

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

Purposes	Personal data collected	Legal basis	Retention period
... 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 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 company to process the delivery. For more information on this processing please consult delivery company privacy policy.	Title First name Last name Email address Mailing address Mobile number	Performance of a contract	The delivery form is kept five (5) years in 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 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, 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	Cookies and trackers Login data History of Purchases Interests	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 and manage after-sales services (notably within the framework of the management of complaints)	Title First name Last name Mailing address Request Chat conversations Purchase Other information relevant to the request	Performance of a contract	Time required to process the request
... to organize DFS private sales and other events: your Data may	Title First name	Your consent, where required	The Data will be kept for a period of five (5) years

then be processed in order to fulfil DFS' legitimate interest in promoting its products and activities	Last name Email address Mailing address Mobile number DFS Circle number Purchase and reservation History		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 Order history	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	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 wifi	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
... to comply with the law on safety, security, health safety	Depending on the obligation, Title First name Last name etc.	Legal obligations It is also in our legitimate interest to ensure your safety	The Data will be kept following our legal obligations
... to detect QR Codes that can be used to redeem DFS CIRCLE rewards and offers; and answer your enquiries	Image, video, and other media you may send to us	Your consent	QR Codes will not be stored. If you send the image, video and other media through live chat interface, it will be stored no more than twelve (12) months.