

Data Processing	Purpose	Lawful basis	Personal data	Retention period
My Account	When you register on the website, convert your guest account to a registered account or download the App we ask you for the personal information necessary to allow you to benefit from services reserved for registered users	Contract	Name, email address, day and month of birth, designer and other preferences	Until the termination of service or until you request cancellation of your user account
Order and Purchase management	When you purchase a product from our websites and Apps we process your personal information to: <ul style="list-style-type: none"> • allow us to fulfil our contract with you including dispatching your item and taking payment from you. Your personal information will also be used to manage your requests for customer service; • meet our legal obligations in accordance with the tax provisions and other statutory rules which apply; • carry out, if necessary, antifraud activities: we have a legitimate interest in carrying out this activity to prevent and prosecute any fraudulent activity; • exercise our legal rights and to defend against any legal claims 	Contract/ Legitimate Interest	Contact details (name, address, postcode, phone number), financial details (credit and debit card details, etc.), delivery address.	Until the administrative and accounting formalities have been met. The billing data will be stored for ten years from the date of the invoice. Payment data will be stored until payment certification and the conclusion of its administrative and accounting formalities resulting from the expiration of the right of withdrawal and the terms applied for contesting the payment. In case of legal claims, information will be stored until the termination of the legal proceedings.
Customer Care	To provide assistance to our customers, including via Live Chat. Calls to our Customer Care team are recorded and live chat messages monitored to ensure a high level of customer service to our clients, to enable the development of staff training and to manage queries, complaints or disputes	Legitimate Interest	Recordings of calls to our Customer Care teams, live chat messages, customer name, account ID and order ID, the pages you have viewed and items in your Shopping Bag and any other contact details you might provide to us during the course of the conversation	Data necessary to assist you will be kept until the fulfillment of your request. Our Live Chat provider stores all chat conversations for 13 months
Direct marketing communications	To deliver direct marketing by email and, from time to time, telephone, SMS or WhatsApp along with the use of tracking technologies to make sure the message	Consent	Name, email address, browsing and purchase history, engagement with email and its	Until the termination of service or until you request cancellation of the subscription. For

	has been delivered, that you have opened it and to monitor if you have clicked on any of the links		content, date of consent	further details on how to unsubscribe, please read paragraph "Your rights" below
Push notifications	To offer goods and services that may be relevant to you, via our websites and Apps. These can be configured in the settings of your device or browser	Consent	Products purchased, viewed, or placed in cart, name, device ID or IP address; language used to navigate and version of your use (country); information on the device and browser you use; date and time when you provided consent to receiving web push notifications; date of creation of the account; date of last visit to our site.	Until the termination of service or until you request cancellation of the subscription. For further details on how to unsubscribe, please read paragraph "Your rights" below.
Customization of our online services and advertising	<ul style="list-style-type: none"> To provide customized contents when we send you marketing communications and when you visit our websites or use our online services to submit you more relevant offers and information; if you have consented to receive email communications, we may supply your email address to social media or digital advertising companies who work on our behalf, such as Facebook to show you advertising via these sites that is tailored to your interests and your purchase history 	Consent/ Legitimate Interest	Information received via cookies, such as name, email, language, country, website interactions, IP-address. For further information please read our Cookie Policy	Until you withdraw your consent to receive marketing communications or object to this processing. For more information on how to object to targeted advertising or interest-based advertising cookies please read our Cookie Policy
Service messages	When we have a service message we need to send you via email confirming your order or returns or informing you of any changes that might affect your order, our service to you or changes to terms and conditions	Legitimate Interest	Name and email address	Achievement of the purposes for which such messages have been sent (e.g. Customer Care queries, order confirmation)
Abandoned Shopping bag	When you save an item to your Shopping Bag, but don't check out, we'll send you an email service	Legitimate Interest	Name, email address, item(s) saved in Bag	24 hours

	message to remind you that you haven't checked out			
Communications related to affiliate partners' competition	When you receive email marketing communications from us after entering a competition run by one of our affiliate partners	Consent	Name and email address.	Until you withdraw your consent
Market research programme	When you are contacted and sign up to take part in our market research programmes	Consent	Name, email address and dependent upon the type of research, other relevant information, for example age or place of domicile may also be collected	Until the achievement of the purposes of the market research programme or, in any case, until you withdraw your consent
Customer surveys	When you make a purchase, we may request feedback on your buying experience, typically via pop up surveys or email.	Legitimate Interest	Name, email address, telephone number, products purchased, feedback comments	Until the termination of the activity or until you object to this processing
Partner reward programme	If you are a member of a reward programme with one of our partners, your personal information will be used to fulfil your reward including dispatching your item, taking payment from you and managing your requests for customer service	Contract	Contact details (name, address, postcode, phone number), financial details (credit and debit card details etc), reward value, partner programme, delivery address.	Until the administrative and accounting formalities have been met. The billing data will be stored for ten years from the date of the invoice. Payment data will be stored until payment certification and the conclusion of its administrative and accounting formalities resulting from the expiration of the right of withdrawal and the terms applied for contesting the payment. In case of legal claims, information will be stored until the termination of the legal proceedings.
Participation in a prize giveaway/contest	When you participate in a prize giveaway/contest to which we are a partner or provider, we may use the data provided or created upon purchasing a product from us in order to identify	Depending on the jurisdiction: Consent/ Contract	Depending on the type of the prize giveaway/contest : order number, email address	Depending on the jurisdiction: until your withdrawal of the consent or until the administrative and accounting

	the winner(s) (i.e. order number).			formalities have been met. The billing data will be stored for ten years from the date of the invoice. Payment data will be stored until payment certification and the conclusion of its administrative and accounting formalities resulting from the expiration of the right of withdrawal and the terms applied for contesting the payment. In case of legal claims, information will be stores until the termination of the legal proceedings.
Exercise of your rights	When we process your information in response to you exercising your data subject rights.	Legitimate Interest	Name, contact information, purchase history, other information you have specifically requested.	Data necessary to assist you will be kept until the fulfillment of your request, unless it will be necessary to exercise our legal rights and defend against any legal claims