



Last Revised: December 2024

We are On AG ("**On**", "**we**", "**us**", "**our**"), with our registered office at Förrlibuckstrasse 190, 8005 Zurich. This privacy notice sets out how On processes your personal data that you provide to it in respect of our sponsorship collaboration, including in respect of the On Athlete Compass App. This includes what personal data On processes, why and for what purposes.

On is a data controller of your personal data, which means we decide how to process your personal data and have certain responsibilities in relation to your personal data. Personal data means any information that can be directly or indirectly related to you.

Please note that some privacy rights and obligations may differ in certain locations based on applicable data protection legislation.

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

Personal data we process	Why does On process it and what's On's lawful basis?
Your name, email address, address, telephone number, images, social media data and information about your profession and achievements.	On does this in order to fulfil its contractual obligations under our sponsorship collaboration and to be able to communicate with its athletes.
Weight, height, apparel sizes (including shoe/ foot size) and other performance metrics as well as any additional information you provide to On as feedback.	In order to carry out the stress test(s) in On's Science Lab and to evaluate the data related thereto. On does this in order to comply with its contractual obligations under our sponsorship collaboration and provide its athletes with suitable apparel, but also as is necessary under its legitimate interests of improving its products and undertaking further research.
Information processed as part of the sponsorship collaboration, including details of your query and services you request and receive as part of our sponsorship collaboration (such as invoices from service providers).	On does this in order to fulfil its contractual obligations under our sponsorship collaboration, but also as is necessary under its legitimate interests to provide support to its athletes as part of the sponsorship collaboration and to provide and administer the On Athlete Compass App. To the extent that such personal data contains "special categories of personal data" or "sensitive data", for example health data, then the processing of such data will be with your explicit consent.
If you are selected for an anti-doping program, information relating to your anti-doping control tests, including number and dates of tests, sample analysis, test results and results management information such as anti-doping rule violations.	On does this as is necessary under its legitimate interests to ensure the athletes it sponsors conforms with the applicable anti-doping rules, provide support to athletes where necessary and to encourage and contribute to the efforts to prevent doping and safeguard integrity and fairness in sport. To the extent that such personal data contains "special categories of personal data" or "sensitive data", for example health data, then the



Personal data we process	Why does On process it and what's On's lawful basis?
	processing of such data will be with your explicit consent.
Information in relation to the On Athlete Compass App, including your name, email address, login data such as username and password, online identifiers (including IP address), device information and information about your usage of the app.	On does this as is necessary under its legitimate interests to provide and administer the On Athlete Compass App.
Your location (determined using GPS technology)	Some of our location enabled On Athlete Compass App services require your location data for the feature to work. If you wish to use the particular feature, you will be asked to consent to your data being used for this purpose. You can withdraw your consent at any time by disabling On's access permissions in your device settings.

WHO DO WE SHARE OUR DATA WITH

We may share your personal data to the following categories of third-party recipients where we consider it necessary for the purposes set out in this privacy notice:

- On affiliates;
- Third parties who provide various services to us (such as third parties who support our information technology and analytics and search engine providers that may assist us in the improvement and optimization of the On Athlete Compass App) if this is necessary to provide you with our services, respond to your inquiries or for any other related purposes;
- professional advisors, such as accountants, lawyers or auditors;
- regulators or other authorities or third parties to comply with the law or assist in a criminal or regulatory investigation, or to protect us (for example, to help prevent fraud or protect or enforce our rights);
- other parties as part of a corporate transaction, for example if it is proposed that we are to merge with or be acquired by another business in the future.

LINKS TO OTHER SITES

The On Athlete Compass App may contain links to other websites. On is not responsible for the privacy policies of third-party websites to which links are provided. You should check the privacy policies on these sites before providing any personal data.

HOW WE PROTECT YOUR PERSONAL DATA

On takes all reasonable steps to keep your personal data secure and confidential. In particular, we maintain appropriate physical, organizational and technical measures so as to prevent any loss, misuse, unauthorized access, disclosure, or modification of your personal data. For more information, please contact us using the contact details set out below.

HOW LONG DO WE HOLD ON TO YOUR PERSONAL DATA FOR?

Your personal data will be retained by On for as long as is necessary to ensure On can meet (i) its contractual obligations; (ii) to meet the purposes for which the personal data was collected; and (iii) for the periods specified by applicable legal requirements.



WHERE DO WE STORE YOUR PERSONAL DATA

Your personal data is stored in the European Economic Area (Ireland).

We may 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](#).

If you have any questions in relation to this privacy notice, please contact dpo@on-running.com.