

Your personal information is therefore collected and/or processed notably for the following purposes (Processing Purposes”):

Processing Purposes	Personal Information collected	Legal Basis	Retention Period
... to enable you to create a “DFS CIRCLE” account and thus be part of the DFS membership program	Contact Information/Identifiers	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 personal information erased
... to manage your orders and to access to your order history on our Website	Contact Information/Identifiers Information Specific to Services	Performance of a contract	As long as your account remains active, on condition that you do not close it
... to manage tax refunds of your transactions in the stores	Contact Information/Identifiers Government Identifiers Information Specific to Services	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	Contact Information/Identifiers Information Specific to Services	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 company to process the delivery. For more information on this processing please consult delivery company privacy policy.	Contact Information/Identifiers	Performance of a contract	The delivery form is kept five (5) years in archive
... to manage your online		Performance of	Until the purchase is

reservation, (on our Website or via other applications)	Contact Information/Identifiers Information Specific to Services	a contract	made or up to 30 days
... to allow you to create a wish list via the Website or via other applications	Contact Information/Identifiers	Performance of a contract	This information will be kept for a maximum of 30 days
... to answer your questions sent via the “Contact us” form available on our Website	Contact Information/Identifiers Information Specific to Services	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)	Contact Information/Identifiers Information Specific to Services	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, your visits to our Website, or your use of applications, in order to send you personalized messages and to implement an adapted relational program	Information Specific to Services Device Information and Other Unique Identifiers Internet or Other Network Activity Geolocation Data	Your consent, where required It is also in our legitimate interest to understand better our customers and to contact them more efficiently	Duration of the analysis or five (5) years from their collection or your last purchase or until you unsubscribe
... to manage, optimise and personalize customer relations (notably within the framework of the management of complaints and the after-sales service)	Contact Information/Identifiers Information Specific to Services	Performance of a contract	Time required to process the request
... to organize DFS private sales and other events: your personal information may then be processed in order to fulfil DFS’ legitimate interest in promoting its products and activities	Contact Information/Identifiers Information Specific to Services	Your consent, where required	The personal information 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	Contact Information/Identifiers Information Specific to Services Payment Information	Legal obligation	The personal information will be kept five (5) years in archive
... to lend you equipment (wheelchairs, pushchairs, sound guide box, magnifying glass)	Contact Information/Identifiers Information Specific to Services Payment 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	Contact Information/Identifiers Information Specific to Services	Performance of a contract	Time required to carry out the service and manage any possible complaints
... to allow you to benefit from concierge and alteration services	Contact Information/Identifiers Information Specific to Services	Performance of a contract	The personal information 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 wifi	Contact Information/Identifiers Device Information and Other Unique Identifiers Internet or Other Network Activity Geolocation Data	Performance of a contract Legal obligation	The personal information will be kept for one (1) year
... to save your details and usage preferences for our Website in order to optimize your navigation	Contact Information/Identifiers Device Information and Other Unique Identifiers Internet or Other Network Activity	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

	Geolocation Data		
... to manage retargeting tools and suggest targeted advertising	Contact Information/Identifiers Device Information and Other Unique Identifiers Internet or Other Network Activity Geolocation Data	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 personal information 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)	Contact Information/Identifiers Payment Information	Legal obligations It is also in our legitimate interest to make sure that our transactions are secure.	Your personal information will be erased within a year after the order
... to comply with local requirements and to manage requests from public or judicial authorities and communications with the authorities	Data requested by authorities	Legal obligations	The personal information 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 personal information will be kept for the duration of the investigation

<p>... to detect QR Codes that can be used to redeem DFS CIRCLE rewards and offers; and answer your enquiries</p>	<p>Image, video and other media you may send to us</p>	<p>Your consent</p>	<p>QR Codes will not be stored. However, If you send the image, video and other media through live chat interface, it will be stored no more than twelve (12) months.</p>
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