

Digital Marketing

Third party service provider	Categories of information supplied	Why	Link to privacy notice
Acquia	Personal details, purchase history and browsing cookie data	Profiling/analytics and broadcast segmentation	https://www.acquia.com/about-us/legal/privacy-policy
AWIN	Cookie information/unique online IDs/IP address	Tracking conversion of affiliate marketing campaigns	https://www.awin.com/gb/legal/privacy-policy
Wunderkind	Personal details, IP address and cookie data including browsing and purchase data	Email address acquisition and delivery of triggered marketing emails	https://www.wunderkind.co/privacy/
Facebook	Cookie data - hashed email address, browsing data, transaction data and e-receipt data is being linked	Advertising - retargeting and profiling of data to create insights and lookalikes to serve more relevant advertising on Facebook platforms	https://www.facebook.com/privacy/explanation
Google	Personal details, cookie information, unique online IDs, device information, browsing history	Search engine and display advertising and website analysis	https://policies.google.com/privacy?hl=en&gl=uk
Validity	Email deliverability and engagement data collected via a tracking pixel/ user agent string	Helps email marketing teams understand, troubleshoot, and help resolve deliverability and reputation issues.	https://www.validity.com/privacy-policy/
Salesforce	Personal details and email address	Email broadcast	https://www.salesforce.com/uk/company/privacy/
Monetate	Order number, unique online identifier, cookie information, IP address=	Webpage personalisation	https://www.monetate.com/platform-privacy-policy

Digital Operations

Third party service provider	Categories of information supplied	Why	Link to privacy notice
Accenture	Daily Reports emailed to Payments Inbox with order number, order status, email, Payment transaction, date, amount	Used for payment checks, tasks	https://www.accenture.com/gb-en/privacy-policy
Amazon	Name, Address, Phone Number, Email Address	Fulfilling customer orders/ Storage/Reporting	https://www.amazon.co.uk/gp/help/customer/display.html/ref=aw?ie=UTF8&nodeId=502584
Channel Advisor	Name, Address, Phone Number, Email Address	Fulfilling customer orders/ Storage/Reporting	https://www.channeladvisor.co.uk/privacy-policy/
Zalando	Name, Address, Phone Number, Email Address	Fulfilling customer orders/ Storage/Reporting	https://www.zalando.co.uk/zalando-privacy-policy/
Esendex	Name, telephone number and order number	Contacting consumer regarding order collection instore	https://www.esendex.co.uk/privacy-policy
Klarna	Name, email address, Phone number, Address, Order details	Storage / Reporting	https://www.klarna.com/uk/privacy-notice/
Cirrus	Information provided by customers to resolve questions and complaints.	Resolving customer issues and complaints	https://www.cirrusresponse.com/privacy-policy
TimeTrade	Name, telephone number, email address and free text opportunity	Creating a fitting appointment for our stores - text message and email sent to customer	https://www.timetrade.com/privacy-statement/
Worldpay	Name, Email, Address, amount, date, time, telephone, Payment type, payment status, last 4 digits of a card, IP, payment transaction	Storage / Reporting	https://www.worldpay.com/uk/privacy-policy

Rebound	Order Number, Order Detail, Email Address	Return Delivery, Returns Portal	https://cdn2.hubspot.net/hubfs/2182667/Privacy%20Policy.pdf
Hermes	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	https://www.myhermes.co.uk/privacy-policy.html
CollectPlus	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	https://www.collectplus.co.uk/privacy-policy
TNT	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	https://www.tnt.com/express/en_gb/site/privacy-policy.html
DHL	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	https://www.logistics.dhl/gb-en/home/footer/privacy-notice.html
Skynet	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	https://www.skynetworldwide.com/direct/privacy-statement/
WNDirect	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	https://wndirect.com/en/privacy-policy
Royal Mail	Name, Address, Order Number	Return Delivery/ Tracking/ Online Returns Portal	https://www.royalmail.com/privacy-policy/
DAI (CMS)	Name, Address, Phone Number, Order Number	Feeding shipment data to and from relevant carriers	https://dai.co.uk/about-us/privacy-notice/
Mailgun	Name, delivery address, Email, telephone number, order number	Service email provider	https://www.mailgun.com/privacy-policy
Zoom	Name, Email address	Customer communications	https://zoom.us/docs/en-us/privacy-and-security.html

Digital Analytics

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Acoustic Analytics	Order Number, Address, Email Address, Name	Analytics	https://www.ibm.com/privacy/details/uk/en/
ContentSquare	Cookie, IP, User Agent String, Order Number, Products Viewed/Purchased	User Behaviour Analytics	https://contentsquare.com/security-privacy/
Bazaarvoice	Email Address	Onsite product reviews	https://www.bazaarvoice.com/legal/privacy-policy/
Truefit	Order number/returns info	Analytics/reports	https://www.truefit.com/en/Privacy-Policy

Partners

Third party service provider	Categories of information supplied	Why	Link to privacy notice
Disney	Name, Email Address, Date of Birth	Marketing data capture in relation to Frozen 2 Disney Competition entry	https://privacy.thewaltdisneycompany.com/en/current-privacy-policy/