-for-consumers/)

In cases where the issue cannot be resolved by us or through the alternative dispute resolution proceedings you may invoke binding arbitration as further described in the Privacy Shield.

## PRIVACY SHIELD

Fossil complies with the EU-U.S. Privacy Shield Framework Principles as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of all personal data from European Union member countries. Fossil has certified that it adheres to the Privacy Shield Principles and is supervised by the U.S. Federal Trade Commission (FTC). To learn more about the Privacy Shield program, and to view Fossil's certification, please visit <https://www.privacyshield.gov/welcome>. Fossil Group's subsidiaries, including Fossil Partners LP and Misfit Wearables Corporation, also adhere to the Privacy Shield Principles.

Fossil's independent resolution dispute provider is the Direct Marketing Association and their contact information is listed above in the section entitled "Access To and Your Rights Regarding Your Personal Information".

The Site is operated in Canada by a third party under the direction of Fossil. If you are located outside the United States, please be aware that information we collect, including Personal Information, may be transferred to, processed, and stored in the United States. By using the Site or providing us with any information, you consent to the transfer, processing, and storage of your information in the United States. You are also consenting to the application of United States federal and Texas state law in all matters concerning the Site and this Privacy Policy.

## CHANGES TO THIS PRIVACY POLICY

This Privacy Policy was posted on September 26, 2016. Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.



## HOW TO CONTACT US

Please address any questions or concerns, inquiries, complaints, requests to access or correct your Personal Information, or requests to limit the processing of your Personal Information regarding our Privacy Program or our practices concerning Personal Information to:

Fossil Partners

Attention: Chris King

Chief Compliance Officer

901 S. Central Expressway

Richardson, TX 75080

USA

E-mail: [CorporateCompliance@fossil.com](mailto:CorporateCompliance@fossil.com)