

PRIVACY TERMS

1. Protection of your personal information

[adidas Singapore Pte Ltd], (Reebok, we or us) is the operator of this website. Reebok is committed to respecting and protecting the privacy of your personal information. This privacy policy explains how personal information may be collected through the [reebokone.com.my] website and all (mobile) applications which refer to this privacy policy, where the information is held and how it will be handled. This privacy policy also applies to personal information collected by Reebok if you contact customer service in relation to this website.

The terms of this privacy policy are subject to any specific provisions dealing with privacy that may be contained in the terms and conditions for particular offers, products and services made available through this website. By accessing or using this website, mobile application or other Reebok product or service on any computer, mobile phone, tablet, console or other device, you consent to our Privacy Policy. Reebok may modify this Privacy Policy at any time effective upon its posting. Your continued use of our products and services constitutes your acceptance to this Privacy Policy and any updates.

2. What personal data is collected

All our activities are based on stringent ethical principles and we are committed to providing a good level of protection for the privacy of all visitors to our website and our (mobile) applications. For this reason, the way in which we collect and store information is dependent on how our website and related services are used.

2.1 Data collected by automated means

Various technologies may be used on our websites and our (mobile) applications in order to make them more user-friendly, effective and secure. Such technologies may lead to data being collected automatically by us or by third parties on behalf of us. This data does not generally contain personal details about the user. Examples of such technologies are cookies, flash cookies and web analytics.

2.1.1 Click-stream data

A visit to one of our websites results in data that is transmitted from your browser to our server being automatically collected and stored by us or by third parties on behalf of us. This data can include, in particular, the following:

- the visitor's IP address
- the date and time of the visit

- the referral URL (the site from which the visitor has come)
- the pages visited on our website
- information about the browser used (browser type and version, operating system, etc).

2.1.2 Cookies

A number of places on our website and (mobile) applications make use of so-called cookies. These are essentially small text files that are stored on your computer's hard drive or your user device by your web browser. We can use cookies to identify the owner of a user account and to store articles in a shopping basket during the purchasing process. In other words, cookies help to make our website or (mobile) application more user-friendly, more effective and more secure. The cookies usually used by us are so-called "session cookies", which are automatically deleted at the end of the visit to the respective website. By default, browsers enable the use of cookies but this function can also be disabled. However, this will result in some services not being available. It is also possible to manually delete cookies after their use via the web browser. Reebok is not aware of any cases in which cookies have caused damage to a computer or user device or facilitated viral infections

The following links provide specific information about the most commonly used browser:

- Internet Explorer: <http://support.microsoft.com/gp/cookies/en>
- Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Cookies>
- Google Chrome: <http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647>
- Safari: <http://support.apple.com/kb/PH5042>
- Opera: <http://www.opera.com/browser/tutorials/security/privacy/>

2.1.3 Flash cookies

A special form of cookie is the so-called flash cookie. In contrast to normal cookies, these cookies are not created and saved by the browser but are governed by the Adobe Flash plug-in. These can contain more information than normal cookies and cannot be deleted or disabled via the browser; this is only possible using tools such as the website. You can also obtain more information about these cookies on that website.

2.1.4 Web beacons and tracking links

Web beacons (also known as pixel tags and clean GIFs) involve graphics that are not apparent to the user. Tracking links and/or similar technologies consist of a few lines of programming code and can be embedded in our website or (mobile) application. In conjunction with cookies, these are primarily used for statistical analysis purposes. This technology can also be used for tracking traffic patterns on websites, as well as finding out if an e-mail has been received and opened and to see if there has been any response.

2.1.5 Web analytics

Web analytics is the term given to a method for collecting and assessing the behaviour of visitors to websites and (mobile) applications. This includes the analysis of traffic patterns in order, for example, to determine the frequency of visits to certain parts of a website or (mobile) application, or to find out what information and services our visitors are most interested in. For these purposes, we primarily make use of click-stream data and the other techniques listed above. Web analytics are carried out by Google Analytics and/or other selected parties.

2.2 Information provided by yourself

Besides the data collected by automated means, we also process data which you have provided to us. This includes, but is not limited to:

- if you have created an online profile, the preferences and interests stored in this profile (please see below for further information concerning the profiles);
- if you have contacted customer service, the details of this contact and the contact history.

All of this data is characterized by the fact that you have provided this information yourself. We use this information for the purposes described in this privacy policy.

2.3 Information provided by others

We may also collect personal information about you from a third party through the "send to a friend " facility, where individuals can send an email to a friend, telling them about our website. In this case, we need to know the name and e-mail address of the recipient. That information will only be used for the specific purpose (delivering the email) and we will not further contact the third party unless the third party contacts us.

3. How is the collected information used

We will use your personal data for purposes relating to marketing information on our products, discounts sent to you. If you have provided us with your personal information in relation to a promotion, event, (mobile) application, etc, we may send you emails or other messages which relate to the service you have requested.

If you contact customer service, we will use your personal data (including your

contact history) so that customer service is able to process your request and provide you with the best service possible.

We will not send you any commercial electronic messages such as SMSes or emails unless this is permitted by the Personal Data Protection Act or similar legislation. Any commercial electronic message that we send will identify Reebok as the sender, include our contact details and provide an unsubscribe facility. Similarly, we will not call you on a number listed on the Do Not Call Register unless this is permitted under the Do Not Call Register Act and related instruments.

If you have consented to be contacted we may contact you per regular mail, e-mail, per SMS, per telephone or any other electronic means for marketing, advertising and opinion research purposes of the adidas Group, and your consent will remain current until you advise us otherwise. This includes for example providing you with information related to products of Reebok or adidas, ecommerce activities, special offers, promotions as well as information on local store openings, local store activities of Reebok or adidas or sporting events. In order to be able to contact you with information which is of special interest for you, your overall interaction with Reebok, adidas and its parent company adidas AG (such as but not limited to your shopping behaviour in e-shops, in adidas physical stores, your use of loyalty programmes, your ratings and reviews of products, your contact history with our customer service, your newsletter clicks/ opening results, your surfing behaviour (web tracking), the newsletter types you are subscribed to, your participation in promotions or events and your use of (mobile) applications), will be combined analysed and used. We may provide your contact information to adidas AG for marketing, advertising and opinion research purposes. Please find at section 5 information on how you can withdraw your consent.

We may also use your personal information for any purposes required or authorised by or under applicable law.

4. Disclosure of information

We may disclose your personal information:

- for the purpose for which that personal information was collected; and
- for the purposes set out under heading 3 above.

Personal information may be disclosed (and may be transferred overseas) for these purposes to:

- Companies and organisations within adidas (including entities located in Germany);
- Reebok's contracted service providers, which may include providers of hosting and maintenance services, analysis services, e-mail messaging

services, delivery services, handling of payment transactions, and address checks.

In the case of our contracted service providers, we may disclose personal information to the contracted service provider and the contracted service provider may in turn provide us with personal information collected from you in the course of providing the relevant products or services.

There may be occasions on which we disclose non-personal data to our partners in an anonymised form. Such non-personal data includes, for example, information about the number of visitors to a website or a (mobile) application during a certain period of time. Such information is generally only disclosed in a 'bundled' form.

Regardless of where you live, you consent to have your personal data transferred, processed and stored in Singapore, and allow adidas to use and collect your personal information in accordance with this Privacy Policy.

5. Your rights

If you provide us with personal data via our websites or other channels, this is done on an entirely voluntary basis. If you choose not to provide requested information, various customer benefits may not be available. In certain cases, only those people that have submitted the necessary personal data to us are able to use certain services and in other ways avail themselves of the activities and offers available on our website and (mobile) application. As transparency and fair play are particularly important issues for us, we provide various options, depending on the exact circumstances, in order to help you retain control over your data. These options may include displaying and editing your personal information online. It may also be possible to unsubscribe from services or delete user accounts or to receive information about the personal information held.

5.1 Right to object and unsubscribe

E-mails that Reebok sends to you that for instance contain a newsletter or marketing content, include the option to unsubscribe to the receipt of such e-mails (unsubscribe) by following the relevant instructions in the respective e-mail.

If you wish to opt-out of receiving promotional information and offers in general, including by regular mail, e-mail, per SMS, by telephone or by any other electronic means, or if you want to withdraw your consent, you may at any time contact us by using the contact details below. In case we have doubt about your identity, we can ask you to identify yourself (e.g. by sending a copy of your passport ID).

With regard to other types of messages you may receive, such as maintenance announcements or administrative notifications, the receipt of these can only be terminated by deleting your account, as such messages are a mandatory part of user

accounts and the related use of our websites and (mobile) applications. You can have your account deleted by sending an email to customer service.

5.2 Right to request access

You have the right to request access to the personal information Reebok holds about you. Subject to some exceptions permitted by law, Reebok will generally provide you with such access (although a fee may be imposed). Requests for access should be made using the contact details in the Contact Information section below.

5.3 Right to request correction

You have the right to request to correct the personal information Reebok holds about you. We will notify you within four weeks of receiving the request as to whether and, if so, to what extent, we will comply with your request. If for any reason we don't comply with your request, we will provide you with the reasons.

6. Security of the information and data integrity

We take appropriate technical and organisational measures to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised use, disclosure or access, in particular where the processing involves the transmission of data over a network, and against all other unlawful forms of processing and misuse.

7. Protection of children's personal information

The protection of children's personal information is extremely important. Reebok feels that it has a responsibility to protect the privacy of children and has no intention of collecting the personal information of children under the age of 15. We encourage parents and other guardians to surf the Internet together with their children and participate with their children in the multitude of activities offered by the wide range of websites on the World Wide Web (www).

If a child under the age of 15 attempts to register himself or herself, he or she is initially asked to provide the information as described in the above section entitled "What personal information is collected". In addition, the data submitted by and collected about the child during the course of his or her visit (e.g. via cookies) may be used as described above.

If a child under the age of 15 attempts to submit a registration application, this will be rejected with the notification that applications from children under the age of 15 are not accepted. For that reason, we ask parents and other guardians to check on and monitor their children's Internet usage in order to protect them.

8. Social Networks

Our website and (mobile) applications provide you with Social Plug-ins from various social networks. If you choose to interact with a social network, your activity on our website or via our (mobile) applications will also be made available to social networks such as Facebook and Twitter.

If you are logged in on one of these social networks during your visit to one of our websites or (mobile) applications, the social network might add this information to your profile. If you are interacting with one of the Social Plug-ins, this information will be transferred to the social network. In case you do not wish such a data transfer, please log off on your social network before you enter one of our websites or (mobile) applications.

We cannot influence this data collection and data transfer via the Social Plug-ins. Please read the privacy policies of those social networks for detailed information about the collection and transfer of personal data, what rights you have and how you can achieve satisfactory privacy settings.

Facebook: <http://www.facebook.com/about/privacy/>

Twitter: <http://twitter.com/privacy>

Google +: <http://www.google.com/intl/en/policies/privacy/>

9. Geolocation Services

We offer location-enabled services within some of our (mobile) applications, such as Google Maps and Bing Maps. If you use those (mobile) applications, they may receive information about your actual location (such as GPS signals sent by a mobile device) or information that can be used to approximate a location. You are always asked if the Geolocation Service can be activated and you can also object to this Geolocation Service within the respective (mobile) application.

We use the Google Maps service or the Bing Maps service to assist you in finding Reebok distributors. To facilitate this, we load an image from Google Maps or Bing Maps, saving the route data and map image on our server.

For further Information on Google Maps and their privacy policy please read their privacy policy.

Google: <http://www.google.com/intl/en/policies/privacy/>

For further information on Bing Maps and their Privacy Policy please read their privacy policy.

Bing Maps: <http://privacy.microsoft.com/en-us/fullnotice.mspx>

11. Re-targeting Technologies

Our website and (mobile) application use re-targeting technologies. This enables us to show our visitors, who were already interested in our shop and our products, advertisements from us on partner websites. We believe that the display of a personalised, interest-based advertising is more interesting for our customers than advertising that does not have a personal connection.

We also work with other companies who use tracking technologies to serve ads on our behalf across the Internet. These companies may collect information about your visits to our websites or (mobile) applications and your interaction with our communications, including advertising.

Re-targeting technologies analyse your cookies and display advertisement based on your past surfing behaviour. For further information on cookies, please refer to section 2 of this privacy policy.

We do not store any personal information about you with this technology.

12. Contact Information

If you have any questions about the processing of your personal details or about our privacy policy you are welcome to contact us. The contact details are:

adidas Singapore Pte Ltd
77 Robinson Road
#05-00 Robinson
77 Singapore 068896

You can send an email to sea.reebokone@reebok.com

Alternatively you can contact the Group Data Protection Officer at

adidas AG
Adi-Dassler-Straße 1
91074 Herzogenaurach
Germany
DataProtection@adidas-Group.com

13. Complaints

Please contact the Reebok privacy officer using the above details if you have any concerns or complaints about the manner in which your personal information has been collected or handled by adidas, and we will investigate your complaint.

14. Changes to this policy

Reebok has pledged to adhere to applicable privacy law and considers the privacy policy as being binding in nature. We therefore regularly review our privacy policy in order to ensure that it is free of errors, is clearly visible on our website, contains all the required information, is implemented in full, and is compliant with applicable law. This privacy policy may be changed from time to time in order to keep pace with new developments and opportunities relating to the Internet and to stay in line with prevailing legislation. Significant changes to the policy will be publicized on our website along with an updated version of the privacy policy.