

Privacy Policy

PRIVACY AND DATA PROTECTION

Thank you for visiting STYLEBOP.com. In this Privacy Policy we shall be explaining to you:

- Which data we process, and for what purposes, for example when you visit the STYLEBOP.com website, buy something, or contact our Customer Service.
- Which internet technologies are used on STYLEBOP.com and what settings you can put in place in response to them.
- What data protection rights you have and whom you can contact.

When does this Privacy Policy come into force?

This Privacy Policy applies to the STYLEBOP.com webshop at www.stylebop.com, including all subpages (such as www.stylebop.com/de-de/ (hereinafter also called the „website“ or „STYLEBOP.com“). If you take part in the STYLEBOP.com REWARDS CLUB, the [REWARDS CLUB Privacy Policy](#) will further apply.

1. CONTROLLER AND CONTROLLER'S CONTACT DETAILS

The controller under the terms of the European General Data Protection Regulation (GDPR) for the processing of data in connection with STYLEBOP.com is STYLEBOP GmbH, Maria-Merian-Strasse 7, 85521 Ottobrunn, Munich („we“ or „us“).

You will find further information about us and our complete contact details in the [imprint](#).

Should you have questions or any requirements relating to data protection, our Data Protection Officer will be glad to help: just send an e-mail to datenschutz@stylebop.com or use the contact information set out in the [imprint](#) (by post please mark „FAO Data Protection Officer“).

2. WHEN USING OUR WEBSITE

2.1. General notes on purposes of processing

Every time our website is accessed, particular items of technical information are transmitted by your browser to the servers on which the content you have requested is stored (e.g. name of file requested, date and time of access, type of browser used, internet sites viewed, error messages) and online identifiers (e.g. IP address, cookie IDs, device identifiers). We process these access data in order to run our website (legal basis for this is Article 6(1)(b) of the GDPR).

For administrative and statistical purposes, and to guarantee our IT security, access data are stored in logfiles on the server and evaluated in anonymised form for the foregoing purposes (the legal basis for this is Article 6(1)(f) of the GDPR). Logfiles do not contain any personal data or online identifiers. It is therefore not possible to identify you by means of these logfiles or to trace which content you have requested on our website. Beyond this, data relating to your person (e.g. your name, your contact details) are only transmitted to us if you actively and deliberately supply us with this information for particular purposes. This is the case, for instance, when registering, when ordering goods, and when sending messages to our Customer Service. In such cases, we shall process your information only to the extent

- as is necessary for the purpose in question, i.e. particularly in order to process orders and requests as part of our customer service (the legal basis for this is Article 6(1)(b) of the GDPR);
- that you have expressly agreed to this, i.e. you have given us a declaration of consent, for instance by ordering our newsletter or when taking part in customer surveys (the legal basis for this is Article 6(1)(a) of the GDPR);
- necessary to pursue our legitimate interests and those of third parties, e.g. in carrying out market research, direct marketing and optimisation of business processes in compliance with statutory regulations (the legal basis for this is Article 6(1)(f) of the GDPR);
- required because we have a legal duty of data processing, e.g. pursuant to duties of storage under commercial and tax law.

2.2. Registration for a STYLEBOP account / My Account

If you are a new customer registering for a STYLEBOP.com account (My Account), you must provide the following information about your person:

- Form of address
- Your first name and surname
- Your e-mail address
- A password which you have chosen

Any further information is voluntary. We shall store and use your data only to set up your STYLEBOP.com account. We shall use your voluntary information as set out in this Privacy Policy and to perform any contracts which we may conclude with you, in order to personalise our services, including your STYLEBOP.com accounts (the legal basis for this is Article 6(1)(b) of the GDPR).

2.3. Processing orders

We shall store and use your order data to perform the associated purchase contract by sending the goods ordered, and to handle further contract administration, including returns and guarantee management. In the course of order handling (e.g. payment, shipping) your data will also be transmitted to third parties, such as outside payment service providers (e.g. PayPal) and parcel services, insofar as this is necessary to carry out your

order (the legal basis for this is Article 6(1)(b) of the GDPR).

2.4. Use of your e-mail address for marketing purposes

If you have already bought goods on STYLEBOP.com, we shall use your data to the extent allowed by law to dispatch e-mails containing marketing information for similar products and services (the legal basis for this is Article 6(1)(f) of the GDPR, grounded on our legitimate interest in direct marketing within existing customer relationships).

Objection:

You can object to this use of your e-mail address for marketing purposes at any time without incurring any costs other than the transmission costs under the basic tariffs. For this purpose you will find a disablement link in each marketing e-mail. Alternatively, you can direct your objection to the contact details set out in the imprint.

2.5. Newsletter, Fashion News

On our website, you have a facility to send us your e-mail address and further information voluntarily in order to receive our Fashion News regularly by e-mail in future, with features about new products and offers on STYLEBOP.com.

We shall use your e-mail address on the basis of your newsletter order (declaration of consent) solely for sending Fashion News. Voluntary information is not necessary for ordering Fashion News and will be used by us exclusively for personalising our Fashion News and the STYLEBOP.com webshop pursuant to this Privacy Policy.

For ordering Fashion News, we use the double opt-in procedure, since we must be able to certify that you are actually the holder of the e-mail address provided. This means, once your e-mail address has been provided, that we shall send you a confirmation e-mail to the e-mail address stated, in which we shall ask you to confirm your e-mail address. (The legal basis for the foregoing data processing is Article 6(1)(a) of the GDPR, based on your declaration of consent).

Fashion News contains normal market technologies, such as invisible pixels and pseudonyms (random identification numbers), by which we can record usage of Fashion News by its readers. This helps us to understand which content is particularly attractive and which products and topics are particularly interesting to our readers. The data captured are always stored only under a pseudonym and not merged with other data about yourself (e.g. customer number, name, address, order data). (The legal basis for this is Article 6(1)(f) of the GDPR, grounded on our legitimate interest in measuring the reach and demand-led design of our website).

Objection:

You can unsubscribe from Fashion News at any time by clicking the „unsubscribe“ link contained in every issue. Alternatively, in order to unsubscribe you can communicate with the contact details set out in the imprint. If you unsubscribe, we shall erase your e-mail address and any data provided voluntarily when you registered for Fashion News. Please note that any data which you have sent us for registration or when making an order will not be affected by the erasure when unsubscribing from Fashion News.

3. COOKIES

„Cookies“ are used on our website. Cookies are small, standardised text files which are automatically stored by your browser for a set period when our internet pages are first visited. When visiting the same internet sites later, your browser tells the server which text the previously stored cookie contains. Along with a statement of its particular storage period, a cookie typically contains information about your individual system settings or a random series of signs as an identification number, enabling STYLEBOP to recognise your browser during later visits and thus to link it to a previous visit. The cookies which we use are placed by us or by third parties (e.g. advertising partners, service providers). Our own cookies („Stylebop cookies“) serve the technical realisation of interactive user functions, designed to make use of STYLEBOP.com more convenient and more user friendly. For example, cookies enable you to fill your virtual shopping basket with orders during your visit to STYLEBOP.com and to manage it, while ensuring that your page settings (e.g. language, country, method of payment) are preserved (the legal basis for this is Article 6(1)(b) of the GDPR). We also use cookies from third parties („third-party cookies“) as set out in this Privacy Policy to capture statistical data relating to the general usage patterns of our users and to carry out online advertising. In this way we gain a better understanding of our users' needs, so that we can develop our website further in a more targeted way and improve both our users' experience as a whole and the efficacy of our advertising. You will find further notes on the use of cookies under Section 4 (usage analysis) and Section 5 (online advertising).

You can configure your browser that storage of cookies during your visit to STYLEBOP.com is prevented in general or only on our website. We must point out, however, that in this way the usability of our website is significantly restricted. Instructions are usually provided by the browser developers. Here are some selected examples:

- Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies#>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Safari: <https://help.apple.com/safari/mac/8.0/#/sfr11471>
- Chrome: <https://support.google.com/chrome/answer/95647>

4. USAGE ANALYSIS

With the aid of web-analysis services we capture statistical information on the general use of our website, in order to make our service continually more user friendly, to monitor the success of our online advertising, and to undertake market research.

For this purpose we employ the following web-analysis services (the legal basis for this is in each case Article 6(1)(f) of the GDPR)

4.1. Google Analytics

Our website uses the web analytics service Google Analytics, which is provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA („Google“). Google Analytics uses cookies to capture your access data when you visit our website. These access data are merged

by Google on our behalf to produce pseudonymous usage profiles and transmitted to a Google server in the USA. Prior to this your IP address is anonymised. So we cannot tell which user profiles belong to a particular user. Thus, using the data captured by Google, we cannot identify you, nor can we tell how you use our website. Should, in the exceptional case, personal data be transmitted to the USA, Google has acceded to the [EU-US Privacy Shield](#). This means that the data processing carried out for Google Analytics is subject to an adequacy decision by the EU Commission, i.e. the level of data protection is recognised as adequate, even if the processing, as an exception, takes place in the USA.

Google will use, on our behalf, the information gained by cookies, in order to evaluate the use of our website, to assemble reports about activity on the website, and to provide us with other services associated with internet use. You will find further information on this subject in the [Google Analytics Privacy Policy](#).

Disabling Google Analytics:

You can object at any time to the production and evaluation of pseudonymous user profiles by Google. To do this, you have the following options:

1. You can adjust your browser that cookies from Google Analytics are blocked (see Section 3).
2. You can insert a disablement cookie by clicking here: Disable [Google Analytics](#).
3. You can install the disablement plug-in supplied by Google at <http://www.google.com/settings/ads/plugin> on your Firefox, Internet Explorer or Chrome browsers (this option does not work on mobile devices).

Please note that disablement via disablement cookie or disablement plug-in only applies to the browsers via which the objection was issued. If you erase the disablement code manually or use another browser, the objection must be issued again.

4.2. econda

For demand-led design and optimisation of STYLEBOP.com we also use the web analytics service econda GmbH („econda“). Working on our behalf, econda captures the user data accrued during the use of STYLEBOP.com and from these data draws up user profiles, using pseudonyms. For this purpose cookies may be used. The user profiles will not be merged with other data, however. In particular, IP addresses will be anonymised immediately after capture, whereby any allocation of user profiles to particular IP addresses is precluded.

Disabling econda:

You can object at any time to the production and evaluation of pseudonymised user profiles, as set out above, by econda:

Disable econda

This sets a disablement code which prevents data capture by econda in future. Please note that this disablement applies only to the browser via which the objection has been issued. If you erase the disablement cookie manually or use another web browser, the objection must be issued again.

5. ONLINE ADVERTISING

We use access data accrued when you visit our website for the insertion of personalised advertising in the online sites of other providers (retargeting). In this way we wish to present you with advertising which reflects your actual interests and is thus more useful to you. For this purpose we also participate in the relevant advertising networks e.g. of Google (Google Advertising Network) and Microsoft (provider of the Bing advertising network). This enables us to insert advertisements in other online sites which likewise participate in these advertising networks. If you visit STYLEBOP.com and other websites which are likewise contractual partners of the provider concerned, a third-party cookie is placed, by means of which particular access data, from which your interests can be deduced, are channelled to the providers in question. In this way the advertising networks can take your interests into account when selecting advertisements which are displayed to you in the advertising slots on other online sites.

The legal basis for the data processing set out below is Article 6(1)(f) of the GDPR, grounded on our legitimate interest in undertaking personalised advertising which reflects your interests.

As set out below, you can disable the use of personalised advertisements, based on your access data accrued during use of STYLEBOP.com, by the providers whom we employ. For many providers and advertising networks you can also disable the personalisation of advertisements on a central site:

- <http://www.networkadvertising.org/choices/>
- <http://www.youonlinechoices.com/>

Please note that you cannot prevent the use of advertisements by issuing your objection. Your objection only means that no personalised advertising will be displayed to you.

5.1. Sociomantic

We use the retargeting technologies provided by sociomantic labs GmbH, Paul-Lincke-Ufer 39/40, 10999 Berlin („Sociomantic“).

You can prevent data capture by sociomantic by clicking on the following link and activating the „Opt-out“ check box provided there: <https://www.sociomantic.com/privacy/de/>. This will save an opt-out cookie in your browser which tells sociomantic that no data must be captured or processed about your usage patterns.

5.2. Criteo

We also use the retargeting service provided by Criteo S.A., Rue Blanche, 75009 Paris, France („Criteo“).

You can prevent data capture by Criteo by clicking on the following link and activating the „Opt-out“ check box provided there: <http://www.criteo.com/privacy/>. This will save an opt-out cookie in your browser which tells Criteo that no data must be captured or processed about your usage patterns.

5.3. Facebook

We use the „Custom Audiences“ retargeting function provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA („Facebook“). For this purpose, „Facebook pixels“ have been incorporated on our website. If you visit our website, a connection is established via the Facebook pixel between your browser and the Facebook server and a cookie is placed. In this way Facebook receives the information that you have visited our web page with your IP address. Facebook will use this information to provide us with statistical and anonymous data on the general use of our website and on the efficacy of our Facebook ads. If you are a member of Facebook and have allowed Facebook to do this via the privacy settings of your account, Facebook will in addition link the information captured about your visit on our site with your member account and use it for targeted advertising.

You will find further information on this subject in Facebook's Privacy Policy at <https://www.facebook.com/about/privacy/>. You can inspect and alter

the privacy settings in your Facebook profile at any time here.

If you wish to prevent the personalisation of Facebook Ads via the Facebook pixel, please click on the following link:

Disable Facebook pixel

This will save an opt-out cookie in your web browser's memory which from the next page visit prevents your data from being captured on this website by the Facebook pixel. Please note that you must activate the link again if you have erased the cookie from your web browser's memory or you visit this website with another web browser or device. Our opt-out cookie does not prevent data capture by the Facebook pixel on other websites.

Nevertheless, from now on – even if you are not a Facebook member – you can prevent data capture by Facebook by clicking the „disable“ button for Facebook on the YourOnlineChoices website of the European Interactive Digital Advertising Alliance:<http://www.youronlinechoices.com/de/prferenzmanagement/>. If you disable data capture by Facebook, Facebook will only show you Facebook Ads that are not selected on the basis of the information about you captured via the remarketing tag.

5.4. Google DoubleClick and GA Audience

On our website we use the DoubleClick service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA („Google“). DoubleClick uses cookies and pseudonymous identification features to capture your access data when visiting our websites and others participating in the Google advertising network and to deduce your interests from this information. On the basis of these pseudonymous user profiles Google can present you with personalised advertisements on the websites linked to the Google advertising network. Each website participating in the Google advertising network is allocated a different cookie by Google, i.e. these cookies cannot be traced by other websites. The access data captured via DoubleClick may also be transmitted by Google for evaluation to a server in the USA. Should this be so, Google has acceded to the [EU-US Privacy Shield](#). This means that Google's data processing is subject to an adequacy decision by the EU Commission, i.e. the level of data protection is recognised as adequate, even if the processing takes place in the USA.

We also use Google's Audience function on our website („GA Audience“). This function enables Google to approach you on our behalf with personalised advertising when you visit websites of other providers which are likewise participating in the Google advertising network. For this purpose Google uses the usage profiles and cookies generated pseudonymously by Google Analytics when you are using our website (see Section 4.1), to draw conclusions about your interests. On the basis of these pseudonymised usage profiles Google can present you with personalised advertisements on the websites linked to the Google advertising network (e.g. Google can present you with advertisements for offers by STYLEBOP.com, because you recently visited our website).

You can disable the processing of your data for personalised online advertising as part of the Google advertising network at any time. There are various possible ways of doing this:

- a. You can change your advertising settings at Google on <https://www.google.de/settings/ads>.
- b. You can install Google's free disablement plug-in on your Firefox, Internet Explorer or Google Chrome browser at the following link: <http://www.google.com/settings/ads/plugin> (this does not work for mobile devices).
- c. Moreover you can disable personalised advertising by Google and many other providers which are part of the „Your Online Choices“ self-regulation campaign centrally on the following website:

5.5. Bing Ads

Our website uses Bing Ads, a service provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA („Microsoft“). Microsoft uses cookies and similar technologies to present you with relevant advertisements. The use of these technologies enables Microsoft and its partner websites to insert advertisements on the basis of previous visits to our website or others on the internet. The access data accrued in this context may be transmitted by Microsoft for evaluation to a server in the USA and stored there. Should personal data be transmitted to the USA, Microsoft has acceded to the [EU-US Privacy Shield](#).

If you do not want Microsoft to process your access data in this way, you can reject the setting of outside cookies needed for this purpose. You can also prevent the capture and processing of these data by Microsoft by stating your objection on the following link: <http://choice.microsoft.com/en-GB/opt-out>. You will find further information on data protection and about the cookies inserted by Microsoft and Bing Ads on Microsoft's website at: <https://privacy.microsoft.com/en-GB/privacystatement>.

6. SOCIAL-PLUG-INS

6.1. Facebook

Facebook is a social network provided by Facebook Ireland Limited, Hanover Reach, 5-7 Hanover Quay, Dublin 2 Ireland („Facebook“). Facebook's Privacy Policy can be viewed at: <https://www.facebook.com/policy.php>.

6.2. Google+

Google+ is a social network provided by Google. The plug-ins provided by Google+ can be recognised from the text „g+1.“

You will find further information about which data Google collects for what purposes and information on the further use and application of these data in the Privacy Policy for the +1 button at: <http://www.google.com/intl/en/+/policy/+1button.html>.

You will find Google's Privacy Policy at: <http://www.google.com/intl/en/privacypolicy.html#information>.

6.3. Twitter

Twitter is a microblogging service provided by Twitter, Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA.

You will find further information about data collection, evaluation and processing by Twitter and your rights relating thereto in Twitter's Privacy Policy, which can be called up at <http://twitter.com/privacy>.

6.4. Pinterest

Pinterest is a social network provided by Pinterest, Inc., 635 High Street, Palo Alto, CA, 94301, USA.

For Pinterest's Privacy Policy please visit the following link: <https://about.pinterest.com/en/privacy-policy>. You can prevent data capture by Pinterest on the following site: <https://help.pinterest.com/en/articles/personalization-and-data-other-websites>.

7. FURTHER TRANSMISSION OF YOUR DATA TO THIRD ARTIES

7.1. General notes on further transmission of data

We pass on your data only in the following cases:

- If you have given your express consent thereto under Article 6(1)(a) of the GDPR.
- If such further transmission is allowed and is required under Article 6(1)(b) of the GDPR for handling contractual relations with yourself or for executing precontractual actions effected at your request (e.g. passing on your delivery address to forwarding agents or customs).
- If we have a legal duty to pass them on under Article 6(1)(c) or (e) of the GDPR, in particular if we have a duty of disclosure to an official body (e.g. the tax authorities).
- If such further transmission is necessary under Article 6(1)(f) of the GDPR in order to assert, exercise or defend legal claims and no grounds exist for assuming that you have a protective interest in your data not being passed on which outweighs other considerations (e.g. further transmission to a collection agency as part of receivables management).

7.2. Further transmission to external service providers

A part of the data processing set out in this Privacy Policy may be carried out on our behalf by external service providers. Along with the service providers named in this Privacy Policy, these may also include computer centres, which store and manage our website and databases, IT providers which maintain our systems, and corporate consultants.

Insofar as we pass on data to our service providers, these providers may only use these data to carry out their tasks. Any processing of your data by the service providers so commissioned will be carried out under a processing agreement pursuant to Article 28 of the GDPR. We choose and commission these service providers carefully. They are contractually bound to follow our instructions, have suitable technical and organisational measures for the protection of data subjects' rights, and are monitored by us regularly.

Should we, over and beyond this Privacy Policy, pass on your data to a country outside the European Economic Area (EEA), we shall inform you of this circumstance as necessary and tell you of the specific guarantees on which this data transfer is based. Should you wish to receive copies of guarantees to certify an adequate level of data protection, please contact our Data Protection Officer (see Section 1).

8. LINKS TO OTHER WEBSITES

Websites of other providers not associated with ourselves may be linked on STYLEBOP.com. If you follow these links, we will no longer have any influence on which data are collected by the provider in question and how the data are used. You will find precise information on such data collection and use in the Privacy Policy of the provider in question. Since by its nature such data collection and processing is beyond our control, we cannot undertake any liability with respect thereto.

8.1. EHI

On our website we use the EHI Seal of Quality („EHI Certificated Online Shop“), a widget of EHI Retail Institute GmbH, Spichernstrasse 55, 50672 Cologne, Germany („EHI“). When you visit our website, dynamic contents (current evaluation of the shop, certificate etc.) will be loaded into the widget by EHI's servers. In this process your IP address, the website previously visited, the date and time of the call-up, the data volume transmitted, the browser type with version, the operating system you are using, and the requesting provider (referrer data) will be transmitted to the EHI servers. Processing will take place on the grounds of our legitimate interest in an optimisation of our web services under Article 6(1)(f) of the GDPR.

You will find further information about data protection at EHI at: <https://www.ghi-siegel.de/datenschutz>

9. DATA SECURITY

STYLEBOP has taken technical and organisational measures to guarantee that the systems of STYLEBOP.com are protected against misuse and the personal data of its users against loss, manipulation and unauthorised access. Transmission between our website and your browser is encrypted. For this purpose we use „secure socket layer“ transmission (SSL). In this way your data cannot be read by unauthorised third parties during transmission on the internet. Most up-to-date browsers support this encryption technology.

Please note that communication by e-mail with STYLEBOP is non-encrypted, so that e-mail correspondence may possibly be read by third parties without authorisation on the transmission channel.

10. PERIOD OF STORAGE

Unless stated otherwise in this Privacy Policy, we store and use your data only as long as this is necessary to perform our contractual or statutory duties or to fulfil those purposes for which the data were collected. Following expiry of the statutory periods of limitation, however, we restrict such processing, i.e. your data will be then used only to comply with statutory duties (e.g. duties of storage under tax and commercial law with regard to order and payment data). In this case we have a duty to store these data for up to ten years in our system.

If you cancel or delete your STYLEBOP.com account, we shall erase all data about you which are stored there. Should a complete erasure of your data not be possible for legal reasons, or not necessary, the data in question will be restricted for further processing. As a rule your order and payment data and any further data are subject to the statutory periods of storage set out above.

(The legal basis for the saving of your data for purposes of fulfilling statutory duties of storage is Article 6(1)(c) of the GDPR).

11. YOUR DATA PROTECTION RIGHTS

Under data protection law you enjoy the following statutory data protection rights. To assert these rights you can contact us or our Data Protection Officer (see Section 1) directly at any time:

- You have the right at any time to require information about the processing of your personal data by us. In providing this information we shall explain our data processing to you and provide you with an overview of the data stored relating to your person.
- Should data stored with us be incorrect or no longer up-to-date, you enjoy the right to have these data corrected.
- You can also require the erasure of your data. Should in the exceptional case such erasure not be possible due to other legal regulations, the data will be blocked, so that they are only available from now on for this statutory purpose.
- You can also have the processing of your data restricted, e.g. if you believe that the data stored with us are not correct.
- You have the right of data portability, i.e. the right to require that we send you at your request a digital copy of the personal data which you have supplied.

You also have the right too complain to a data protection supervisory authority. The data protection supervisory authority to which STYLEBOP.com is subject is the Bavarian State Office for Data Protection, Promenade 27, 91522 Ansbach (Germany).

12. RIGHT OF WITHDRAWAL AND OBJECTION

If you wish to exercise your following statutory rights of withdrawal and objection, a notification without formal requirements to the contact details set out in Section 1 will suffice.

12.1. Withdrawal of consent

Under Article 7(2) of the GDPR, you have the right to withdraw at any time a declaration of consent once given. This will have as a consequence that we no longer continue in future the data processing based on this consent. The legality of the processing which has taken place pursuant to the declaration of consent up to the time of withdrawal will not be affected by your said withdrawal.

12.2. Objection to processing of your data

Insofar as we process your data on the grounds of legitimate interests under Article 6(1)(f) of the GDPR, you have the right under Article 21 of the GDPR to object to the processing of your data should reasons exist arising from your particular situation or the objection is directed towards direct marketing.

Should your objection be directed towards direct marketing, you have a general right of objection, which will be implemented by us even without statement of grounds.