

# COOKIES | BACK MARKET

When you use our websites, information linked to the browsing activity carried out using your internet access device (PC/laptop, tablet, smartphone, etc.) may be recorded in "cookie" files that get stored on your device. You can choose whether to allow the use of these cookies or not and can modify the choices you make at any time.

## What is a cookie?

The term "cookie" is used to refer to multiple technologies (cookies, tags, pixels, JavaScript code, etc.) that can be used to track browsing activity or analyse the behaviour of a website visitor. These technologies are constantly being developed and updated.

A cookie is a small text file saved by your PC's/laptop's, tablet's or smartphone's web browser and which enables user data to be stored for the purposes of facilitating the browsing experience and enabling the use of particular features.

There are two kinds of cookies used on our websites:

- first-party cookies, which are placed on your device by Back Market and used by our websites for browsing and functionality purposes;
- third-party cookies, which are placed on your device by third-party partner organizations for the purposes of identifying your areas of interest and sending you personalized offers. These third-party cookies are managed directly by the organizations that generate and maintain them, and who are also required to conform with data protection legislation.

## What are the cookies generated by our website used for?

Back Market generates different types of cookies, the purposes of which are described below.

### Feature cookies

These cookies are essential to the process of browsing our websites, making it possible, in particular:

- to store information collected from you via forms you complete (account creation and account access, subscription services, shopping cart contents, etc.);
- to enable you to access areas of our websites reserved for you personally - such as your personal account space - via the use of account identifiers;
- to implement security measures, such as when you are requested to log on to your account again after a certain period of time.

### Analytical and audience measurement cookies

These cookies enable us to compile statistics and monitor the numbers of visitors using our websites and services so that we can improve both them and the experience you have as a user of our sites. In order to achieve this, we use audience measurement cookies, and in particular, Google Analytics.

### Personalization of advertisements based on your areas of interest

We try hard to show you those offers and ads that are most relevant to you, and we do this by using ad cookies that make it possible to display to you, in real time, content that most closely matches your areas of interest, as deduced from your recent browsing activity.

### Personalization of the user experience

These personalization cookies enable us to:

- adapt the presentation and appearance of our website to the particular internet access device used;
- adapt the presentation and appearance of our websites to the preferences of each individual user. In particular, Back Market uses A/B testing, which makes use of cookies, in order to personalize content and provide variant versions of our sites. Though these cookies are not essential, they do enable you to browse our websites more smoothly and fluidly, and this applies no matter what device you are using.

Most of these cookies expire at the end of your visit to our sites. Others have a longer lifespan, though this never exceeds 13 months, which is in compliance with current legislation.

An exhaustive list of the kinds of cookies that may be stored on your terminal is available [here](#).

## Accepting or blocking cookies

There are several options available to you where managing cookies is concerned. Any changes you make to your settings (with respect to allowing or blocking cookies) are likely to affect your browsing of our websites and your access to certain services requiring the use of these cookies.

If you choose to prevent cookies being stored on your device, or if you remove those that have already been stored, we cannot be held responsible for any consequences this may have with respect to any reduced functionality of our services resulting from our inability to store or access the cookies necessary for their functioning.

You can choose to set or modify your preferences with respect to cookies at any time using the methods described below.

### Via your web browser settings

You can choose to deactivate cookies at any time. Your browser can also be set to alert you when cookies are stored on your device and ask you whether you want to accept them or not. You can either accept or block cookies on a case-by-case basis or set your browser to automatically refuse them by default.

Please bear in mind that changing your settings may alter your access to those of our services that require the use of cookies.

If your browser is set to block all cookies, you will not be able to make purchases or use essential features of our website (e.g. add items to your shopping cart). In order to manage cookies in a way that matches your requirements as closely as possible, we recommend you take into account the purposes for which cookies are used, as described above, when altering your browser settings.

Each browser is different where managing cookies and setting your options is concerned. The procedure will be described in your browser's help menu, where you will be able to find out how to change your settings to match your preferences.

Chrome

<https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>

- In the Chrome menu, select "Settings"
- Display advanced settings
- Go to the "Privacy and security" section
- Click "Content Settings"
- In "Cookies" (the first section), click "See all cookies and site data"
- Find the cookies you want to delete and click the trash can icon to remove each one. You can also choose to block all cookies.

#### Firefox

<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

- In the Firefox menu, go to "Tools" and select "Options"
- Select the "Privacy" panel and click "Show cookies"
- Find the cookies you want to remove, select them and click "Remove Selected"

#### Internet Explorer

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

Internet Explorer does not allow you to manage cookies individually. To remove all your cookies:

- Click "Tools" then "Internet options"
- In the "General" panel, under "Browsing history", click "Delete"
- Check the "Cookies" checkbox and click "Delete"

#### Safari

<http://docs.info.apple.com/article.html?path=Safari/3.0/fr/9277.html>

- In the Safari menu, select "Preferences"
- In the window that opens up, go to the "Security" tab
- Click "Show Cookies"
- In the window that opens up, find and select the cookies you want to delete and click "Remove"

## Private browsing

The "Private browsing" offered today by all browsers allows you, in particular, to browse anonymously, i.e. without the history of the pages you've visited and your downloads being saved. Where cookies are concerned, any that are stored during your browsing are removed when you close your browser. This does not amount to a way of blocking cookies therefore, but their lifetime is limited to the length of time you spend browsing.

## Deactivating third-party cookies

By deactivating third-party cookies, you can block all cookies except those generated by Back Market. Here are the procedures to follow in the various browsers if you want to block third-party cookies:

### Chrome

- In the Chrome menu, select "Settings"
- Display advanced settings
- Go to the "Privacy and security" section
- Click "Content settings"
- In "Cookies" (the first section), set the "Block third-party cookies and data" option
- Save the changes by clicking "OK"

### Firefox

- In the Firefox menu, go to "Tools" and select "Options"
- Select the "Privacy" panel and click "Show cookies"
- Set the "Accept third-party cookies" setting to "Never"
- Save the changes by clicking "OK"

### Internet Explorer

- In the Internet Explorer menu, go to "Internet options"
- In the "Privacy" tab, click the "Advanced" button
- Set the "First-party cookies" option to "Accept" and the "Third-party cookies" one to "Block"
- Save the changes by clicking "OK"

### Safari

- In the Safari menu, select "Preferences"
- In the window that opens up, go to the "Security" tab

- In the "Block cookies" setting, select "Only from websites I visit"

## Stating your preferences

Functional cookies (required) - cannot be deactivated

Yes

No

Do you agree to allow cookies to be stored and read in order to enable Back Market and its Partners to personalize your user experience on our websites?

IMPORTANT: If you choose "No", the quality of your browsing on our websites may be degraded, making your experience less enjoyable and less well adapted to your equipment and internet connection (particularly with respect to the device you browse with).

Yes

No

Do you agree to allow us to access and read cookies in order to analyse your browsing and measure our website's audience?

Yes

No

Do you agree to allow cookies to be stored and read in order to enable Back Market and its Partners to analyse your various areas of interest for the purpose of displaying personalized advertising to you? IMPORTANT: If you choose "No", you will still see advertisements, but they will simply no longer be personalised to match your areas of interest and expectations.

Yes

No