



## The Business of Fashion - Privacy Policy

Last updated: 12 June 2023

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



	<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>		<b>Consent</b>
<b>Profile and Engagement Information</b>	<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>	<b>Legitimate Interest</b>



	<p><b>Information you choose to give us</b>            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>		<b>Consent</b>
<b>Contact Information/ Communications</b>	<p><b>Information you choose to give us</b>            Address</p>	<b>To post your print magazines to you</b>	<b>Contractual Performance</b>
	<p><b>Information you give us</b> email</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>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> <ul style="list-style-type: none"> <li>- Purchase confirmations</li> <li>- Subscription renewal reminders</li> <li>- Technical notices</li> <li>- Package or pricing changes</li> <li>- Security alerts</li> <li>- Administrative messages</li> <li>- Failed payment alerts</li> </ul>	<p><b>Contractual Performance</b> (where we are required to notify you of changes to the Terms and Conditions), otherwise <b>Legitimate Interest</b></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</p>	<p><b>Contractual Performance</b></p>
		<p>requests for assistance</p> <p>Repairing and improving our Services</p>	
	<p><b>Information you give us</b> email, 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 send you onboarding advice, via app or email</b></p> <p>Guidance to help you become more proficient in using a Service.</p>	<p><b>Legitimate Interest</b></p>
	<p><b>Information you give us</b> email</p>		
	<p><b>Information we store</b> details of services you signed up for app notification settings</p>		
	<p><b>Information you give us</b> email</p>		<p><b>Contractual Performance</b></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><b>Information you give us</b> email, city, country</p> <p><b>Information we store</b> details of services you signed up for details of your</p>	<p><b>To send communications via email which you have signed up to and fall</b></p>	<p><b>Contractual Performance</b></p>

	<p>engagement with services (for example course completion)</p> <p><b>Information you choose to give us</b> job alerts settings/criteria</p>	<p><b>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>Congratulations on your course completion and useful links to refer to (to retrieve your certificate, for example)</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>Information you choose to give us</b> App notification settings</p>	<p><b>To send you notifications of new content</b></p>	<p>Consent (you can unsubscribe from these emails)</p>

# BoF

	<p><b>Information you give us</b> email</p> <p><b>Information we store</b> details of services you signed up for</p>	<p><b>To send you newsletters you have signed up to</b> These may include Third Party messages.</p>	<p>Consent (you can unsubscribe from these emails).</p>
	<p><b>Information you give us</b> email</p> <p><b>Information you choose to give us</b> emails of your contacts</p>	<p><b>To enable you to share with friends</b> Send articles or jobs to your contacts</p> <p>You confirm that you have obtained permission for BoF to email your contacts</p>	<p><b>Consent</b></p>

<p><b>Contact, Profile and Engagement Information</b></p>		<p><b>Personalised BoF</b></p>	<p>Consent (you can unsubscribe from these personalised emails)</p>
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	<p><b>Information you give us</b></p> <p>email location</p> <p>details regarding your current role, position, level and employer</p> <p><b>Information we store</b></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>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>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><b>Information you give us</b></p>	<p><b>To help you discover and connect with our community</b></p>	

	<p>email</p> <p>location</p> <p>details regarding your current role, position, level and employer</p> <p>Information we store</p> <p>details of your engagement with our services (e.g. newsletters opened, articles read, course completion %, jobs you have applied for</p> <p><b>Information you choose to give us people and businesses you follow</b></p> <p>details you publish on your profile</p> <p>details regarding your current role, position, level and employer, length in time in current role, field of employment</p> <p>school name, school programme type, school course, field of study</p>	<p>To personalise your experience and improve your ability to discover others, we analyse the activities of our community to provide activity feeds, notifications and recommendations that are most relevant for you and your experience via email, on site and via app notification (depending on your settings) by automated individual profiling. One example of this is where you use the 'Follow' feature.</p> <p>Please see the <i>Profiling</i> section below to understand what this means and what your rights are.</p>	<p>Contractual performance (to provide the community services, including the 'Follow' feature); consent (to send marketing communications of third party products and services)</p>
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	<p><b>Information you choose to give us</b></p> <p>name</p> <p>avatar image and cover asset</p> <p>profession</p> <p>nationality</p> <p>location</p> <p>details regarding your current and previous roles, positions, experience, projects, levels and employers</p> <p>education (including courses completed with us)</p> <p>memberships (including BoF membership status)</p> <p>links to social media</p> <p>any additional information you choose to submit on your profile (including details of your engagement with our services and "Get To Know Me" answers)</p>	<p><b>To allow you to create a profile and publish and share your profile</b></p> <p>When you make your profile public or share it with career partners, visitors, members and partners will be able to see all the content you have uploaded and recent activity</p> <p>Publishing and sharing your profile will enable employers/ recruiters to find you and filter you into search results via the correct criteria</p> <p>Users will have a choice to: (i) share their profile with specific job recruiters as part of an application; (ii) share their profile to recruiters generally as part of the Candidate Search; or (iii) make their profile public. If you choose to be part of the Candidate Search, any person who has signed up for a Candidate Search recruiter account will be able to view your profile. If you choose to make your profile public, any visitors to the BoF website may view your profile and parts of your profile (including name, avatar image, membership status, job title and organisation) may be displayed in search engine results</p>	<p>Contractual performance (to provide the profile services); consent (your profile will only be made visible or shared with career partners with your consent)</p>

# BQF

<b>Purchase Information</b>	<b>Information you give us name</b>  Location (current and registered address)  Some of your card details (billing address, billing location, card type, the first 6 and 4 digits of your card number, expiry details).	<b>To facilitate your purchase transaction and future renewals</b>  Tailor pricing to your local currency and tax region  Help you identify which card you used for your purchase  Advise you if your card will expire prior to your renewal date (for recurring subscriptions)	Contractual Performance and to comply with legal obligations (such as tax obligations)
		Advise you of upcoming renewals	

	<p><b>Information you give the third party</b> first and last name email location</p> <p>full card details (including number and security code)</p>	<p><b>To facilitate a thirdparty 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><i>The following pieces of basic information must be included within an application:</i></p> <p>Name, email address, city, country, years of experience, current job title, current company and, if applicable,</p>	<p><b>To allow you to make an application and send your job applications to partners on the BoF platform</b></p> <p>Provide a platform to complete job application for the relevant job</p>	<p>Contractual Performance (to provide the career services), Consent (application information will only be shared with your consent when you click apply for the relevant position)</p>

	<p>professional member badge <b>Other application information:</b></p>	<p>Enable you to easily reuse your data for future job applications</p>	
	<p>details regarding your previous roles, position, level, and employer</p> <p>details about your educational history including school(s) attended and courses taken</p> <p>image avatar</p> <p>CV and cover letter answers to optional questions posed by job posters cover letter</p> <p><b>Information we store</b> The job you are applying to</p>	<p>Certain basic information must be included within an application, details of the basic information required will be provided at the application stage. Where the partner hosts the application on an external website, we shall submit the basic information to the relevant partner at the point of redirecting you to the partner's website</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><b>Information you choose to give us</b> details about your current salary</p> <p>URL to your portfolio and profile</p>	<p>The minimum information required</p>	<p>Consent</p>
	<p><b>Information you give us</b> 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>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>



<b>Corporate Accounts – User Details</b>	Email address, level of engagement with content, articles accessed and viewed and related time stamps (including via web and mobile access)	To administer individual user accounts.	Legitimate Interest
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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.

### **Profiling**

Where you use certain features of our Services, such as the 'Follow' feature to follow companies and brands you are interested in, we will use the data described above (in the *To help you discover and connect with our community* section) to create an automated profile about what content, articles, and job offers we think you will be most interested in hearing about. We do this by collecting and statistically analysing your information and the way you use the Website and Services, to automatically match you with the content on our Website.

You have the right at any time to ask that we stop using your data for such automated profiling, or you can contact us if you would like to understand more about the data used to create your profile. If you ask us to stop using your data for profiling, you will no longer receive content targeted or personalised for your specific interests.

### **Marketing**

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

<b><u>Type of marketing activity</u></b>	<b><u>Use Justification</u></b>
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 your data to conduct any of these types of marketing.	Consent (which can be withdrawn at any time)



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.
- Facebook: a social media and social networking service used by us to enable paid marketing.
- Auth0: A authentication and authorisation system used to register and login users, as well as secure user passwords.
- Braze: A customer engagement platform used to allow us to better communicate and engage our users across all products
- mParticle: A customer data platform used by us to track and maintain consent status for users across all systems and tools we use
- Madgex: A job board vendor used to power the BoF Careers platform.
- Brightback: A service which uses data to enable our cancellation process.
- ProfitWell: A subscription metrics service which uses data to help us manage our dunning and payment processes
- Active Campaign: A marketing automation platform we use to track user behaviour
- Prospect Global Ltd (trading as Sopro): a lead generation / campaign management tool.
- Sendgrid: A transactional email platform

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 share your email address with social networks such as Facebook and LinkedIn, and search engines such as Google, to show you targeted advertising and to identify individuals with similar interests to you who are likely to be	Legitimate interests



interested in The Business of Fashion. We do this because of our legitimate interest to promote our business.	
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.
Right to Object	You have the right to object to us handling your personal data when: <ul style="list-style-type: none"><li>• We are handling your personal data based on our legitimate interests (as described in the sections above). If you ask us to stop handling your personal data in this way, we will stop unless we can show you that we have compelling grounds as to why our use of your personal data should continue.</li><li>• For marketing purposes. If you ask us to stop handling your personal data on this basis, we will stop.</li></ul>

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 c/o Blick Rothenberg, 16 Great Queen Street, Covent Garden, London WC2B 5AH, United Kingdom.

**For the EU Representative appointment:** We have appointed a representative in the EU. You can contact them by post at Taylor Vinters Europe Limited, Clifton House, Fitzwilliam Street Lower, Dublin, Dublin, D02 Xt91, Ireland, or by email at [representative@taylorvinters.com](mailto:representative@taylorvinters.com)



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