

<i>Purpose</i>	<i>Personal data processed</i>
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.	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.
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To understand customers' patterns, their needs, the products and services that they are interested in, we analyse shopping histories, browsing histories, customer demographics and market research information. In this way, we identify customers' groups or segments who display similar behavioural patterns. This helps us to offer an enhanced customer experience and to provide relevant products, personalised services and offers, and to better manage customers' relationships. It also helps us tailor the marketing that individuals receive in our marketing messages or are shown on our own and other websites and mobile apps, including social media.	Customer ID, e-mail address, browsing data, IP address, order history, products added to wish list or basket, age, gender, physical address, market research information such as attitudes to fashion, service needs and spend on designer clothing.
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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.	Name and email address.
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When you save an item to your Shopping Bag, but don't check out, we'll send you an email service message to remind you that you haven't checked out.	Name, email address, item(s) saved in Bag.

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When you make a purchase on any of our websites, we will use some of your personal data to carry out anti-fraud activities: we have a legitimate interest in carrying out this activity to prevent and prosecute any fraudulent activity.	Name, billing and shipping address, email address, phone number, payment information, previous order history.
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When you make a purchase, we may request feedback on your buying experience, typically via pop up surveys or email.	Name, email address, telephone number, products purchased, feedback comments.
<i>Purpose</i>	<i>Personal data processed</i>
To collect information on our brand influencers and understand their impact.	Publicly available data on your social network that includes name, username(s), posts, views, followers, shares, comments and bio descriptions and to which the Data Controller may add further information such as contact details (phone number, email and address), industry category, territory, age, gender, favourite products or other relevant information.
<i>Purpose</i>	<i>Personal data processed</i>
We collect and utilise information about professionals in the fashion industry in order to send PR communications and event invitations.	Name, job role, job title and email address.
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We may use your data to establish or exercise our legal rights or to defend against any legal claims.	Identification data and other personal data that may be relevant to the specific legal claim.