

## MATCHESFASHION.COM PRIVACY POLICY

This is the previous version of our Privacy Policy. Please see the latest one here:  
<https://www.matchesfashion.com/privacy-policy>

We will treat all your personal details as confidential and we will only disclose this information in the circumstances set out below. We will keep it on a secure server and we will comply with the Data Protection Act 1998 (the 'Act') in relation to the use of your personal data. When you register on this Website, or make a purchase, we will ask you to input and will collect personal details from you such as your name, email address, username, password, telephone number, billing and delivery address(es) and payment details. We may also collect, and our third-party providers may collect, information about where you are on the Internet (e.g. the URL you came from, IP address, domain types like .co.uk and .com), your browser type, the country and telephone area code where your computer is located, the pages of our Website that were viewed during your visit, any advertisements you may have clicked on, and any search terms that you entered on our Website. We confirm that any personal details which you provide to us (or which are available on public registers) and any user information, from which we can identify you, is held in accordance with the registration we have with the Information Commissioner's Office (registration no. ZA108065). For the purposes of the Act, the data controller is Matchesfashion Limited, The Shard, 32 London Bridge Street, London SE1 9SG, UK.

We use your information only for the following purposes:

- a) maintaining your registration
- b) for statistical purposes to improve this Website and its services to you
- c) to serve website content to you
- d) to administer this Website
- e) to notify you of products or special offers that may be of interest to you
- f) to send you information by post or email. You can contact us at any time in writing or by email and on 30 days' notice at your request we shall stop marketing to you. We will not release your personal details to any company outside of the MATCHESFASHION.COM group of companies except in a limited range of circumstances which we have detailed below. If you wish to unsubscribe from receiving promotional emails or direct mail from MATCHESFASHION.COM, please send an email to [unsubscribe@matchesfashion.com](mailto:unsubscribe@matchesfashion.com) inserting 'Unsubscribe' as the subject. Please ensure that you also include the email address that you wish to be unsubscribed (if it is not the email address that you send the email from), your full name and your full postal address.
- g) The Website uses cookies to distinguish you from other users of the Website. This helps us to provide you with a good experience when you browse the Website and also allows us to improve it. MATCHESFASHION.COM also uses non-personally identifiable information to tailor online ads so they are more relevant to you. The data collected is used for this purpose only and will not be shared with any third parties. You may choose to opt out of MATCHESFASHION.COM's use of this information. If you opt out, the third party will place an opt-out cookie on your Internet browser. Please note that if you delete, block or otherwise restrict cookies, or if you use a different computer or Internet browser, you may need to renew your opt-out choice. For more information, see our cookie policy [cookie policy page](https://www.matchesfashion.com/privacy-policy#cookie-policy) (<https://www.matchesfashion.com/privacy-policy#cookie-policy>).

h) We may share your personal information with any member of the MATCHESFASHION.COM group of companies. We may share your information with selected third parties including (i) business partners, suppliers and sub-contractors for the performance of any contract we enter into with you (ii) advertisers and advertising networks that require the data to select and serve relevant adverts to you and others, (iii) analytics and search engine providers that assist us in the improvement and optimisation of our site, and (iv) credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

i) Your personal information may be passed to third parties in the following instances: (i) in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets, (ii) if MATCHESFASHION.COM or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets, (iii) if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply these Terms and other agreements, or (iv) to protect the rights, property, or safety of MATCHESFASHION.COM, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

j) Your personal information may be used by Customer Care to enable us to process your order, or if any further information is required.

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (the 'EEA'). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

We take great care with respect to the storage and usage of your personal data. We have strict procedures and security in place to try to avoid any unauthorised access.

You are responsible for maintaining the confidentiality of your MATCHESFASHION.COM account and personal information. You agree to notify us as soon as is feasible of any suspicious or fraudulent use of your MATCHESFASHION.COM account. We reserve the right to lock, suspend or cancel your account if we detect or believe there is or has been suspicious or fraudulent activity on your account. Where feasible, we will endeavour to inform you by email. If you are using a shared computer to access your MATCHESFASHION.COM account, please ensure that you sign out at the end of your visit.

**Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [customer@matchesfashion.com](mailto:customer@matchesfashion.com) or MATCHESFASHION.COM, The Shard, 32 London Bridge Street, London SE1 9SG, UK.**

## MATCHESFASHION.COM COOKIE POLICY

This is the previous version of our Cookie Policy. Please see the latest one here:  
<https://www.matchesfashion.com/privacy-policy#cookie-policy>

### What are cookies?

Cookies are tiny text files stored on your computer when you visit certain web pages. At MATCHESFASHION.COM, we use cookies to keep track of what you have in your basket and to remember you when you return to our site.

To order products on MATCHESFASHION.COM, you need to have cookies enabled – see the section on managing cookies. If you don't wish to enable cookies, you'll still be able to browse the site and use it for research purposes. Most web browsers have cookies enabled; should you need to turn them on, see managing cookies below for help.

Please note that cookies can't harm your computer. We don't store personally identifiable information such as credit-card details in cookies we create, but we do use encrypted information gathered from them to help improve your experience of the site. For example, they help us to identify and resolve errors, or to determine relevant related products to show you when you're browsing.

We do have relationships with carefully selected and monitored suppliers who may also set cookies during your visit to be used for remarketing purposes – in other words to show you different products and services based on what you appear to be interested in.

We're giving you this information as part of our initiative to comply with recent legislation, and to make sure we're honest and clear about your privacy when using our website.

### MATCHESFASHION.COM cookie policy

To make full use of the online shopping and personalised features on MATCHESFASHION.COM, your computer, tablet or mobile phone will need to accept cookies, as we can only provide you with certain personalised features of this website by using them.

Our cookies don't store sensitive information such as your name, address or payment details: they simply hold the 'key' that, once you're signed in, is associated with this information. However, if you'd prefer to restrict, block or delete cookies from MATCHESFASHION.COM, or any other website, you can use your browser to do this. Each browser is different, so check the Help menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

Here's a list of the main cookies we use and what we use them for. You'll find information about third-party cookies here, too.

COOKIE NAME	COOKIE PURPOSE
JSESSIONID	This cookie allows our web servers to respond to your actions on the website such as 'Add to bag' or browsing the website. The website wouldn't work for you without it.
billingCurrency	This cookie determines in which currency your orders will be billed, according to your in-site choice or based on your location.

<b>country</b>	This cookie shows the country to which your orders will be billed, according to your in-site choice or based on your location.
<b>gender</b>	This cookie tells our servers whether you are browsing the men's or women's sections of our online store.
<b>IndicativeCurrency</b>	This cookie determines the currency in which indicative prices will be displayed on product listings based upon your in-site choice.
<b>plpLayoutDesktop, plpLayoutLargeDesktop, plpLayoutMobile, plpLayoutTablet</b>	This cookie allows us to determine if you are accessing the site from a mobile device or not so you can be directed to the mobile version of MATCHESFASHION.COM if required to ensure the best possible user experience.
<b>sizeTaxonomy</b>	This cookie tells our servers which international sizes to display alongside products, in accordance with your in-site choice or based on your location.

### Cookies and social-media tools

If you 'share' MATCHESFASHION.COM content with friends through social networks – such as Facebook, Pinterest and Twitter – you may be sent cookies from these websites. MATCHESFASHION.COM doesn't control the settings of these cookies. Please check the third-party websites for more information about their cookies and how to manage them.

### Flash cookies

MATCHESFASHION.COM may display video content using Adobe Flash Player, delivered by Vimeo. Adobe uses Flash cookies (also known as Local Shared Objects) to help improve your experience as a user. Flash cookies are stored on your device in much the same way as other cookies but they're managed differently by your browser.

If you wish to disable or delete a Flash cookie, see Adobe Flash Player Settings Manager (opens in a new window – please note that MATCHESFASHION.COM is not responsible for the content of external websites). If you do disable Flash cookies, you will be unable to access certain content (such as videos) on the website.

## Third-party cookies

When you visit MATCHESFASHION.COM, you may notice some cookies that aren't related to us.

Some of the business partners that may set cookies on MATCHESFASHION.COM include:

PARTNER NAME	WHAT ITS COOKIES ARE USED FOR
Criteo, Struq	Criteo and Struq use cookies to provide you with personalised adverts when you visit other selected websites. To learn more about these cookies, please see the section below regarding MATCHESFASHION.COM banner advertising on other websites.
SaleCycle	SaleCycle uses cookies to be able to provide an email reminding you that you have items stored in your basket, should you abandon the checkout process at any point.
Rakuten Attribution, Doubleclick, Google Analytics, Google Dynamic Remarketing, Quantcast, Pinterest, Facebook, Twitter	<p>Sometimes we'll advertise on third-party websites. Rakuten Attribution cookies are used to help us and our advertisers see which advertisements you click on and interact with. Each individual advertiser uses its own tracking cookies and the data taken is not confidential or interchangeable.</p> <p>Examples of these advertisers include Google (including Google-owned DoubleClick for paid advertising on Google) and Rakuten Marketing.</p> <p>A list of Rakuten Attribution cookies can be found on their website, <a href="#">here</a> (opens in a new window – please note that MATCHESFASHION.COM is not responsible for the content of external websites).</p>

## Managing cookies

If cookies aren't enabled on your computer, it will mean that your shopping experience on our website will be limited to browsing and researching – you won't be able to add products to your basket and buy them.

Managing your settings will differ depending on the type and version of web browser you use. The instructions below apply to Microsoft Windows, with the exception of Safari, which is only for Mac, and may vary in different devices.

If you're not sure of the type and version of web browser you use to access the internet: for PCs, click on Help at the top of your browser window and select the About option. For Macs, open a browser window, click on the Apple menu and select the About option.

How to check cookies are enabled:

BROWSER NAME	INSTRUCTIONS
<p><b>Google Chrome</b></p>	<p>Click the three horizontal bars in the top right of your browser window            Click to open the Settings tab            Click Show advanced settings to view the Privacy section, then click on Content settings            In the Cookies section, you can choose from the following settings:            Allow cookies by default            Keep cookies only until you close your browsing session            Block cookies by default            Make exceptions for cookies from specific websites or domains            Manage and delete existing cookies</p>
<p><b>Microsoft Internet Explorer 9.0, 10, 11</b></p>	<p>Click the cog icon in the top right of your browser window            Click Internet Options            Click on the Privacy tab            You can set the slider to Medium, High or above to restrict the setting of cookies</p>
<p><b>Mozilla Firefox</b></p>	<p>Click the three horizontal bars in the top right of your browser window            Select Options, then click on the Privacy tab            In the History drop-down box, select: Firefox will use custom settings for history            You can choose from the following settings:            Accept cookies from sites            Accept third-party cookies (Always, From visited or Never)            Click Show Cookies to manage and delete existing cookies</p>
<p><b>Safari</b></p>	<p>Click Preferences in the Safari menu in the top left of your browser window            Click to enter the Privacy tab            In the Cookies section, you can choose from the following settings:            Always block cookies by default            Allow cookies from current website only            Allow cookies from websites I visit            Always allow cookies by default            View Remove All Website Data to manage and delete existing cookies</p>

Opera	Click Settings in the Safari menu in the top left of your browser window Type 'cookies' into the search box In the Cookies section, you can choose from the following settings: Allow cookies by default Keep cookies only until you close your browsing session Block cookies by default Block third-party cookies and site data Click Manage exceptions or All cookies and site data to manage and delete existing cookies
All other browsers	Please consult your documentation or online help files.

### **MATCHESFASHION.COM banner advertising on other websites**

This type of advertising is designed to provide you with a selection of products based on what you're viewing on MATCHESFASHION.COM, which are presented to you by our business partners when you visit other selected websites. The adverts may highlight products you've viewed, alternative styles and colours, as well as products from other categories deemed relevant to your browsing history. The technology behind these adverts is based on cookies.

Please be assured that the data contained in the cookie used in these adverts is completely anonymous and doesn't contain any of your personal details. For more information on the privacy policy of the companies we use to advertise, please visit their respective websites: Criteo or Struq (opens in a new window – please note that MATCHESFASHION.COM is not responsible for the content of external websites).

### **Disabling these advertisements**

We would like to continue to display content that's relevant to you, however, you can choose to opt out of this type of advertising permanently by following the links above. Please note that if you delete your cookies, we will no longer know that you have opted out, and the banners from Criteo or Struq will reappear when you visit other selected websites.