



On Product Testing Programme Privacy Notice

Last Revised: July 2024

We are On AG ("On", "we", "us", "our"), with our registered office at Förrlibuckstrasse 190, 8005 Zurich. This privacy notice applies to applicants and members of the On Product Testing Programme.

This privacy notice sets out how we process your personal data. We collect your personal data as provided by you to us directly as part of the On Product Testing Programme. In the event we process your personal data under any other circumstances we will ensure that a privacy notice is provided to you prior to processing your personal data.

In this privacy notice the term "**Data Protection Legislation**" means all applicable legislation relating to privacy or data protection in force from time to time, including (i) the EU General Data Protection Regulation ("**GDPR**") and the GDPR as it forms part of the domestic law of the United Kingdom; (ii) the Swiss Federal Data Protection Act and Ordinance ("**FDPA**"); and (iii) the California Consumer Privacy Act ("**CCPA**").

Please note that some privacy rights and obligations may differ in certain locations based on applicable Data Protection Legislation. We have included supplemental information for certain jurisdictions at the end of this privacy notice.

WHAT PERSONAL DATA DO WE PROCESS, WHY AND FOR WHAT PURPOSES

Personal data we process	Why do we process it?	What's our lawful basis?
<ul style="list-style-type: none">Your name, postal address, email address and telephone number ("Contact Data"); andYour affiliation with other sporting brands and your motivation to become part of the On Product Testing Programme including any additional information you may voluntarily provide to us ("Motivation Data").	<p>In order to process your application and assess your suitability to test products as part of the On Product Testing Programme.</p> <p>We may, for example, use your information to contact you, evaluate whether you wear the relevant shoe size for a new product launch or assess your motivation to partake in the On Product Testing Programme.</p>	We do this as is necessary for our legitimate interest to assess your suitability to test products as part of the On Product Testing Programme.
<ul style="list-style-type: none">Contact Data; andInformation related to your product testing which includes your shoe and apparel size as well as weight and height ("Testing Data").	In order to send you products to be tested as part of your engagement as a product tester at On.	We do this as is necessary for our legitimate interest to provide you with products to test as part of the On Product Testing Programme.
	In order to create an account for you, so that you can use the Field-Testing App to provide feedback regarding the On products.	



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Personal data we process	Why do we process it?	What's our lawful basis?
<ul style="list-style-type: none">• Contact Data;• Testing Data; and• Any feedback you provide to us that may contain personal data in relation to the products you are provided to test ("Feedback Data").	In order to receive and process your feedback in relation to the products you have tested as part of the On Product Testing Programme.	We do this as is necessary for our legitimate interest to provide you with products to test as part of the On Product Testing Programme.
<ul style="list-style-type: none">• Contact Data.	To contact you in respect of any future opportunities that arise to test products in relation to the On Product Testing Programme.	We do this as is necessary for our legitimate interest to provide you opportunities to test products as part of the On Product Testing Programme.

SHARING YOUR PERSONAL DATA

What personal data?	Who do we share it with?	Why do we share it?	What's our lawful basis?
<ul style="list-style-type: none">• Contact Data;• Motivation Data;• Testing Data; and• Feedback Data.	On Affiliates	In order to contact you about global opportunities in connection with the On Product Testing Programme.	We do this as is necessary for our legitimate interest to provide you with opportunities to test products as part of the On Product Testing Programme.
	Third party service providers such as service providers that we contract as part of our normal business operations to support our recruiting activities, cloud service providers for the storage of data, scheduling tools to arrange calls and	In order to operate the On Product Testing Programme.	We do this as is necessary for our legitimate interest to run and operate the Product Testing Programme.



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	appointments, and/or other tools for testing related activities as the case may be. If you are admitted as a Product Tester, we will share your name and email address with Centric Software, located in California, USA, to create an account in the Field Testing App for you, which you will require to provide feedback during the course of your engagement with On.	In order to create an account for you, so that you can use the Field-Testing App to provide feedback regarding the On products.	
	Postage providers including but not limited to Swiss Post, DHL, UPS and USPS.	For the purposes of facilitating the delivery of items and other delivery related communications.	We do this as is necessary for our legitimate interest to provide you with products to test as part of the Product Testing Programme.
	Professional advisors, such as accountants, lawyers or auditors	Where we are required to do so to comply with our legal obligations or to defend or protect our rights	
	Regulators or other authorities	Where we are required to do so to comply with our legal obligations or to defend or protect our rights	

HOW WE PROTECT YOUR PERSONAL DATA

We restrict the use and access to your personal data to those who have an absolute need-to-know. We maintain appropriate technical, physical and organisational measures to help protect your personal data from unauthorised access, disclosure, modification, loss or destruction in accordance with applicable data protection and security laws.

As with all online mediums, the storage and transmission of electronic information is unfortunately not always completely secure. Although we strive to protect your personal information, we cannot guarantee the security of information stored on our or our vendors' servers or transmitted via email; you transmit personal data to us at your own risk.

For more information, please contact us at: testcrew@on-running.com.

HOW LONG WE KEEP YOUR PERSONAL DATA

Your personal data will be retained by On for as long as is necessary to (i) evaluate your application for the On Product Testing Programme (ii) to meet the purposes for which the



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personal data was collected and (iii) for the periods specified by applicable legal requirements.

If your application is unsuccessful, your profile will be added to a database, so that we may contact you about potential testing opportunities at a later stage. Your profile will be kept in our database for a period of 1 year and will be deleted after the expiration of such period.

In certain cases, specific retention obligations may apply due to legal requirements, in which case your personal data may be kept longer. Further details are available on request.

WHERE DO WE STORE YOUR PERSONAL DATA

Your personal data is generally stored in the European Economic Area (Ireland). Where we transfer your personal data to a recipient based in a country outside of the UK, Switzerland and/or European Economic Area ("EEA") including to another member of our global group. Where we do so, we will ensure that such transfer is in accordance with our obligations under Data Protection Legislation. If you would like more details about the safeguards we rely on, please contact us using the contact details set out below.

YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA

Under Data Protection Legislation you have a number of rights available, namely the right to:

- **access** your personal data;
- **correct** incomplete/ inaccurate data;
- **erase** the personal data we hold about you;
- **restrict** how we handle your personal data;
- ask us to **transfer your personal data** to a third party;
- **object** to how we process your personal data; and
- **withdraw your consent** at any time.

However, please note that some of these rights may not always apply, as there are sometimes requirements and exemptions which may mean we need to keep processing the personal data or not disclose it, or other times when the rights may not apply at all.

You also have the right to complain to the regulator about On's information rights procedures. Where you are in the EU, you may contact your local Supervisory Authority - a full list of Supervisory Authorities in the EU can be found [here](#). In the UK, the relevant regulator is the ICO and you can make your complaint via the ICO's website [here](#). In Switzerland, the relevant regulator is the FDPIC and you can make your complaint via the FDPIC's website [here](#).

CONTACT US

Should you have any questions or concerns relating to this privacy notice or the processing of personal information we hold about you, please contact us:

- By post: On AG, Testing Team, Förrlibuckstrasse 190, 8005 Zurich, Switzerland
- By email: testcrew@on-running.com



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Additional Information for Individuals Whose Personal Data is Subject to Swiss Data Protection Legislation

This Privacy Notice has been drawn up with a view to the Data Protection Legislation, including the GDPR and the Swiss FDPA. While both legislations are fairly similar, there are some notable differences that we want to explain to help you navigate and understand this Privacy Notice more easily. For instance, the Privacy Notice includes references to the "lawful basis" for our processing. A lawful basis is a requirement under the GDPR, but not under the FDPA. As such, when reading through the Privacy Notice you may disregard the lawful bases explained, or take it as further information about the reasons for us to process your personal data.

Another difference is that the FDPA requires controllers to state the countries where your personal data may be transferred. As noted above in the Section "SHARING YOUR PERSONAL DATA", we may share your personal data with others, such as Affiliates, third-party service providers, advisors and authorities, and as set out in the Section "WHERE DO WE STORE YOUR PERSONAL DATA", recipients of your personal data may be located outside Switzerland, including in the UK and in the EEA. However, recipients may be located elsewhere, in all locations where a member of our global group is present (see <https://culture.on.com/where-we-are>), but also in other countries. As such, your personal data may be transferred globally, but always in accordance with our obligations under the applicable Data Protection Legislation.



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Additional Information for Individuals Whose Personal Data is Subject to US Data Protection Legislation

For customers residing in the USA:

Further to On's rights as outlined in the privacy notice, On reserves the right to send you marketing communications by direct mail. In addition, we might share, sell or exchange your personal information with other marketers for their own marketing or commercial purposes or we might receive your personal information from other marketers for our own marketing or commercial purposes.

As a part of our commitment to your privacy, On supports and adheres to the guidelines and practices adopted by the Direct Marketing Association's "Privacy Promise to American Consumers." We have agreed to (1) provide customers with notice of their ability to opt out of information rental, sale, or exchange with other marketers; (2) honor customers' requests not to share their contact information with other marketers; and (3) honor customers' requests not to receive mail, telephone, or other solicitations from On.

You have privacy rights for the information we process about you. You can choose to opt-out of third party sharing or selling and object to our use of your personal information for online behavioral marketing and advertising purposes, delete your personal information, or access your personal information. To do so contact us using the details set forth at the end of this privacy notice.

Additional Information for Individuals Whose Personal Information is Subject to the CCPA

Residents of the state of California have certain rights with respect to their personal information pursuant to the **CCPA** as further described in this section. For the purposes of this section, "personal information" has the meaning given to such term in the CCPA. Please note that the rights under the CCPA do not apply to (i) On personnel or job applicants seeking opportunities at On or (ii) personnel working on behalf of business partners with whom we are conducting business.

Under certain circumstances, under the CCPA you may have the right to:

- request that we disclose, free of charge, the categories and specific pieces of personal information we collect about you (and, if applicable, sell or otherwise disclose to a third party and the categories of such third parties), the sources from which such personal information was collected, and the business purpose for collecting, selling or disclosing such personal information;
- choose to opt out of the sale of your personal information;
- request that we delete the personal information we have collected about you.

For the purposes of the CCPA, "selling" information broadly means scenarios where we have shared personal information with partners in exchange for valuable consideration. We may share your personal information with third party data cooperatives that assist us with direct mailing to customers and potential customers and, in exchange for this data, these co-op databases provide us with lookalike data from other consumers, which we use for marketing, advertising, and audience measurement purposes. This is considered a "sale" in the context of the CCPA. To opt out of these "sales", please click [Do Not Sell My Personal Information](#).

We will not discriminate against any California resident who exercises the rights set forth in this section.



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You have the right to appoint an authorized agent to exercise these rights on your behalf. If you want to exercise any of these rights, or have your authorized agent exercise any of these rights on your behalf, then please contact us using the details set forth at the end of this privacy notice. To exercise any of these rights, we may need to request specific information from you or your authorized agent to help us confirm your identity and ensure your right to exercise these rights.

These rights are not absolute and each is subject to certain exceptions or qualifications. For example, if you are currently an investor in one of our funds and you request that we delete the personal information we have collected about you, the CCPA permits us to deny such request and retain your personal information to the extent necessary to manage the applicable fund and our business relationship with you in connection with that fund.

For consumers with disabilities who need to access this privacy notice in an alternative format, please contact us using the details set forth at the end of this privacy notice.