

Privacy Statement and Cookies Policy ZARA

1. Every time You use this website You will be bound by the then current Privacy Statement and You should review this text every time You use the website to verify that You agree with it.
2. You will be requested to provide and the legal entity named *ITX TAIWAN B.V. ZARA TAIWAN BRANCH* (“ZARA”) will collect your personal data, including your first and last name, email address, telephone number, delivery address and post code, etc. (“Personal Data”), during your creation of account in this website and/or your purchase of product through this website or other interactions with You in which this Privacy Statement may apply due to fact that ZARA may collect Personal Data whether in person in ZARA stores or through your use of the ZARA.COM website and co-branded versions of the website located at URLs that point to the domain name ZARA.COM (the “Website” or “Site”).
3. Personal Data you have provided will be process confidentially and will now become part of a database file property of ZARA. These data of a personal nature will be used by ZARA and other company in Inditex Group exclusively for the following purposes:
 1. the fully performance and enforcement of the purchase and sale contract over the products You have purchased, or of any other contract between us;
 2. attending to Your requests;
 3. providing You with information about the marketing activity and/or products of Zara or of any other brands belonging to the Inditex Group (whose objects are related to the e-commerce, decoration, textile, finished fashion and homeware products sectors, and to any other objects supplemental to the above, including cosmetics and leather goods), including, as regards the above referred products, sending commercial communications by e-mail to your email address or by any other equivalent electronic communication means (such as SMS) as well as phone calls. You can change your preference in respect of receiving such information by logging into the MY ACCOUNT section of this website and editing your preferences. You can unsubscribe at any time at the Newsletter section;
 4. in the event that you have a Gift Voucher and you wish to return the goods associated with it via the website, we will use the personal details provided by you on the return form only for (a) managing the request and processing the door to door collection of goods, (b) meeting any requests related to the Gift Voucher or the return that you request, and (c) confirming acceptance of the return and then sending the Store Credit Card with the refund amount via email or other equivalent electronic means;
 5. should you choose to save your card, you expressly give your consent for the data indicated to be used as necessary for its activation and development. The card verification value (CVV2, etc.) is only used for purchases which are being processed, and will not be stored or used at a later date as part of the card's details.

Consenting to the activation of this feature will allow your autocompleted details to appear in later purchases, therefore it will not be necessary to introduce your details in each new process, and they shall be considered valid and operative for later purchases.

You will be able to change your cards, as well as withdraw your consent for their processing, at any moment via the section My Account Cards.

Fashion Retail stores and transmits data in accordance with the principal international confidentiality and security standards for credit and debit cards.

The use of this feature may require the modification of your password for security reasons. Please remember that security when using the website also depends on the correct use and conservation of certain sensitive codes.
 6. In the event that you facilitate personal data of a third party you shall be responsible of informing about the use of such data and obtaining the relevant express consent. In the event that you have acquired a product or a gift card, then the personal data of the third party provided by you shall be used by ZARA and other company in Inditex Group exclusively for the following purposes:

- a) Managing of the delivery and/or verification of correct receipt of the corresponding product and;
 - b) Attend any query or suggestion you may formulate in respect of said product.
7. Activate the mechanisms necessary to prevent and detect unauthorised uses of the website, for example, during the purchase and returns process as well as potential fraud being committed against You and/or against us. If we consider that the transaction may be fraudulent or we detect abnormal behaviour which indicates attempted fraudulent use of our features, products or services, this processing may result in consequences such as the blocking of the transaction or the deletion of your user account.
 8. For invoicing purposes and to make available to you the tickets and invoices of the purchases you have made through the website or in any of our brick-and-mortar stores of ZARA.
 9. Personalise the services we offer you and enable us to give you recommendations based on your interactions with ZARA on the website and an analysis of your user profile (for example, based on your purchase and browsing history). Likewise, show you ads on the Internet which you may see when visiting websites and apps, for example, on social media. The ads you see may be random, but on other occasions they may be ads related to your preferences or purchase and browsing history.
 - If you use social media, we may provide the companies with which we collaborate certain information so that they can show you ZARA ads and, in general, offer you and users like you advertisements which take into account your profile on said social media sites. If you want information about the use of your data and how advertising works on social media, we recommend you review the privacy policies of the social media sites on which you have profiles.
 - We also use your data to carry out measurement and segment analyses on the ads which we show users on some of our collaborators' platforms. To do this we collaborate with these third parties who offer us the necessary technology (for example, cookies, pixels, SDK) to use these services. Keep in mind that, although we do not provide identifying personal data to these collaborators, we do give them some form of identifier each time (for example, the advertising ID associated with the device, an identifier associated with a cookie, etc.) If you would like more information in this respect, please review our Cookies Policy. Likewise, you can reset your advertising ID or disable personalised ads on your device (if you have our App installed on an iOS device you can adjust your preferences in Settings/Privacy/Ads. If your device is Android, access Settings/Google/Ads).
 10. Data enrichment: When we gather your personal data from a variety of sources, we may consolidate them under certain circumstances for the purpose of improving our understanding of your needs and preferences related to our products and services (including for the purposes of analyses, generating user profiles, marketing studies, quality surveys and improving our interactions with our customers). This refers, for example, to the way we may combine your information if you have a registered account and, using the same email linked to your account, you make a purchase as a guest, or to information which is automatically compiled (such as IP and MAC addresses or metadata) which we may link with the information you have provided us directly through your activity on the website or in any of our stores (for example, information related to your purchases, whether in brick and mortar stores or online, your preferences, etc.).
4. ZARA , with corporate seat at Rm.903, No.88, North Dun Hua Road, Song Shan District, 10548 Taipei, Taiwan, China, with Fiscal Identification Number 53013320 being in charge of the file, undertakes to maintain your Personal Data confidential and to ensure the exercise of your access, review, rectification, supplementation, requesting a copy of, requesting to delete, cancellation of the collection, processing, or use of your Personal Data and objection rights by sending a letter to the above referred address. You can also exercise your rights by an E-mail send to dataprotection@zara.com. In both cases identity accreditation by any valid mean is necessary. In the event that You would decide to exercise the aforementioned rights and You would have provided to us an E-mail address as part of said personal data, we will appreciate if you could also expressly that

circumstance indicating the relevant E-mail address in respect of which aforementioned rights are exercised.

5. To fulfil the purposes above, ZARA could be required to and shall have the right to disclose or transfer the Personal Data that You have provided to us to any other companies within Inditex Group in Spain (with activities related to the sectors of e-commerce, decoration, textiles, finished clothing products and home decoration, as well as other complimentary sectors such as cosmetics and leather goods), as well as to the holding company is Industria de Diseño Textil, S.A. (Inditex, S.A.) with registered address at Avenida de la Diputación, Edificio Inditex, 15142 Arteixo (A Coruña). Spain. You are hereby informed that by registering and providing us with information via this website, you are expressly giving us your authorization to disclose and/or transfer such data to the aforementioned companies of the Inditex Group.

Likewise, only if absolutely necessary for the fulfillment of the purposes abovementioned, as well as the development or support of certain services or functionalities, third party suppliers will have access to your personal data, as per example suppliers of technological services, financial transaction management, logistics services, transportation, order management and customer service, and / or analysis of the transactions made through the website in order to provide our users with sufficient guarantees in purchasing transactions, etc. Your consent to this access/disclosure, includes those cases where for efficiency of the provision of the services, providers may be located in and/or have access to the data from countries or territories within the European Economic Area or United States of America, will be deemed as granted by clicking the button of acceptance. Please do not proceed if you do not agree on the abovementioned personal information usage and transfer.

6. You understand that your Personal Data will be used for as long as the purposes of collecting Personal Data remain valid or appropriate pursuant to the law. If you refuse to provide your Personal Data, you might not be able to take advantage of some of our services.
7. The user (You) hereby guarantees that the Personal Data provided is true and accurate and undertakes to notify any change or alteration to the same. Any loss or damage caused to the site or to the person responsible for the web-site or to any third person through the provision of erroneous, inexact or incomplete information on the registration forms will be the exclusive responsibility of the user (You).
8. Cookies: By accepting this Privacy Statement you consent to ZARA and other company in Inditex Group's use of the cookies used in this website and which are described below.

Cookies Policy

1. What is a cookie?

A cookie is a small text file that a website stores on your PC, telephone or other device, with information on your movements on that site. Cookies are necessary to facilitate browsing and make it user-friendly, and they do not damage your computer.

While this policy uses the general term “cookie”, as it is the main method for storing information used by this website, the browser's “Local Storage” space is also used for the same purposes as the cookies. All the information included in this section is also applicable to this “Local Storage”.

2. What are cookies used for on this website?

Cookies are an essential part of how our website works. The main purpose of our cookies is to improve your browsing experience. For example, they are used to remember your preferences (language, country, etc.) while browsing and on future visits.

The information collected in the cookies also enables us to improve the site by estimating numbers and patterns of use, the suitability of the website to the individual interests of the users, quicker searches, etc.

On occasion, if we have obtained your informed consent in advance, we may use cookies, tags or other similar devices to obtain information that enables us to show you, on our own website, those of third parties, or any other means, advertising based on the analysis of your browsing habits.

3. What are cookies NOT used for on this website?

We do not store sensitive information which could identify you as your address, password, credit or debit card number, etc. in the cookies from our website.

4. Who has access/use this website's cookies?

The information stored in the cookies from our website is used exclusively by us, except for those identified below as “third-party cookies”, which are used and managed by external entities to provide services requested by us to improve our services and the experience of the user when browsing our website. The primary services for which these “third-party cookies” are used are to obtain access statistics and to guarantee any payment operation made.

5. How can I avoid using cookies on this website?

If you prefer to avoid the use of cookies on this page, taking into account the limitations described above, you must first disable the use of cookies in your browser and then delete the cookies saved in your browser associated with this website.

You may use this option for preventing the use of cookies at any time.

6. How can I disable and eliminate the use of cookies?

You may restrict, block or delete the cookies from this website at any time by modifying your browser configuration in accordance to the instructions given below. While settings are different in each browser, it is usual that the cookies configuration is made in the menu “Preferences” or “Tools”. For further details of the configuration of cookies in your browser, see the “Help” menu of the same.

7. What specific cookies uses this web site and for what purposes?

The information below shows the cookies, tags and other similar devices used by this website, together with information on the purpose, duration and management (proprietary and by third parties) of them.

Technical and personalization cookies: identification and authentication, browsing, interface personalization, favourites, etc.

These cookies are used to identify users during the session, prevent users from having to repeat website authentication processes, and offer reminders of selections made during the session or later visits, as well of previously visited pages, etc.

COOKIES	PURPOSE	DURATION	ADMINISTRATION
User identification	They are used to identify and authenticate the user. They also contain technical data of the user's session, such as, for example, connection timeout, session identifier, etc.	Session	Own
Session identification	It identifies the http session of the user. It is common in all the web applications to identify a user's petitions in a session.	Session	Own
Browsing status	This allows the user's browsing status to be tracked (start of session, home page, first visit, scroll status, voting status, etc.).	Session	Own
User selections	These store the session values selected by the user such as the store, language, currency, products, sizes, etc.	Session	Own
Favourites and recent activity	This remembers the user's favourite selections (such as stores) or their recent activity (stores or products) during later website visits.	Persistent	Own
Shopping cart	They store details of the mini shopping basket, as well as the user logon details associated with this basket.	Session	Own
Protocols	This allows for changes to be processed between a secure domain (protocol) (https) and an unsecure one (http).	Session	Own

Cookies for navigation analysis

These cookies obtain generic information on the user's accesses to the website (not to its content) in order to provide us subsequently with aggregated information of these accesses for statistical purposes.

COOKIES	PURPOSE	DURATION	ADMINISTRATION
Origin (WC_GASource)	It is used to know the origin of a user upon reaching a page of this website, for example, if it comes from a page of product detail from a product grid, from the search engine or from an external website.	Persistent	Own
Google Analytics (__utma, __utmb, __utmc, __utmz)	<p>They allow monitoring the website by means of the Google Analytics tool, which is a service provided by Google for obtaining information of the accesses of the users to the websites. Some of the data saved for subsequent analyses are: number of times a user visits the website, dates of the first and last visit of the user, duration of the visits, from what page the user accessed the website, what search engine the user used to reach the website or what link he clicked on, from what place of the world the user accesses, etc.</p> <p>The configuration of these cookies is predetermined by the service offered by Google, for which reason we suggest that you consult the privacy page of Google Analytics, https://support.google.com/analytics/answer/6004245?hl=en to obtain further information on the cookies that it uses and how to disable them (in the understanding that we are not responsible</p>	Persistent	Third parties

	for the content or the veracity of the third-party websites).		
Conversion pixels and SDKs	<p>These tools allow us to follow a user's browsing with the goal of implementing measuring services through the technology offered by third parties (Facebook, for example) and to offer personalised ads on these social media sites and other web pages such as Google.</p> <p>For more information on this technology and how to deactivate it (keeping in mind that we are not responsible for the content or accuracy of third-party websites), continue reading:</p> <p>Information on these technologies:</p> <ul style="list-style-type: none"> - Facebook: https://www.facebook.com/ads/about/?entry_product=ad_preferences - Google: https://policies.google.com/technologies/ads?hl=es <p>If you have our App installed and do not want us to show you ads, you can change your preferences on your mobile device by resetting your advertising ID or disabling personalised ads on your device as follows: If you have the Zara App installed on an iOS device you can adjust your preferences in Settings/Privacy/Ads. If your device is Android, access Settings/Google/Ads</p>	Persistent	Third Party
Optimizely (optimizelySegments; optimizelyEndUserId; optimizelyPendingLogEvents; optimizelyBuckets...)	<p>The cookies identified with the domain optimizely.com or www.optimizely.com, allow us to optimise appearance, sensations, messages and in general the purpose is to ensure that the user has a consistent navigating experience on our Website, basing ourselves on how our users use it. Some of the data saved for later analysis is: the number of updates the user has seen, information for visitor segments such as the browser, campaign, type of mobile sources, and all the defined personalised segments, etc. The configuration of these cookies is predetermined by the service offered by our provider Optimizely, Inc., therefore we suggest you look at their website: https://help.optimizely.com/hc/fr/articles/200040335-What-information-does-Optimizely-store-in-its-cookies-, to obtain more information regarding the cookies they use and how to disable them in: https://www.optimizely.com/opt_out. Please remember that we are not responsible for the content or the accuracy of these third party websites</p>	Persistent	Third Party
Cookies for purchase analysis			
These cookies allow compiling information on the device from which the purchase is made in this website for the purpose of verifying that these operations offer sufficient guarantees for the clients. At no time do these cookies include sensitive information such as credit card data.			
COOKIES	PURPOSE	DURATION	ADMINISTRATION
Purchase device (thx_guid)	It allows identifying solely the device (PC, telephone, etc.) from which the purchases are made in this website for its subsequent analysis with the purpose of being able to offer our clients sufficient guarantees in the purchase operations. The information contained in this cookie is collected by an external company in order to conduct these analyses.	Persistent	Third parties

This information chart will be updated as quickly as possible as the services offered on this website change. However, the information chart may temporarily

fail to include a cookie, tag or other similar device as a result of the update, though they will always be devices with identical purposes to those included in this chart.