

<i>Purpose</i>	<i>Personal data processed</i>
When you purchase a product from our websites and Apps we ask you for the personal data necessary to allow us to fulfil our contract with you including despatching your item and taking payment from you. Your personal data will also be used to manage your requests for customer service.	Contact details (name, address, postcode, phone number), financial details (credit and debit card details etc), delivery address.
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When you register on the website, convert your guest account to a registered account or download the App we ask you for the personal data necessary to allow you to benefit from services reserved for registered users.	Name, email address, day and month of birth, designer and other preferences.
<i>Purpose</i>	<i>Personal data processed</i>
If you are a member of a reward programme with one of our partners, your personal data will be used to fulfil your reward including despatching your item, taking payment from you and managing your requests for customer service	Contact details (name, address, postcode, phone number), financial details (credit and debit card details etc), reward value, partner programme, delivery address.
<i>Purpose</i>	<i>Personal data processed</i>
When you sign up to our Recommend a Friend scheme following a friend's referral.	Name, email address and order ID
<i>Purpose</i>	<i>Personal data processed</i>
When you have referred a friend to get validation of the referral and the referral reward.	Name and email address
<i>Purpose</i>	<i>Personal data processed</i>
We may capture images of your parcel and delivery location to provide proof of delivery.	Short term storage of photographic image of delivery location, date, time and geographical coordinates.