

Your Data is therefore collected and/or processed notably for the following purposes:

| Purposes | Personal data collected | Legal basis | Retention period |
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| ... to enable you to create a “DFS Circle” account and thus be part of the DFS membership program | Title First name Last name Email address Mailing address Mobile number Date of birth (optional) | Performance of a contract | As long as your account remains active, on the condition that you do not close it (for more information, please see the DFS CIRCLE terms and conditions). If your account remains inactive for a period of five (5) years, DFS will contact you to determine whether you wish to maintain it or not. Otherwise your account will be closed and your Data erased |
| ... to manage your orders and to access to your order history on our Website | Title First name Last name Email address Mailing address Transaction data Mobile number Order history | Performance of a contract | As long as your account remains active, on condition that you do not close it |
| ... to allow us to send you your e-ticket if you are not a DFS CIRCLE member | Email Transaction data | Legitimate interest of DFS to comply with its legal obligation | Your data will be kept six (6) months in active database and 10 years in archive |
| ... to manage tax refunds of your transactions in the stores | Title First name Last name ID card Company name (if provided) Mailing address Purchase and reservation history | Performance of a contract | Six (6) months, unless there are specific, documented and approved purposes to retain cardholder data for longer |
| ... to manage the invoicing and payment of your transactions in the stores | Title First name Last name Company name (if provided) Email address Purchase and reservation history | Performance of a contract | Invoices are kept for 10 years after the purchase |
| ... to manage the delivery of your purchases. The data is collected by DFS and sent to the delivery | Title First name Last name | Performance of a contract | The delivery form is kept five (5) years in |

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| company to process the delivery. For more information on this processing please consult delivery company privacy policy. | Email address Mailing address Mobile Numbers | | archive |
| ... to manage your online reservation, (on our Website or via other applications) | Title First name Last name Email address Mailing address Mobile number Contact or reservation references Chat conversations | Performance of a contract | Until the purchase is made or up to 30 days |
| ... to allow you to create a wish list via the Website or via other applications | Title First name Last name Email address Mobile number | Performance of a contract | This data will be kept for a maximum of 30 days |
| ... to allow you to use DFS Guided Shopping and make purchases | Title First name Last name Email address Mailing address Mobile number Passport information Payments information | Performance of a contract | Your Data will be kept for the processing your purchase. If your transaction is above 10 000 euros, your passport information is kept for 5 years in archive |
| ... to answer your questions sent via the "Contact us" form available on our Website | Title First name Last name Email Mobile number (optional) Country Request content DFS CIRCLE account number (optional) | It is in our legitimate interest to respond to your requests to ensure your satisfaction and to maintain our relationship. | Time required to process the request |
| ... to send you information on our offers, products, latest news and events (newsletters, invitations to events organised by DFS, including private sales and other news publications) | Title First name Last name Email address Mailing address Mobile number | Your consent, where required. | Five (5) years from their collection or your last purchase or until you unsubscribe |
| ... to carry out statistics, segmentations, marketing analysis, clienteling and profiling following your visits to the stores, | Cookies and trackers Login data History of Purchases Interests | Your consent, where required It is also in our legitimate interest to understand better | Duration of the analysis or five (5) years from their collection or your last purchase or until |

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| your visits to our Website, or your use of applications , in order to send you personalized messages / contents and to implement an adapted relational program | | our customers and to contact them more efficiently | you unsubscribe |
| ... to manage, optimise and personalize customer relations (notably within the framework of the management of complaints and the after-sales service) | Title First name Last name Mailing address Request Chat conversations | Performance of a contract | Time required to process the request |
| ... to organize DFS private sales and other events: your Data may then be processed in order to fulfil DFS' legitimate interest in promoting its products and activities | Title First name Last name Email address Mailing address Mobile number DFS Circle number Purchase and reservation History | Your consent, where required | The Data will be kept for a period of five (5) years from the date of collection or from the date of your last contact with DFS Before the expiry of this period, DFS may contact you again to find out whether you wish to continue to receive communications relating to our offers, products, news and events |
| ... to allow you to pay in cash above a specific amount | First name Last name Number of your ID card or copy of your ID for payments above a specific amount | Legal obligation | The Data will be kept five (5) years in archive |
| ... to lend you equipment (wheelchairs, pushchairs, sound guide box, magnifying glass) | First name Last name Borrowed equipment Credit Card information | Performance of a contract | The form is destroyed after the return of the material In the event of non-return, it will be retained until all means of appeal have been exhausted or until full recovery has been made |
| ... to allow you to book a tour or an experience | Title First name Last name Email address Mailing address Transaction data Mobile number | Performance of a contract | Time required to carry out the service and manage any possible complaints |

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| | Order history | | |
| ... to allow you to benefit from concierge and alteration services | Title First name Last name Email address Any information provided by you and collected with your consent | Performance of a contract | The Data will be kept for a period of five (5) years from the date of collection or from the date of your last contact with DFS |
| ... to allow you to use the free Wi-Fi | First name Last name Email address Logs | Performance of a contract Legal obligation | The Data will be kept for one (1) year, unless you subscribe to the newsletter |
| ... to save your details and usage preferences for our Website in order to optimize your navigation | Cookies and trackers Login data | Your consent, where required It is also in our legitimate interest to offer a better user experience on our Website. | Until you withdraw your consent and no later than 13 months |
| ... to manage retargeting tools and suggest targeted advertising | Cookies and trackers | Your consent, where required | Until you withdraw your consent and no later than 13 months |
| ... to meet our contractual obligations to our landlord and airport authorities | Data requested by these third parties | Performance of a contract Legal obligation | The Data will be kept following our contractual and legal obligations |
| ... to ensure the security of online transactions, prevent fraud and payment incidents (see our e-commerce General Terms and Conditions for more details) | Identification details Billing information (transaction details and credit card number) | Legal obligations It is also in our legitimate interest to make sure that our transactions are secure | Your data will be erased within a year after the order |
| ... to comply with local requirements and to requests from public or judicial authorities and communications with the authorities | Data requested by authorities | Legal obligations | The Data will be kept for the duration of the procedures before the authority concerned. |
| ... to administer and protect our business and the DFS Platform, including system maintenance, support, reporting and hosting of data, detection of intellectual property infringement or misuse of the DFS Platform | Data necessary for the investigation | It is our legitimate interest to protect our business and the DFS platform | The Data will be kept for the duration of the investigation |

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| <p>... to ensure the safety of people and our goods, we have installed a video surveillance system in the store</p> | <p>CCTV footage</p> | <p>It is in our legitimate interest to protect the store's assets as well as our visitors and employees</p> | <p>Video surveillance images are kept for 17 days In the event of an incident, images can be extracted and kept for the duration of the investigation</p> |
| <p>... to comply with the law on safety, security, health safety</p> | <p>Depending on the obligation, Title First name Last name etc.</p> | <p>Legal obligations It is also in our legitimate interest to ensure your safety</p> | <p>The Data will be kept following our legal obligations</p> |