

Type of data	Reason we process it	Legal basis our processing	How long we keep it
<p>User account data, including your name, address, your email address, a hashed password, your mobile phone number, and your order history.</p> <p>Some of this data may be obtained from your social media account where you use that account to register on our website.</p>	<p>To administer your user account, if you create one.</p> <p>To fulfil your orders.</p> <p>To deal with any queries you have about your order and/or to process returns.</p>	<p>It is necessary for the performance of our contract with you for the product or service that you order.</p> <p>Failure to provide this data may mean we are unable to fulfil your order, deal with your queries or process your returns (as the case may be).</p>	<p>Six years from the date your account was last used.</p>
	<p>To group your previous orders.</p> <p>If you create an account, to save your details for future orders, to make things easier for you on your next visit.</p> <p>To confirm your identity next time you visit.</p>	<p>Our legitimate interest in (a) linking your orders to better understand what products you are interested in; (b) increasing sales by reducing the amount of data you submit each time you place an order; and (c) ensuring only you are able to access your account.</p>	
	<p>To recall defective products.</p>	<p>Compliance with our legal obligations not to distribute unsafe products.</p>	
	<p>To bring or defend legal claims.</p> <p>To effect product recalls, in the unlikely event that they are required.</p>	<p>Our legitimate interest in establishing, exercising or defending legal claims.</p>	
	<p>To prevent fraud.</p>	<p>Our legitimate interest in preventing loss through fraud.</p>	
<p>The details of any query, correspondence or complaint we receive from you.</p>	<p>To deal with your queries and/or complaints.</p>	<p>Where you have already purchased the relevant product: necessary to perform our contract with you.</p> <p>Where you have not yet purchased the product: necessary preparatory steps for</p>	<p>Six years from the date your account was last used.</p>

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		<p>entering into a contract with you for the products or services that you would like to order.</p> <p>Without this personal data, we would not be able to respond to your query, correspondence or complaint.</p>	
	To bring or defend legal claims.	Our legitimate interest in establishing, exercising or defending legal claims.	
The contents of your virtual shopping basket.	To allow you to purchase items on our website.	<p>Necessary preparatory steps for entering into a contract with you for the products or services that you would like to order.</p> <p>Without this data we would not be able to take your order.</p>	Two hours from last activity on our website.
	To retrieve your basket next time you visit, if you are logged in.	Our legitimate interest in increasing ordering convenience for our users.	One year from the date of your last visit (but you can delete the cookie used to retrieve your basket at anytime via your browser settings).
Data relating to items you have saved, for instance the item, size and other product attributes.	To provide our “saved items” functionality to you when you click “save item”.	<p>Necessary for the performance of an implied limited contract with you to save the items you have asked us to.</p> <p>Without this data we would not be able to offer you this functionality.</p>	Until the end of your website visit, or if you are logged in when you save the item, for 60 days from the date on which you saved it.
Your name and email address.	To email you our “Beauty Secrets” eBook where you have requested it.	Consent.	Immediately, unless we use this data for another purpose.

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	To send marketing material to you.	Our legitimate interest in marketing our products and services. <i>Note: we rely on the “soft opt-in” exception under the Privacy and Electronic Communication Regulations 2003.</i>	Until you withdraw your consent, unless we need this for another purpose.
	To carry out market research on how our website is used, our user’s views, and what we could do better.	Our legitimate interest in improving our website, products and services.	
Data relating to your visits to our website, for instance which pages you visited, how long you spent on them, the dates and times you visited, the searches you have made on our website, and whether you have “abandoned” a shopping cart.	To understand how our customers, or certain categories of customers, use our website.	Our legitimate interest in understanding how our website is used in order to increase user satisfaction and improve its website.	Twenty six months from visit.
Data which you volunteer to us when creating your account on our website. Data obtained from a social media account you have linked to your account on our website (we may obtain this data at the time of registration or at a later date). Your purchase history.	To understand what products and services are most likely to be of interest to you, in order to tailor the emails you send you.	Our legitimate interest in increasing user satisfaction and sales.	Four years from your visit.
Tracking technologies linked to your	To display adverts to you on other	Our legitimate interest in increasing	90 days from the date that you visit.

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browsing session, e.g. cookies and tracking pixels.	websites, including social media networks, for products that we think you may be interested in (known as “re-targeting”).	user satisfaction and sales.	
Demographic information about you.	<p>In order to target you with display advertising based on your demographic information.</p> <p><i>Note: we do not have access to this information - the advertising platform, e.g. Facebook, allows us to select demographic criteria for our adverts. We will not however see who fits or is targeted by these demographic criteria.</i></p>	Our legitimate interest in marketing our products and services to persons most likely to be interested in them.	As set by Facebook.
You email address.	To create “look-a-like” audiences on advertising platforms, which share similar interests or demographics to all or a sample of our existing customers.	Our legitimate interest in optimising our marketing activities.	We will only retain your email address for as long as we have a reason to, as set out above.
Data collected by our web servers, including your IP address, the type of device you are using and its operating system, the name of your ISP, the page you viewed and when you accessed it and the website from which you came.	To maintain access logs for the purposes of technical troubleshooting and detecting potential security threats.	Our legitimate interest in maintaining and securing our website and systems.	Seven days from when you accessed our website.