



## The Business of Fashion - Privacy Policy

Last updated: May 24, 2018

### **PLEASE READ THIS POLICY CAREFULLY BEFORE USING THE BUSINESS OF FASHION'S SERVICES**

Protecting your data, privacy and personal information is very important to The Business of Fashion (“**our**”, “**us**” or “**we**”).

This policy (together with our terms of use at [www.businessoffashion.com/legal#terms](http://www.businessoffashion.com/legal#terms) and any other documents referred to in it), sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by The Business of Fashion. Please read this privacy policy carefully to understand the types of information we collect from you, how we use that information, the circumstances under which we will share it with third parties, and your rights in relation to the personal data you provide to us.

When visiting The Business of Fashion’s website at [www.businessoffashion.com](http://www.businessoffashion.com) (our “**Website**”) or mobile applications, or using any of the services offered via the Website including (but not limited to) RSS feeds, software or other downloads (the “**Services**”), you will be asked to indicate your acknowledgement of, and where applicable consent to, the practices described in this policy.

Our Website contains links to third party websites. If you follow a link to any of those third party websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for their policies or processing of your personal information. Please check these policies before you submit any personal information to such third party websites.

### **Information we may collect**

We may collect and process the following data about you:

- **Information that you provide to us.** You will be asked to provide us with your information when you:
  - fill in forms on our Website, or correspond with us by phone, email or otherwise;
  - register to use our Services;
  - use the Services;
  - report a problem with our Website or Services; or
  - complete any surveys we ask you to fill in that we use for research purposes (although you do not have to respond to these if you do not want to).

You must have obtained clear permission from the individuals whose data you provide us with before sharing that data with us.

For the avoidance of any doubt, any reference in this privacy policy to your data shall include data about other individuals that you have provided us with.

The information you will be asked to provide to us for these purposes will include, but is not limited to, your name, address, email address, job title, location, payment information such as credit card information, and social media authentication data (where you authorise us to access this).

Where you use the Services offered on the ‘Careers’ section of our Website, you will be asked to provide us with details of your current employment, such as company name, job title, details about your



educational history including school(s) attended, previous employer(s) and work experience information, and other relevant information from your CV (where you provide this to us).

- **Information we collect about you.** With regard to each of your visits to our Website we may automatically collect the following information:
  - device-specific information, such as your hardware model, operating system version, unique device identifiers, and mobile network information;
  - technical information about your computer, including where available, your IP address, operating system and browser type, for system administration and analytical purposes; and
  - details of your visits to our website, including the full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time), length of visits to certain pages, and page interaction information (such as scrolling, clicks, and mouse-overs).
- **Information we receive from other sources.** When using our Services, we will be in contact with third parties who may provide us with certain information about you in order to enable your use of the Services. This includes information about your purchase transactions from Recurly and Stripe (please refer to section below titled “**Disclosure of your information**”) in order that we know your payment has been successful.

**Information we may collect about others.** We may collect and process data about others that you provide us with, including (but not limited to) information that you provide by filling in forms on our Website or that you provide to us by email. This information might include, but is not limited to, information you provide to us on your CV, if relevant, such as employer details including your references’ name, email address, telephone number, and address, or may include emails you provide to us in order to share articles or jobs.

#### **How we use your information and justification of use.**

Use of personal information under EU data protection laws must be justified under one of a number of legal “grounds” and we are required to set out the ground in respect of each use of your personal data in this policy. These are the principal grounds that justify our use of your information:

- **Consent:** where you have consented to our use of your information (you are providing explicit, informed, freely given consent, in relation to any such use and may withdraw your consent in the circumstance detailed below by notifying us);
- **Contract performance:** where your information is necessary to enter into or perform our contract with you;
- **Legal obligation:** where we need to use your information to comply with our legal obligations;
- **Legitimate interests:** where we use your information to achieve a legitimate interest and our reasons for using it outweigh any prejudice to your data protection rights; and
- **Legal claims:** where your information is necessary for us to defend, prosecute or make a claim against you or a third party.

We use information held about you (and information about others that you have provided us with) in the following ways:

TYPE OF DATA	DATA	USES OF DATA	USE JUSTIFICATION
<b>Account Details</b>	<p><b>Information you give us</b>                      email, password, graduation year</p>	<p><b>To provide secure access to Services</b></p> <p>Provide specific access to the Services you have purchased</p>	Contractual Performance
	<p><b>Information we store</b>                      device-specific information</p> <p>technical information about your computer</p>	<p><b>To verify your identity when you log in</b></p> <p>Track access to the Services in order to prevent unauthorised access</p> <p>Block disruptive use and ensuring the security of our products and services</p>	Legitimate Interest
<b>Profile Information</b>	<p><b>Information you give us</b></p> <p>city, country</p> <p>details regarding your current role, position, level and employer</p> <p><b>Information we store</b>                      device-specific information</p> <p>technical information about your computer</p> <p>details of services you signed up for / purchased</p> <p>details of jobs you have applied to</p>	<p><b>To personalize, measure, and improve our advertising</b></p> <p>Personalise third party or BoF on site advertising</p> <p>We only use aggregated and anonymised data to measure the effectiveness of advertising</p>	Legitimate Interest

	<p><b>Information you choose to give us</b></p> <p>details regarding your current and previous roles, position, level, and employer</p> <p>details about your educational history including school(s) attended and courses taken</p>		<p>Consent</p>
<p><b>Profile and Engagement Information</b></p>	<p><b>Information you give us</b></p> <p>location</p> <p>details regarding your current role, position, level and employer</p> <p>stated reasons for unsubscribing or cancelling</p> <p><b>Information we store</b></p> <p>device-specific information</p> <p>technical information about your computer</p> <p>details of your engagement with our services (e.g. newsletters opened, articles read, course completion %, jobs you've applied for)</p> <p>details of services you signed up for / purchased</p>	<p><b>To improve and personalise BoF Services</b></p> <p>Operate, protect, improve, and optimize the BoF Platform and experience, such as by performing analytics and conducting research.</p> <p>Test and analyse certain new features with some users before rolling the feature out to all users.</p> <p>Understand more about you so that we can tailor services for you.</p>	<p>Legitimate Interest</p>

	<p><b>Information you choose to give us</b></p> <p>details regarding your current and previous roles, position, level, and employer</p> <p>details about your educational history including school(s) attended and courses taken</p> <p>your goals for purchasing or signing up to a service</p>		Consent
<b>Contact Information / Communications</b>	<p><b>Information you choose to give us</b></p> <p>Address</p>	<b>To post your print magazines to you</b>	Contractual Performance
	<p><b>Information you give us</b> email</p> <p><b>Information we store</b> device-specific information technical information about your computer details of services you signed up for / purchased</p> <p><b>Information you choose to give us</b> app notification settings</p>	<p><b>To advise you about changes to our services or important updates, via app or email</b></p> <p>These may include:</p> <p>Purchase confirmations</p> <p>Subscription renewal reminders</p> <p>Technical notices</p> <p>Package or pricing changes</p> <p>Security alerts</p> <p>Administrative messages</p> <p>Failed payment alerts</p>	Contractual Performance (where we are required to notify you of changes to the Terms and Conditions), otherwise Legitimate Interest

	<p><b>Information you give us</b>  email, first name, last name, job title, company, questions you may have submitted</p> <p><b>Information we store</b>  device-specific information</p> <p>technical information about your computer</p> <p>details of services you signed up for / purchased</p>	<p><b>To provide customer support</b></p> <p>Examples include:</p> <p>Assisting with technical issues you encounter</p> <p>Responding to your requests for assistance</p> <p>Repairing and improving our Services</p>	<p>Contractual Performance</p>
	<p><b>Information you give us</b>  email</p> <p><b>Information we store</b>  details of services you signed up for</p> <p>app notification settings</p>	<p><b>To send you onboarding advice, via app or email</b></p> <p>Guidance to help you become more proficient in using a Service.</p>	<p>Legitimate Interest</p>
	<p><b>Information you give us</b>  email</p> <p><b>Information we store</b>  details of jobs you have applied for</p>	<p><b>To advise you about responses to your job applications</b></p> <p>Send confirmation of jobs applied to</p> <p>Send responses from the job poster (if they choose to respond)</p>	<p>Contractual Performance</p>
	<p><b>Information you give us</b>  email, city, country</p> <p><b>Information we store</b>  details of services you signed up for</p> <p>details of your engagement with services (for example course completion)</p>	<p><b>To send communications via email which you have signed up to and fall within the Services.</b></p> <p>These may include:</p> <p>Latest articles, tailored to you</p> <p>Latest jobs added to the platform, tailored to you</p>	<p>Contractual Performance</p>



	<p><b>Information you choose to give us</b></p> <p>job alerts settings /criteria</p>	<p>Congratulations on your course completion and useful links to refer to (to retrieve your certificate, for example)</p>	
	<p><b>Information we store</b></p> <p>device-specific information</p> <p>technical information about your computer</p> <p>details of services you signed up for / purchased</p> <p><b>Information you choose to give us</b></p> <p>App notification settings</p>	<p><b>To send you notifications of new content</b></p>	<p>Consent (you can unsubscribe from these emails)</p>
	<p><b>Information you give us</b></p> <p>email</p> <p><b>Information we store</b></p> <p>details of services you signed up for</p>	<p><b>To send you newsletters you have signed up to</b></p> <p>These may include Third Party messages.</p>	<p>Consent (you can unsubscribe from these emails)</p>
	<p><b>Information you give us</b></p> <p>email</p> <p><b>Information you choose to give us</b></p> <p>emails of your contacts</p>	<p><b>To enable you to share with friends</b></p> <p>Send articles or jobs to your contacts</p> <p>You confirm that you have obtained permission for BoF to email your contacts</p>	<p>Consent</p>

<p><b>Contact, Profile and Engagement Information</b></p>	<p><b>Information you give us</b>  email   location   details regarding your current role, position, level and employer</p> <p><b>Information we store</b>  details of your engagement with our services (e.g. newsletters opened, articles read, course completion %, jobs you've applied for)</p> <p>details of services you signed up for / purchased</p> <p>details of services you almost signed up for / purchased</p> <p><b>Information you choose to give us:</b></p> <p>details regarding your current and previous roles, position, level, and employer</p> <p>details about your educational history including school(s) attended and courses taken</p>	<p><b>Personalised BoF News, Offers &amp; Invites</b></p> <p>To ensure you receive BoF news, events and offers that are relevant to you.</p> <p>These may include:</p> <p>Updates about new BoF features</p> <p>Survey and feedback requests</p> <p>Invites to BoF Events we think might be of interest to you</p> <p>BoF Product offers and promotions (discounts for example)</p> <p>BoF Referral programs or other contests</p>	<p>Consent (you can unsubscribe from these personalised emails)</p>



<p><b>Purchase Information</b></p>	<p><b>Information you give us</b></p> <p>first and last name</p> <p>location (current and registered address)</p> <p>Some of your card details (billing address, billing location, card type, the first 6 and last 4 digits of your card number, expiry details)</p>	<p><b>To facilitate your purchase transaction and future renewals</b></p> <p>Tailor pricing to your local currency and tax region</p> <p>Help you identify which card you used for your purchase</p> <p>Advise you if your card will expire prior to your renewal date (for recurring subscriptions)</p> <p>Advise you of upcoming renewals</p>	<p>Contractual Performance and to comply with legal obligations (such as tax obligations)</p>
	<p><b>Information you give the third party</b></p> <p>first and last name</p> <p>email</p> <p>location</p> <p>full card details (including number and security code)</p>	<p><b>To facilitate a third-party payment controller (e.g. Recurly and/or Stripe) to process your purchases</b></p> <p>Enable you to access and use the Payment Services</p> <p>Enable the payment controller to provide the Services</p> <p>Detect and prevent fraud, abuse, security incidents, and other harmful activity</p> <p>Conduct security investigations and risk assessments</p> <p>Conduct checks against databases and other information sources</p> <p>Enforce the Payment Terms and other payment policies</p> <p>Mitigate financial loss or other harm to you</p>	<p>Contractual Performance, Comply with legal obligations (such as anti-money laundering regulations)</p> <p>Legitimate Interest (fraud prevention)</p>

<p><b>Application Information</b></p>	<p><b>Information you give us</b></p> <p>city, country</p> <p>details regarding your current and previous roles, position, level, and employer</p> <p>details about your educational history including school(s) attended and courses taken</p> <p>answers to optional questions posed by job posters</p> <p>cover letter</p> <p><b>Information we store</b>          The job you are applying to</p>	<p><b>To send your job applications to partners on the BoF platform</b></p> <p>Send your job applications to partners on the BoF platform</p> <p>Enable the job poster to also become a controller of your data</p> <p>Enable you to easily reuse your data for future job applications</p>	<p>Contractual Performance</p>
	<p><b>Information you choose to give us</b></p> <p>details about your current salary</p> <p>URL to your portfolio</p>		<p>Consent</p>

	<p><b>Information you give us</b></p> <p>city, country</p> <p>details regarding your current and previous roles, position, level, and employer</p> <p>details about your educational history including school(s) attended and courses taken</p> <p><b>Information we store</b> The jobs you are applying to</p> <p><b>Information you choose to give us</b></p> <p>details about your current salary</p> <p>URL to your portfolio</p>	<p><b>To enable employers / recruiters to find you</b></p> <p>Filter you into search results via the correct criteria</p> <p>Display your profile to employers / recruiters</p>	<p>Consent</p>

We will not sell your personal data (or any other data you provide us with) to third-parties; however, we reserve the right to share any data which has been anonymised and/or aggregated. You acknowledge and accept that we own all right, title and interest in and to any derived data or aggregated and/or anonymised data collected or created by us.

**Marketing**

We may use information for marketing products and services to you in the following ways:

<u>Type of marketing activity</u>	<u>Use Justification</u>
Newsletters and marketing emails relating to our own similar services and products. Where required by law, we will ask for your consent at the time we collect your data to conduct any of these types of marketing.	Legitimate interests (to market our products and services – you have the right to unsubscribe at any time)
To send you details about our own unrelated services or products or special offers and discounts which are being provided by our selected business partners. Where required by law, we will ask your consent at the time we collect	Consent (which can be withdrawn at any time)

your data to conduct any of these types of marketing.	
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We will provide an option to unsubscribe or opt-out of further communication on any electronic marketing communication sent to you or you may opt out by contacting us at [privacy@businessoffashion.com](mailto:privacy@businessoffashion.com).

### **Where we store your personal information**

The personal data that we collect from you (including email addresses that form part of our prospective marketing database) may be transferred to and stored at a destination outside of the European Economic Area (“EEA”). This data may also be processed by staff operating outside of the EEA who work for us or for one of our business partners or service providers. This includes Amazon Web Services, Inc., which processes data on our behalf in the EU and, and the business and service providers we work with in the US, Australia and Canada which are listed below in the ‘**Disclosure of your Information**’ section.

Your passwords are stored on The Business of Fashion’s servers in encrypted form. We do not disclose your account details, postal or email addresses to anyone except when legally required to do so. It is your responsibility to keep your password secure. We ask you not to share your password with anyone.

### **Disclosure of your information**

We may disclose your personal information to potential employers and agents, as well as to our service providers and business partners to assist us in performing any contract we enter into with them or you, including providing the Website and the Services it enables and analytics providers, (to assist us in the improvement and optimisation of the Website) and/or a member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006. A list of such third parties and agents is as follows:

- Recurly: a subscription management service used by us to process payments.
- Stripe: used by us to process online payments.
- MailChimp: used to send administration of service emails such as email verification, password reset and welcome email; and other potential marketing messages where you have given your explicit consent for us to do so.
- Intercom: a customer messaging service used by us to provide customer support.
- Thinkific: used by us to create and market our BoF Education courses.
- Disqus: a comment hosting service used by us for our Website.
- Shopify: an e-commerce platform we use for our online store.
- Mandrill: a transactional email platform from MailChimp (see above).
- Amazon Web Services: Hosting services.
- SurveyMonkey: an online survey tool we use for research purposes.
- Hotjar: an analytics tool we use to understand your use of our Website.
- Typeform: an online form building and online survey service.
- Eventbrite: an event management and ticketing service.



- Biblio: content recommendation service.

In addition, we may also disclose your personal information to third parties in the following circumstances:

<b><u>Purpose of disclosure and third party(s) to which disclosure might be made</u></b>	<b><u>Use Justification</u></b>
If we sell or buy any business or assets, we may disclose your personal information to the prospective seller or buyer of such business or assets	Legitimate interests
If The Business of Fashion or substantially all of its assets are acquired by a third party, personal information about our customers will be one of the transferred assets	Legitimate interests
If we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to protect the rights, property, or safety of The Business of Fashion, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection	Legal obligation
Fraud Prevention and other checks. We and other organisations may also access and use your personal information to conduct credit checks and checks to prevent fraud. If false or accurate information is provided and fraud is identified or suspected, details may be passed to fraud prevent agencies.	Legitimate interests (to assist with the prevention of fraud and to assess your risk profile)
We may disclose your personal information to third parties, the court service and/or regulators or law enforcement agencies in connection with proceedings or investigations anywhere in the world where compelled to do so. Where permitted, we will direct any such request to you or notify you before responding unless to do so would prejudice the prevention or detection of a crime.	Legitimate interests (to cooperate with law enforcement and regulatory authorities)

**Security over the internet**

No data transmission over the internet or website can be guaranteed to be secure from intrusion. However, we maintain commercially reasonable physical, electronic and procedural safeguards to protect your personal information in accordance with data protection legislative requirements.

All information you provide to us is stored on our (only as necessary for us to perform our services and in accordance with ‘**Disclosure of your information**’ above) secure servers, and accessed and used subject to our security policies and standards.

Sensitive information between your browser and our Website is transferred in encrypted form using Secure Socket Layer (“SSL”). When transmitting sensitive information, you should always make sure that your browser can validate the The Business of Fashion certificate.

Unfortunately, the transmission of information via the internet is not completely secure. Although The Business of Fashion will do its best to protect your personal data, we cannot guarantee the security of your data transmitted to our Website, any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent any unauthorised access.

**Exports outside the EEA**

Your personal information may be accessed by staff or suppliers in, transferred to, and/or stored at, a destination outside the European Economic Area (EEA) in which data protection laws may be of a lower standard than in the EEA. Regardless of location or whether the person is an employee or contractor, we will impose the same data protection safeguards that we deploy inside the EEA.

Certain countries outside the EEA have been approved by the European Commission as providing essentially equivalent protections to EEA data protection laws and therefore no additional safeguards are required to export personal information to these jurisdictions. In countries which have not had these approvals, we will either ask for your consent to the transfer or transfer it subject to European Commission approved contractual terms that impose equivalent data protection obligations directly on the recipient, unless we are permitted under applicable data protection law to make such transfers without such formalities.

Please contact us if you would like further details of the specific safeguards applied to the export of your personal data.

**How long we retain your personal data**

We will hold the above information for as long as is necessary in order to conduct the processing detailed in the table above, deal with any specific issues that may raise, or otherwise as is required by law or any relevant regulatory body. Some personal data may need to be retained for longer than this to ensure The Business of Fashion can comply with applicable laws and internal compliance procedures, including retaining your email address for marketing communication suppression if you have opted not to receive any further marketing.

If information is used for two purposes, we will retain it until the purpose with the latest period expires but we will stop using it for the purpose with a shorter period when that period expires.

We restrict access to your personal information to those persons who need to use it for the relevant purpose(s). Our retention periods are based on business needs and your information that is no longer needed is either irreversibly anonymized (and the anonymized information may be retained) or securely destroyed. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the personal risk or harm from unauthorized use or disclosure, the purpose for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

**Your rights**

Under the General Data Protection Regulation (EU) 2017/676, you have various rights in relation to your personal data. All of these rights can be exercised by contacting us at [privacy@businessoffashion.com](mailto:privacy@businessoffashion.com).

In certain circumstances, you have the following rights in relation to your personal data:

<b><u>Rights</u></b>	<b><u>Details</u></b>
Right of Access	You have the right to obtain from us information as to whether your personal data is being processed, and, where that is the case, access to such personal data.
Right to Rectification	We will use reasonable endeavours to ensure that your personal information is accurate. In order to assist us with this, you should notify us of any changes to the personal information that you have provided to us by sending us a request to rectify your personal data where you believe the personal data we have is inaccurate or incomplete.

Right to erasure / 'Right to be forgotten'	Asking us to delete all of your personal data will result in The Business of Fashion deleting your personal data without undue delay (unless there is a legitimate and legal reason why The Business of Fashion is unable to delete certain of your personal data, in which case we will inform you of this in writing).
Right to restriction of processing	You have the right to ask us to stop processing your personal data at any time.
Right to data portability	You have the right to request that The Business of Fashion provides you with a copy of all of your personal data and to transmit your personal data to another data controller in a structured, commonly used and machine-readable format, where it is technically feasible for us to do so and the processing is based on consent or contractual performance.
Right to complain	You have the right to lodge a complaint to a supervisory authority such as the Information Commissioner's Office in the UK (see <a href="http://www.ico.org.uk">www.ico.org.uk</a> ). Although we encourage our customers to engage with us in the event they have any concerns or complaints.

The Business of Fashion will not ordinarily charge you in respect of any requests we receive to exercise any of your rights detailed above; however, if you make excessive, repetitive or manifestly unfounded requests, we may charge you an administration fee in order to process such requests or refuse to act on such requests. Where we are required to provide a copy of the personal data undergoing processing this will be free of charge; however, any further copies requested may be subject to reasonable fees based on administrative costs.

Asking us to stop processing your personal data or deleting your personal data will likely mean that you are no longer able to use The Business of Fashion's Services, or at least those aspects of the Services which require the processing of the types of personal data you have asked us to delete, which may result in you no longer being able to use the Services.

Where you request The Business of Fashion to rectify or erase your personal data or restrict any processing of such personal data, The Business of Fashion may notify third parties to whom such personal data has been disclosed of such request. However, such third party may have the right to retain and continue to process such personal data in its own right, for example to enable it to comply with its own legal obligations.

### **Changes to this policy**

Any changes we make to our privacy policy in the future will be posted on this page, and where appropriate, notified to you by email. We therefore encourage you to review it from time to time to stay informed of how we are processing your information.

### **Contact**

Questions, comments and requests regarding this privacy policy are welcome and should be addressed to [privacy@businessoffashion.com](mailto:privacy@businessoffashion.com).

For the purpose of the relevant data protection legislation, the data controller is The Business of Fashion Limited (company no. 08212217 with registered address at 6<sup>th</sup> Floor, Moray House, 23-31 Great Titchfield Street, London, W1W 7PA, United Kingdom.



## **Cookies**

The Business of Fashion uses cookies to distinguish you from other users. This helps us provide you with a good experience when you use our Website, and also allows us to improve our Services. Please note that it is possible to disable cookies being stored on your computer by changing your browser settings. However, our Website may not perform properly or some features may not be available to you if you disable cookies.

The following cookies are set automatically when you visit our Website:

### **Third Party Cookies**

#### **Domain: [businessoffashion.com](http://businessoffashion.com)**

Cookies: \_\_utma, \_\_utmb, \_\_utmc, \_\_utmz by Google

The Business of Fashion uses Google Analytics, which sets a cookie in order to anonymously identify when users return to specific websites.

Google uses the information sent with this cookie to store a history of website pages visited in a user's session. This data will not be used to associate any part of your identity, anonymous or not, with any other data held by Google.

Further information about how to opt-out of this cookie can be found at <http://www.google.com/intl/en/privacypolicy.html>

#### **Domain: [facebook.com](http://facebook.com)**

Cookies: Facebook Like Button cookies

When you create or log in to an account on <http://www.facebook.com> cookies are stored on your computer in order to remain logged-in to your facebook account when visiting <http://www.facebook.com> again. The Facebook Like Button used on our website is hosted by Facebook and your browser therefore sends this cookie data to Facebook when creating the button inside your browser. This data is used by Facebook in order to associate the Facebook Like Button with your Facebook account. This information is not accessible to us, and is not sent to us by Facebook.

More information about this cookie and Facebook's Privacy Policy can be found at <https://www.facebook.com/about/privacy/your-info-on-other#socialplugin>

#### **Domain: [twitter.com](http://twitter.com)**

Cookies: Twitter Share Button

When you create or log in to an account on <http://www.twitter.com> cookies are stored on your computer in order to remain logged-in to your twitter account when visiting <http://www.twitter.com> again. The Twitter Share Button used on our website is hosted by <http://www.twitter.com> and your browser therefore sends this cookie data to Twitter when creating the button inside your browser. This data is used by Twitter in order to associate the Twitter Share Button with your Twitter account. This data is not accessible to us, and is not sent to us by Twitter.

More information about this cookie and Twitter's Privacy Policy can be found at <https://twitter.com/privacy>





**Domain: google.com**

Cookies: Google +1 Button

When you create or log in to an account on <http://www.google.com> cookies are stored on your computer in order to remain logged-in to your Google account when visiting <http://www.google.com> again. The Google +1 Button used on our website is hosted by <http://www.google.com> and your browser therefore sends this cookie data to Google when creating the button inside your browser. This data is used by Google in order to associate the Google +1 Button with your Google account. This data is not accessible to us, and is not sent to us by Google.

**Domain: ad.uk.doubleclick.net**

Cookies: ad.uk.doubleclick.net

BoF uses Google to serve advertisements. Advertisements are received from Google servers to your browser along with a cookie to anonymously identify you as you visit websites which serve advertising from Google servers.

More information about this cookie, including how to opt-out of receiving the cookie can be found at <http://www.google.com/settings/ads/onweb/>

**Domain: fivevan.com**

Cookies: \_sp\_id.\*, auth, snowplowId, wp\*

Fivevan is an advanced analytics service which uses cookies to collect data on behalf of BoF. The data is only stored in BoF databases.

**Domain: pingdom.net**

Cookies: \_cfduid

Pingdom uses cookies to provide analytics and performance insight. BoF uses this service to gauge the Website speed across the globe, to optimise the Website and deliver better experience to users.

**Domain: disqus.com**

Cookies: disqus\*

BoF uses Disqus as an article commenting solution. Disqus uses cookies for analytics purposes and to store session reference.

**Domain: intercom.io**

Cookies: intercom-id-tx2p130c, intercom-lou-tx2p130c, product\_store\_identifier

BoF uses Intercom to provide helpdesk, analytics and contextual customer support.

**Domain: hotjar.com**

Cookies: For more information, please refer to the following link:



<https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookies>

**Domain: youtube.com**

Cookies: VISITOR\_INFO1\_LIVE

Youtube may serve cookies for performance and analytics purposes.

**Domain: Any**

**Cookies: Advertisement cookie**

From time to time, advertisers may include digital assets which set cookies on an advertiser's domain or on the domain of a The Business of Fashion website. These cookies will only store anonymous information about your interaction with a specific advert and will not be used to personally identify you.

You may opt-out find out more information, including how to opt-out of these cookies being set in your browser by visiting <http://www.youronlinechoices.com/uk/your-ad-choices>