



LOCKER ROOM TEAM SITE - PRIVACY NOTICE

2023-10-16

1. WHAT DOES THIS PRIVACY NOTICE TELL YOU?

This Privacy Notice tells you how adidas collects and uses the information you provided us which can be used to identify you directly or indirectly (“**Personal Data**”) when **accessing the Locker Room team site**.

2. WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA (“ADIDAS JOINT CONTROLLERS”)?

For the purposes described in this Notice and compliance with local privacy laws and the GDPR, the following adidas entities are responsible:

adidas AG - Adi-Dassler Str. 1, 91074 Herzogenaurach, Germany (“adidas AG”)

adidas Local Selling Entity

*Please consult **section 7. adidas Local Selling Entities** below for the corresponding Local Selling Entity for the Country of your residence*

Also, for the purposes of:

- **SALES OF ADIDAS PRODUCTS – ONLINE AND OFF-LINE ORDER**
- **PRODUCT RESEARCH AND DEVELOPMENT**

The adidas entities below are responsible for your Personal Data:

adidas AG

adidas International Trading AG - Am Platz 1b, Root D4, Luzern, 6039, Switzerland

They are known as the adidas “Joint Controllers” under the GDPR and local privacy laws. They are jointly responsible for determining why (“Purpose”), how (“Processing”), and if (“Lawful Basis”) we



use your Personal Data. In this Notice, we call them “Responsible Entities” to make it easier for you to understand.

For some scenarios described in this Notice, there may be other adidas and/or non-adidas entities also responsible for using your Personal Data, please refer to the specific scenario for more information.

adidas AG, as the main establishment under the GDPR, is primarily responsible in determining compliance strategy, implement necessary technical solutions to help you exercise your rights. It is the main point of contact for any questions concerning this Notice or how adidas uses and protects your personal data in any EU/EEA countries as well as the UK and Switzerland.

Note: Under the EU General Data Protection Regulation (“EU GDPR”), the responsible companies identified in this section are known as “Data Controllers”.

3. WHY AND HOW DOES ADIDAS COLLECT AND USE YOUR PERSONAL DATA (PURPOSE, PROCESSING, CATEGORIES OF PERSONAL DATA, RETENTION PERIOD, LEGAL BASIS)?

- **PURPOSE: LOCKER ROOM TEAM SITE USAGE**

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- A) ARTICLE AND ORDER PERSONALIZATION AND ORDER PLACEMENT:**

Article and order personalization for the purpose of providing an adidas retailer with information they need to place your order such as: player roster, order name, and team/club name.

- B) IMPROVEMENT OF WEBSITE PERFORMANCE**

We use “Functional Cookies” to continuously improve our website performance.

Specifically, they allow us to do the following:

- **NON-MARKETING SITE/APP BUSINESS ANALYTICS**

The technology is used for business analytics relating to non-marketing activities on the website (such as performance of products). For example, Web analytics — where the data collected is limited to the website operator’s use only, for managing the performance and design of the site/app.

For more information about all the Cookies we use on this platform, please check out our Cookie Directory at the bottom of this page.



PROCESSING

Your design and order information will be provided to an adidas retailer via the Locker Room Team Site so they can see your desired designs and personalization as well as your desired order information so they can place the order to your specifications.

LEGAL BASIS

Performance of Contract (Article and Order Personalization and Order Placement)

Consent (Use of Cookies)

CATEGORIES OF PERSONAL DATA

▪ IDENTITY & CONTACT INFORMATION

Postal Address - Full (House Number, Street Address, Postal Code, Country)

Full name – Article and Order Personalization

▪ BROWSING INFORMATION

Browser Name

Date and Time of adidas site visit

Pages Visited

Time remained on site

Clickstream

Links Clicked

Referral URL

▪ TECHNICAL INFORMATION

Metadata

Access & Authentication Information

Electronic Communications and System Usage Information /Log Files

RETENTION PERIOD

Article and Order Personalization and Order Placement: Duration of contract and statutory limitation period.



Use of Cookies:

- Browsing Session up to 24 months
- Anytime
- You can manually delete these cookies by deleting them by following instructions provided by the browser you use in browser setting.

4. WHAT HAPPENS WHEN ADIDAS TRANSFERS YOUR PERSONAL DATA OUTSIDE YOUR COUNTRY OF RESIDENCE?

adidas may need to share your Personal Data with other companies to complete the purpose and the processing of your Personal Data described in this Privacy Notice. Where the other companies are located outside or your country of residence, or outside the EU/EEA, adidas will make sure your Personal Data is protected in accordance with the laws of your country of residence even when it has been transferred abroad.

To be more specific, we implement the following measures: a) contracts; b) information security controls; and c) organisational privacy standards and processes. More details provided in "4. HOW DO WE SECURE YOUR PERSONAL DATA?".

5. HOW DO WE SECURE YOUR PERSONAL DATA?

A) CONTRACTS

adidas concludes appropriate contracts and/or contractual clauses to ensure the privacy standard we established is maintained when we share your Personal Data with other adidas and third-party companies located within or outside your country of residence. This includes: inter-company agreements, data processing agreements, data transfer agreements or data privacy clauses approved by regulatory authorities such as the EU Standard Contractual Clauses approved by the EU Commission.

B) INFORMATION SECURITY CONTROLS

adidas has sufficient information security controls to address the risks and the impacts corresponding to our use of your Personal Data, including loss, alteration, or unauthorised access to your Personal Data as a result of malicious intent (hacking) or negligence (human error).

Please be aware that any transmission of your Personal Data through the internet is at your own risk.

We can only protect your Personal Data once we have access to it.



C) ORGANISATIONAL STANDARD AND PROCESSES

adidas has privacy standard and processes in place to ensure necessary privacy impact assessments are completed before we collect and process any Personal Data, as well as processes to ensure compliance with privacy legal requirements and to enable you to exercise your rights under the law.

6. WHAT ARE YOUR RIGHTS AND HOW CAN YOU EXERCISE THEM?

Depending on your country of residence, you may have the following rights to your Personal Data: a) right to delete your personal data; b) right to access your personal data; c) right to correct your personal data; d) right to object to direct marketing and commercial messages; and e) right to withdraw your consent.

If you are located in a EU/EEA country, Switzerland, and the UK, you have the following rights specifically under the EU GDPR:

- **ACCESS YOUR PERSONAL DATA**
- **MAKE SURE YOUR PERSONAL DATA ARE CORRECT**
- **DELETE YOUR PERSONAL DATA**
- **RESTRICT HOW WE USE YOUR PERSONAL DATA**
- **OBTAIN A PORTABLE FILE SO YOU CAN SHARE IT WITH ANOTHER COMPANY**
- **WITHDRAW YOUR CONSENT**
- **OBJECT WHEN WE PROCESS YOUR PERSONAL DATA BASED ON “LEGITIMATE INTEREST”**
- **CHALLENGE THE DECISION GENERATED BY OUR AUTOMATED DECISION-MAKING PROCESS**
- **FILE A COMPLAINT WITH YOUR LOCAL DATA PROTECTION SUPERVISORY AUTHORITY**

If you are located outside the EU/EEA, Switzerland and the UK, you may also have similar rights under local applicable laws. However, the requirements may differ. Please check out your local adidas website or contact your local privacy authorities to understand your rights under the local law.

If you wish to exercise your rights or if you need any help, please contact adidas Customer Service who will be able to assist you with your request. You can find contact information of our local Customer Service by visiting: [**adidas CUSTOMER SERVICE TEAM**](#) and go to “Contact Us”.

7. ADIDAS LOCAL SELLING ENTITIES

Please find below the adidas Local Selling Entity for your country of residence.

Austria: adidas Austria GmbH | Adi-Dassler-Gasse 6, Klagenfurt-Viktring, 9073, Austria

Belgium: adidas Benelux B.V. (Belgium Branch) | Plesmanstraat 1, Sports Business Centre / Showrooms 10 & 11, Leusden, 3833 LA, Netherlands

Czech Republic: adidas CR s.r.o. | Pekarská 16, Jinonice, Prague 5, 155 00, Czech Republic



Denmark: adidas Danmark A/S | Oster Alle 56, 2 sal, Copenhagen K, 2100, Denmark

Finland : adidas Suomi Oy | 3, Kiinteistö Oy Helsingin, Itämerentalo, Tammasaarenlaituri, Helsinki, 00180, Finland

France: adidas France S.a.r.l. | 1 Allée des Orcades, Strasbourg, 67000, France

Germany: adidas AG | Adi-Dassler-Strasse 1, Herzogenaurach, BY, 91074, Germany

Greece: adidas Hellas A.E. | 112 Vouliagmenis Ave. & 1 Zamanou St., Glyfada, Athens, 16674, Greece

Ireland: adidas (Ireland) Limited | Nangor Road, Nangor Road Business Park Unit C1, Clondalkin, Dublin 12, Ireland

Italy: adidas Italy S.p.A. | Via Monte San Primo 1, Monza MB, 20900, Italy

Norway: adidas Norge AS | Henrik Ibsens Gate 60, Oslo, 0255, Norway

Poland: adidas Poland Sp. z o.o. | Ul. Zwirki I Wigury 18A, Warszawa, 02-092, Poland

Portugal : adidas Portugal - Artigos de Desporto, S.A. | Av. D. João II, Lote 1.17.03 - 12° Piso, Lisboa, 1998-026, Portugal

Slovakia: adidas Slovakia, s.r.o. | Galvaniho 15/A, Bratislava, 821 04, Slovakia

Spain: adidas Espana S.A. | Avenida María Zambrano, 31, Edificio WTC Torre Este- 4ª planta, Zaragoza, 50018, Spain

Sweden: adidas Sverige AB | Gårdsvägen 13, Solna, 16970, Sweden

Switzerland: adidas sport gmbH | Brunnmatt 20, Cham, ZG, CH-6330, Switzerland

The Netherlands: adidas Benelux B.V. | Plesmanstraat 1, Sports Business Centre / Showrooms 10 & 11, Leusden, 3833 LA, the Netherlands

UK: adidas (UK) Limited | Pepper Road, Hazel Grove, The adidas Centre, Stockport, Cheshire, SK7 5SA, England

USA: adidas America Inc. | 5055 N Greeley Ave., Portland, OR 97217, USA

Japan: adidas Japan | ARK Hills Sengokuyama Mori Tower, 1-9-10 Roppongi, Minato-ku, Tokyo 106-0032

To understand more about how adidas Data Controllers uses and protects your personal data, your rights and how to exercise them, please consult the adidas Privacy Notice on our website.

8. DATA PROTECTION OFFICER

If you wish to contact the Data Protection Officer of adidas and adidas Data Controllers, please write to the adidas Privacy team below:

By email:



DataProtection@adidas.com

By post:

Global Legal (Privacy) | Data Protection Officer

adidas AG

Adi-Dassler-Straße 1

91074 Herzogenaurach

Germany



9. COOKIE DIRECTORY

In this section, you will find an overview of all cookies being used on the Locker Room team site.

Technology Name	party	Expiration	Provider	Category	Function	Function Details	Legal basis for deployment of technology	Legal basis for subsequent use of data AND relevant section of the Privacy Notice
adidas-team-consent	1	persistent	adidas	strictly necessary	consent tracking	Cookie used to track whether the user has given their consent to accept cookies.	This cookie is necessary so that adidas can provide a service explicitly requested by the user	
ak_bmsc	3	session	Akamai	statistics	performance	Cookie used to optimize performance, and to improve the user experience, on Akamai websites. Details .	This cookie is necessary so that adidas can improve the service explicitly requested by the user	



<p>_ga _ga_BBWGR5DQ0E</p>	<p>3</p>	<p>2 years</p>	<p>Google</p>	<p>statistics</p>	<p>performance</p>	<p>Google Analytics uses a set of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google. '_ga', the main cookie used by Google Analytics, enables a service to distinguish one visitor from another and lasts for 2 years. Any site that implements Google Analytics, including Google services, uses the '_ga' cookie. Each '_ga' cookie is unique to the specific property, so it cannot be used to track a given user or browser across unrelated websites. Details.</p>	<p>This cookie is necessary so that adidas can improve the service explicitly requested by the user</p>	
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