

1. Cookies used by La Redoute

As explained in the main part of our Privacy Notice and in the sections below, La Redoute uses cookies for various purposes, such as to improve the way our website works for you and to allow us to personalise our website for you. To enable our website to do this your computer, tablet, or phone will need to accept some cookies.

La Redoute places its own cookies: These are cookies used exclusively by La Redoute and they are sent from our website to your device (e.g. computer, tablet or phone).

Cookies placed by a third-party: La Redoute works with other websites or domains that use cookies. Typically, these cookies help us analyse the functioning of our website and help to improve the accuracy of the promotions we send you.

La Redoute and some third parties may create tracking pixels as an alternative to using cookies to check your site usage. Tracking pixels are small image files within the site that allow La Redoute or third parties to understand which parts of the site you visited and whether particular content is of interest.

2. How long do cookies remain?

Session Cookies: These are temporary cookies that collect and store data while you access and navigate the website. Once you leave the site, the cookie disappears. Its purpose is to analyse the way the site works for you.

Persistent cookies: These are stored on your computer and the website uses them the next time you visit La Redoute. These cookies have an expiry date which varies according to the type of cookie. The website uses them to help you with signing in to your account and with completing purchases.

3. Cookies with a specific purpose:

- **Technical Cookies:** cookies necessary for site navigation and to the different options or services online, such as controlling traffic and sending data, identifying the session, restricting access to your account details, remembering your basket and completing a purchase, maintaining your security, allowing access to social networks to share data, and so on.
- **Personalization Cookies:** these help to manage the website depending on how you are using the La Redoute website. The criteria use include factors such as the type of browser through which you access the service, regional configuration, etc..
- **Analytics cookies:** these allow La Redoute and third parties to quantify the number of users and thus measure and assess the way you and others use the website. Browsing is analysed to improve the way we offer products or services. Their purpose is strictly statistical.
- **Advertising Cookies:** are cookies to manage advertising spaces within a website.
- **Behaviour cookies:** these cookies store information based on browsing habits. These cookies ensure you see only relevant advertising linked to your browsing profile.

4. La Redoute cookies

Cookie	Sent by	Expires	Purpose	
ASP.NET_SessionId	www.laredoute.co.uk	At the end of a session	Technical	
TheseusGuid1	www.laredoute.co.uk	7 days after order confirmation	Behaviour	
TheseusCustomer1	www.laredoute.co.uk	1 month	Behaviour	
TheseusCustomerNumber	www.laredoute.co.uk	1 month	Behaviour	
BaseDirectory	www.laredoute.co.uk	1 month	Behaviour	
TheseusSessionCustomer	www.laredoute.co.uk	At the end of a session	Behaviour	
CurrencyShortName	www.laredoute.co.uk	1 year	Technical	
LRCookiePolicy	www.laredoute.co.uk	1 year	Behaviour	
LRSiteUnder_Daily	www.laredoute.co.uk	1 day	Behaviour	
LRSiteUnder_Monthly	www.laredoute.co.uk	1 month	Behaviour	
M.R.Basket	www.laredoute.co.uk	15 days	Technical	
NetwaveBoosterId	www.laredoute.co.uk	1 year	Technical	
siteSelector-LayerShown	www.laredoute.co.uk	At the end of a session	Behaviour	
Theseus_DC	www.laredoute.co.uk	5 days	Technical	
M.R.User	www.laredoute.co.uk	1 year	Technical	

5. Third party cookies

Supplier Name	Purpose	Cookie Description	Further information
Analytics cookies			
ABTasty	Analytics	<p>AB Tasty offers a testing and personalisation service that helps us to trial website changes when we wish to improve our website. The product allows La Redoute to collect anonymous data so we can make the website a better shopping experience for you. Data collected relates to: the connection, such as the browser used; the number of pages viewed and buttons clicked; the number of visits; navigation around the site; time spent on the website; creation and abandoning of a basket. It does not collect personal data such as name, telephone number, and address.</p> <p>3 cookies are placed: ABTasty ABTastySession LiwioReferrer.</p>	
Adobe Tag container / Omniture Analytics	Analytics	<p>La Redoute uses Omniture cookies to record website behaviour for statistical purposes only. The information gathered is used to improve the website. La Redoute analyses the number of visits, page usage, browsing routes and how users interact with the site.</p>	https://www.adobe.com/uk/privacy.html

		No personal data are ever collected.	
Affiliate Window (Awin)	Analytics	Awin is an affiliate service that uses cookies as a tracking method. Awin stores cookies on your device if you visit affiliated sites and records the number of new registrations and sales. The sole purpose of the tracking cookies is to link the registration or sale to a particular advertisement to charge the company. Awin collects no personal data, only information about when and on which device you clicked on the ad and the purchase.	https://www.awin.com/gb/legal
Attraqt / Early Birds	Analytics	Attraqt uses cookies to provide you with more relevant promotions and product suggestions as you browse the website.	https://www.attraqt.com/privacy-policy/
Branch	Analytics	Branch is a Mobile Measurement Platform and helps La Redoute connect customer journeys across the website and app to give a seamless browsing experience. The service also provides La Redoute with data to drive marketing and product decisions.	https://branch.io/policies/#privacy
Glassbox	Analytics	Glassbox allows La Redoute UK to review the customer path on the La Redoute website. The tool records some website browsing sessions, excluding personal information, passwords, and payment details, allowing the La Redoute team to identify unclear or misleading webpages. Glassbox uses cookies to link pages within sessions and produce a meaningful record. It also supports a customer feedback button to allow you to give an opinion of your shopping experience to La Redoute.	
Google Analytics	Analytics	Google Analytics uses a set of cookies to collect information and report site usage statistics without personally identifying individual visitors to Google.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage
SingleView	Analytics	SingleView is a marketing analytics system, and part of Affiliate Window (Awin), that uses cookies to gather data onto its tracking platform. The data is stored in databases and software is used to process the data. SingleView does not collect, store or process any data that can be classed as Personally Identifiable Information. SingleView analyses your path through the site. The SingleView tracking pixel fires on each initial	https://singleview.media/privacy

		website entry and conversion event eg. an ecommerce sale. The data collected on website entry are: visit ID; timestamp; client site name; referrer URL; landing URL. The additional details captured during a conversion event are order ID and order amount.	
Tag Commander	Analytics	Tag Commander uses cookies and pixel tags to collect data such as the IP address of the computer, the time of delivery, the operating system of the user, the purchasing behaviour and your browsing behaviour. The latter may include the date and time you were on the website, the pages visited, the type of products purchased, order and registration information, along with other clickstream data. None of the data is personally identifiable.	https://www.commandersact.com/en/privacy/
Behaviour Cookies			
Criteo	Behaviour	Criteo uses cookies to provide more relevant advertisements to you [as you browse the internet?]. The following information is collected: Activity information for a user's activity on the web (number of pages viewed, products viewed, searches). Details for Criteo's Adservicing technology (which counts how many advertisements Criteo has shown). Criteo collects this information to improve the advertising presented to you and to provide a better mix of products. Criteo cookies do not collect personally identifiable information. Criteo's cookies (acdc, udc, uic, uid) can be enabled from a number of different domains, including: .criteo.com, .smartadserver.com, ad.360yield.com, ad.yieldmanager.com, .rubiconproject.com, .pubmatic.com, .bubblestat.com, .atdmt.com, .anuntis.info, .openx.net, .facebook.com, .adnxs.com, .tag.admeld.com.	https://criteo.com/privacy
EMS	Newsletter	Used to avoid asking repeated questions about promotional preferences.	
Facebook	Behaviour	Facebook uses cookies and pixels to understand and display ads more relevant to you. Facebook also uses cookies to check if a person who has seen an ad on	https://facebook.com/about/privacy/cookies

		Facebook has then entered the advertiser's page. Similarly, our partners may use a cookie to determine whether we have displayed an ad and how it has worked or to provide us with information about how the user has interacted with it. Social Plugins may also use cookies to remember the session or for security purposes.	
Google Adwords	Behaviour	Google Analytics Cookies generate an anonymous user ID, which is used to count how many times a user visits the site. It also records when you first and last visited the site. It also calculates when a session has ended, the user's origin, and keywords.	https://business.safety.google/adscookies/
Microsoft / Bing	Behaviour	Bing uses its cookies to track advertising activity on the Bing network and to be able to deliver tailored advertising to the user. Any information that is gathered will remain anonymous and cannot be used to identify you.	https://about.ads.microsoft.com/en-gb/privacystatement
RTB House	Behaviour	For the purposes of conducting personalized advertising campaigns, LaRedoute processes certain data regarding users' online activity on this website. This data includes online identifiers (e.g. cookie ID / mobile advertising ID), information regarding specific pages entered, products viewed or added to shopping cart and purchased along with timestamps as well as technical device and browser details. LaRedoute engages RTB House Ltd., an ad tech company, as a third-party subcontractor, to conduct advertising campaigns and display personalized ads to users, based on this data. Insofar as this data constitutes "personal data" under the GDPR, LaRedoute acts as a data controller and RTB House Ltd. acts as a data processor. For more information on RTB House retargeting technology please visit: https://www.rtbhouse.com/privacy-center/services-privacy-policy/	https://www.rtbhouse.com/privacy-center/services-privacy-policy/
Twitter	Behaviour	Twitter cookies also appear on La Redoute and store session and security information.	https://help.twitter.com/en/rules-and-policies/twitter-cookies
Upsellit	Behaviour	Listed by Tag Commander – no DPM record? Upsellit offers a sales or service prompt at the correct times during the user journey, for example by offering the LRUK App or	https://labs.upsellit.com/privacy-policy

		suggesting to check the size guide before purchase to allow the customer a better order experience.	
Personalization Cookies			
Batch	Personalization	Batch assists with online pushes and personal notifications	https://batch.com/fr/privacy-policy
Pinterest	Personalization	Provides for personalised advertisements on the Pinterest platform	https://policy.pinterest.com/fr/ad-data-terms
Reach5	Personalization	Facilitates customer connections to La Redoute from social media accounts	https://reachfive.com/privacy-policy
Veesual	Personalization	Veesual provides an online fitting room and helps the customer to create looks on the La Redoute site. Veesual uses cookies to link pages within a single session to provide a meaningful result for the customer. (Used in UK?)	https://www.veesual.ai/privacy-policy
Webloyalty	Personalization	Webloyalty uses the adunblocker tag on the LaRedoute site to serve advertisements, and to track visits to the Webloyalty site. The data is anonymously collected and is used to improve its offers. When you click through to a retailer from Webloyalty's site, your browser redirects via an affiliate network which drops a cookie on your computer. The cookie stores tracking information so that when you visit a retailer via the Webloyalty site, any purchases made are tracked to give you your cashback.	https://www.remisesetreductions.fr/terms-and-conditions
Social Content Cookies			
Olapic	Social Content	Allowing La Redoute UK customers to add their own images / videos to reviews etc.	https://www.socialnative.com/privacy-policy/
Technical Cookies			
DataDome	Technical	DataDome improves site security, and protects genuine customers, by identifying bot-based usage.	https://www.dimelo.com/fr/blog/politique-de-confidentialite/