

PRIVACY POLICY – Guerlain.com – UK

Guerlain pays particular attention to the processing, confidentiality and safety of your personal data.

This aim of this privacy charter is to provide you with clear, simple and complete information about how we process the personal data you give us or the data we may collect while you are browsing our website, how it may be transferred to third parties and your rights and options to control your personal information and protect your privacy.

Guerlain SA, company with headquarters located at 68 avenue des Champs-Élysées – 75008 PARIS – France, registered in the Paris trade and companies register under no. 582 022 265, are the data controllers of personal data collected on the website www.guerlain.com in the sense of regulations applying to personal data, in particular Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and the free movement of such data (hereinafter the "GDPR").

I. What is personal data?

Personal data is any information about an identified physical person or a physical person that may be directly or indirectly identified via an identification number or one or more elements particular to them, such as their last name, first name, date of birth, customer number, order number, photo, etc.

II. When can we collect your personal data?

We can collect your personal data when you:

- create a customer account on our website, apps, or in our stores;
- order goods from our website;
- make purchases in stores;
- join our loyalty program;
- use our online services, such as the chat service;
- agree to receive marketing communications from us by email, telephone, SMS or post, depending on your selection;
- answer surveys or satisfaction questionnaires based on your customer experience;
- interact with our Company via its official page on social networks or when we suggest re-use of content that you have published on a social network;
- contact our customer service;
- send requests for information to our Company;
- take part in an event we organise;
- browse on the Internet using cookies (including Bee Respect) or similar technology or when you click on advertisements for our products.

III. What personal data might we collect?

(i) As part of the services we provide, we may need to collect certain data directly from you using electronic forms on our website, mobile apps or in selected stores, or in paper form, for a range of purposes (see IV for a list of processing purposes).

Information we might collect includes:

- Your identity
- Your contact details (e.g. email address)
- Your personal preferences in relation to the products we market or to our website (language);
- Information relating to your orders, their tracking and your purchase invoices;
- Information you may provide for our customer service;
- Specific health data if you notify us of any undesirable side-effects concerning any of our products;
- Your bank details if you place an order via our website;

Personal data essential to Guerlain is marked with an asterisk on all personal data collection forms on our website, in electronic form at some of our counters and stores, as well as off-line in paper form. If you do not fill in these compulsory fields, Guerlain will probably be unable to respond to your request and/or provide you with the requested services. Other information is optional and enables us to get to know you better and improve our communications and services with respect to you.

(ii) We may also collect certain data generated by your purchases of products or services, online or in stores, particularly information regarding the amount and type of your purchases.

(iii) Lastly, we may collect information regarding the use of our websites (Guerlain, Bee Respect), especially with respect to your browsing (pages visited, links clicked, etc.). Some of this information may be collected using cookies placed in your web browser when you browse our website. For more information about cookies, read point 'Information on Cookie Management' at the end of this policy.

IV. For what purpose is your personal data collected and used?

Guerlain processes your data to:

- enable you to create a customer account on our website, applications and at our counters and in our stores;
- manage your access to your customer account on the Internet or our applications;
- process and manage your online orders and their delivery;
- record purchases made at our counters or in our stores;
- secure online transactions, prevent fraud, payment incidents and manage debt collection (see our terms and conditions for more details) ;
- manage customer relations with respect to any requests for information or complaints you may send us via our website, customer service or social network pages;
- trace and manage any alerts you may send us as part of our cosmetic vigilance obligations;

- manage and optimise your customer experience by improving our knowledge of our customers;
- propose appropriate, tailored services, particularly when we enhance our products and services;
- conduct statistical analyses to develop management, measuring and reporting tools in order to adjust and improve our sales, marketing and product manufacturing (including Bee Respect);
- subject to your consent, send you information on our offers, news and events on your chosen communication media;
- manage your participation in any events to which you have signed up;

V. What legal grounds legitimise the processing of your data?

Guerlain processes your personal information:

- to perform the contract agreed between yourself and Guerlain, to manage your access to your customer account and to process and track your orders;
- within the framework of its legitimate interest for the purposes of marketing management, securing its digital media (websites, applications, etc.) and combating fraud ;
- when you have given your consent for the processing of your data, especially for the purposes of managing our sales prospection, and of your browsing data via cookies, etc.
- within the framework of compliance with our legal obligations, particularly fiscal obligations (conserving purchase invoices) and cosmetic vigilance with regard to Regulation (EU) 1223/2009 of 30 November 2009 on cosmetic products;

VI. Who are the recipients of your personal data?

Your personal data is processed by the personnel of Guerlain. We ensure that only authorised persons within Guerlain have access to your personal data when this is necessary for the purpose of managing our commercial relations or meeting our legal obligations.

We may also share your personal data with;

- other entities of the LVMH Group, with some of these entities acting as data processors;
- subcontractors, such as:
 - site hosting and maintenance service providers and the providers of our electronic personal data collection solutions at counters and in stores;
 - payment service providers;
 - anti-fraud service providers;
 - logistic service providers;
 - marketing solution service providers;

- sales prospection and social network communication service providers;
- customer service providers;
- service providers for managing cosmetic vigilance alerts;
- event organisation service providers;

Lastly, GUERLAIN may need to share your personal data with third parties to meet its legal, regulatory or treaty obligations, or to respond to requests from authorised legal authorities.

VII. Transferring data abroad

Some recipients of your personal data may be located abroad, including outside of the European Economic Area.

All data transfers outside of the European Economic Area are subject to appropriate guarantees, especially contractual, technical and organisational guarantees, that comply with applicable regulations relating to the protection of personal data.

VIII. How long do we keep your data?

We keep and process your personal data for as long as it is required in order to fulfil the purposes described in this Privacy Policy and as long as it may be required by law such as for tax and accounting purposes.

IX. What are your rights and how can you exercise them?

Under current regulations, particularly the GDPR, you have the right to access and correct your personal data, request erasure, object to processing on legitimate grounds and obtain limitation or portability, insofar as this is applicable.

You can exercise these rights directly with Guerlain by sending an email to dpo@guerlain.fr or a non-registered letter by post to GUERLAIN GUERLAIN – Service Relation Client: 125, rue du Président Wilson – 92593 Levallois-Perret Cedex – France including a document proving your identity.

If, at any time, you no longer wish to receive details of our offers, news and events, you can unsubscribe using the hypertext link provided for this purpose in each mail we send you. You can also send a non-registered letter to GUERLAIN – Service Relation: Client 125 rue du Président Wilson – 92593 Levallois Perret Cedex – France.

You may also lodge a complaint with the Commission Nationale Informatique et Libertés (CNIL) at the following address: 3 Place de Fontenoy - TSA 80715 - 75334 PARIS CEDEX 07

X. Contact details of the Data Protection Officer (DPO) and your right to lodge a complaint

For all questions relating to the collection and processing of your data by Guerlain, you can contact the Guerlain Data Protection Officer at dpo@guerlain.fr.

NOTICE ABOUT COOKIE MANAGEMENT – Guerlain.com - UK

This Notice about cookies applies when visiting the website available at Guerlain.com (hereinafter the “Website(s)”), which belongs to Guerlain. The purpose of this cookie policy is to inform you of the source and use of browsing information collected during your visit to the Website and the tools provided to allow you to express your choices about cookies.

WHAT IS A COOKIE?

Subject to your choices, when visiting the Website, a text file may be placed on your device (computer, smartphone, tablet), courtesy of your web browser. This text file is a cookie. During its validity or registration period, it will allow the sender to identify your device on future visits. Some cookies are essential for using the Website, others optimize and personalize the contents displayed.

WHO SENDS THE COOKIES ON OUR WEBSITE?

Cookies that may be saved to your device when you visit the Website pages are issued by Guerlain and/or third parties. Only the cookie issuer is likely to read or modify the information contained within it. Cookies sent by Guerlain are mainly related to the operation of the Website. The others are third party cookies sent by our partners or advertising agencies, via the advertisements shown on our Website. The examples below are for illustration purposes:

Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

Social Media Cookies

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

Cookie Subgroup	Cookies	Cookies used
facebook.com	fr	Third Party
www.facebook.com		Third Party

Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

Cookie Subgroup	Cookies	Cookies used
stores.guerlain.com	cookieTest	First Party
www.guerlain.com	dw, __cq_dnt, dwanonymous_xxxxxxx, has_js, dwac_XXXXX	First Party
guerlain.com	_pin_unauth, weird_get_top_level_domain	First Party
youtube.com	YSC	Third Party

Cookies specific to the Bee Respect website:

Cookie	Name of the cookie	Description
Culture token	[CurrentCultureUI]	This cookie allows the user to access the website in the language and language variation (e.g. Traditional Chinese) that they previously visited
Google Analytics	GA	This cookie is used to anonymously track user behaviour within the website

Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Cookie Subgroup	Cookies	Cookies used
guerlain.com	_fbp, _gat_xxxxxxxxxxxxxxxxxxxxxxxxxx, rlvt_tmpld	First Party
www.guerlain.com	dwanonymous_xxxxxxx, dwac_XXXXX	First Party
doubleclick.net	test_cookie, IDE	Third Party
youtube.com	CONSENT	Third Party

Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

Cookie Subgroup	Cookies	Cookies used
www.guerlain.com	sid	First Party
guerlain.com	__gclxxx__, _ga, _gid, stld, __55, _gat	First Party
r3gl.net	ua, gi	Third Party
swaven.com	swntid	Third Party
youtube.com	VISITOR_INFO1_LIVE	Third Party

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Cookie Subgroup	Cookies	Cookies used
stores.guerlain.com	_dc_gtm_UA-xxxxxxx, SERVERID110649, cookie_locale, PHPSESSID	First Party
www.guerlain.com	country_data	First Party
guerlain.com	OptanonConsent, OptanonAlertBoxClosed, bm_mi, ak_bmsc	First Party
cookieclaw.org	__cfduid	Third Party
onetrust.com	__cfduid	Third Party
paypal.com	x-cdn, ts, ts_c	Third Party
swaven.com	__cfduid	Third Party

Guerlain makes every effort to ensure that third-party cookies are issued and used in compliance with the applicable regulations.

Cookies specific to the Bee Respect website:

Cookie	Name of the cookie	Description
Session token (session username)	[ASP.NET_SessionId]	Internal identification allowing the management of the session with the server

WHAT IS THE PURPOSE OF THE COOKIES ISSUED VIA THE WEBSITE?:

Subject to your choices, various cookies may be installed on your device for the purposes detailed below. For the sake of transparency and in as much depth as possible, we inform you of the purposes of the third-party cookies that we are aware of, and the ways in which you can make choices about these cookies. All cookies may be cross-referenced with your customer data in order to personalize your experience, limit commercial interaction, ensure the proper functioning of your loyalty benefits, improve our services and guarantee your satisfaction.

- Essential cookies for Website operations

“Essential” cookies are necessary for Website browsing and allow you to use the Website’s main features.

For example, these cookies are intended particularly for:

- saving your choices or desire not to make a choice about tracker cookies;
- service authentication;
- saving the contents of a shopping cart;
- customizing the interface.

Removing them may make it hard to browse the Website or may make it impossible to place an order. These cookies may be installed on your device by Guerlain or its service providers.

These cookies enable or facilitate digital communications and/or may be strictly necessary for the provision of an online communication service at your express request. As a result, they do not require your prior consent. Saving or reading such cookies is necessary for provision of the service and will be based on Guerlain’s legitimate interest in implementing such processing for the proper use of its Website.

- Personalization cookies

Personalization cookies allow us to personalize and improve your user experience, for example by making your searches easier and optimizing your shopping experience. They also allow us to adapt the look of the Website to your device display during your visits.

These Cookies are issued by Guerlain and/or by our service providers. The issue and use of cookies by third parties on our Website may also be subject to the privacy protection policies of these third parties.

Such cookies are saved or read, subject to your prior consent. If you refuse these cookies, you will not be able to benefit from the functionalities described in this paragraph.

- Analytical cookies

Analytical cookies make it possible to gauge the audience for various Website content, to establish visitor statistics and volumes in order to evaluate and improve our service ergonomics. These cookies include those used to create similar profiles that will be prospected according to your information.

These Cookies are issued by Guerlain and/or by our service providers. The issue and use of cookies by third parties on our Website may also be subject to the privacy protection policies of these third parties.

The information communicated to technical service providers is transmitted in the form of aggregate statistics and traffic volumes, excluding any personal information. These statistics are reconciled with the traffic statistics of other websites, as well as with your customer data.

Such cookies are saved or read, subject to your prior consent. Refusing the implementation of or deleting such cookies does not affect your Website browsing but is likely to prevent us from ensuring the best quality of service we wish to offer our visitors.

- Sharing cookies (social links)

Our Website may include third-party computer applications that allow you to share Website content with others, or to publish your visit or opinion of Website content to these other persons. This is notably the case for “Share” and “Like” buttons on social networks such as Facebook, Twitter, Instagram, Pinterest, etc.

The social network providing such application buttons is likely to identify you through this button, if you use the button, and even if you have not used this button but are signed in to the social network when you consult the Website (open session during your browsing). Share buttons will allow you to connect the contents consulted to your user account.

We have no control over the process social networks use to collect information about your Website browsing and associated with the personal data at their disposal. We invite you to consult the privacy protection policies of these social networks.

- Advertising cookies

Advertising cookies are not essential for browsing but allow you to see more relevant advertisements personalized to your interests on the Website as well as other websites you may browse. As such, advertising cookies allow, for example, the display of advertising, capping the display (not presenting the same advertising to a user in a repetitive manner), combatting click fraud, billing the display service, the measurement of targets more interested in the advertising to better understand the audience, etc.

Advertising content personalization can also be achieved by using our partner's technology, to associate your device's Website browsing information with the data you provided us when you registered.

Saving or reading such cookies is subject to your prior consent. Refusing these advertising cookies has no impact on your use of the Website, nor will it stop advertising on the Website. However, we will be unable to offer you advertising that takes your interests into account.

HOW LONG ARE THE COOKIES KEPT?

Cookies saved on your device have a maximum lifespan of six (6) months. At the end of this period, personal data collected through the cookies will be deleted.

HOW TO MANAGE COOKIES SAVED ON YOUR DEVICE

Cookies saved on your device result from the settings you have chosen during your visit, which can be modified at any time under the conditions detailed in this cookie policy.

There are various ways to manage the implementation of cookies, as presented below.

If your device is used by more than one person and operates more than one browser, we cannot be certain that the services and advertisements sent to your device are appropriate for your personal use of your device, rather than of another user of your device. If you choose to share your device and browser cookie settings with others, you are responsible for doing so at your own discretion.

You can express your choices using:

- [The cookie manager](#)

You can decide whether cookies are saved on your device using the cookie settings tool by clicking [here here](#) , in the cookie banner or in the Website footer. Cookies are managed for cookie purposes.

- [Your browser settings](#)

You can also configure your browser to accept and save cookies on your device or to reject them. Each browser has different settings. These are usually described in your browser help menu. We therefore recommend reading it. This will show you how to change your cookie preferences.

- For Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- For Safari: <https://support.apple.com/en-euro/guide/safari/sfri11471/mac>
- For Chrome: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>
- For Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- For Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

Please note: any choices in your browser settings concerning the acceptance or refusal of cookies will be likely to modify your Internet browsing experience and your access to the Website and certain services requiring the use of these same cookies.

- [On the Youronlinechoices website](#)

You can connect to the Youronlinechoices website (<https://www.youronlinechoices.com/uk/your-ad-choices>) built by digital advertising professionals. This website allows you to refuse or accept cookies that may be used to personalize the advertisements shown to you while you browse. This European platform is shared by hundreds of Internet advertising professionals. However, this will not prevent advertisements from being displayed on the websites you visit. It will only block technologies that allow advertising to be tailored to your interests.

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