

<b>Third party service provider</b>	<b>Categories of information supplied</b>	<b>Why</b>	<b>Link to privacy notice</b>
Experian	Contact details and purchase history	Storage/profiling/decision making and segmentation	<a href="https://www.experian.co.uk/legal/privacy-statement.html">https://www.experian.co.uk/legal/privacy-statement.html</a>
Cheetah Digital	Contact details and purchase history	Storage/profiling/decision making and segmentation	<a href="http://marketing.cheetahdigital.com/privacy-policy/">http://marketing.cheetahdigital.com/privacy-policy/</a>
Levementum	Contact details and purchase history	Storage/profiling/decision making and segmentation	
Salesforce	Contact details and purchase history	Storage/profiling/decision making and segmentation	<a href="https://www.salesforce.com/uk/company/privacy/">https://www.salesforce.com/uk/company/privacy/</a>
Avado		Online training	<a href="https://www.avadolearning.com/privacy-cookies-policy">https://www.avadolearning.com/privacy-cookies-policy</a>
AWIN	Name, email address and order number	Transaction storage	<a href="https://www.awin.com/gb/legal/privacy-policy">https://www.awin.com/gb/legal/privacy-policy</a>
Kenshoo	Order number	Margin to optimise keyword activity	<a href="https://kenshoo.com/privacy-policy/">https://kenshoo.com/privacy-policy/</a>
VIQ		Attribution/full value of media	
Google	Email address	Retargeting - create audience, link online click with store transaction through e-receipts email to optimise media on store sales	<a href="https://policies.google.com/privacy?hl=en&amp;gl=uk">https://policies.google.com/privacy?hl=en&amp;gl=uk</a>
Criteo	Cookie data - hashed email, browsing data, transaction data including order number and e-receipt data	Retargeting - create audience, link online click with store transaction through e-receipts email to optimise media on store sales	<a href="https://www.criteo.com/privacy/">https://www.criteo.com/privacy/</a>
Facebook	Cookie data - hashed email, browsing data, transaction data. Opted in customer data has also been uploaded into Facebook and eReceipt data is being linked	Advertising - retargeting and profiling of data to create insights and lookalikes to serve more relevant advertising on Facebook platforms	<a href="https://www.facebook.com/privacy/explanation">https://www.facebook.com/privacy/explanation</a>

Echomany	Customer name / Facebook profile, Child's name, Child's age, child's shoe size	Facebook Messenger Bot via Clarks Kids Facebook page. Customer supplies this data to "Clarks Kids" via Facebook messenger to receive a personalised video. Echomany manage the creation of this video	<a href="https://echomany.com/privacypolicy/">https://echomany.com/privacypolicy/</a>
Infectious Media	Cookie data - browsing and transaction data	Retargeting and ad performance metrics	<a href="http://www.infectiousmedia.com/privacy-policy/">http://www.infectiousmedia.com/privacy-policy/</a>
Visual IQ	Order ID, Store ID & Appointment ID, Cookie data to identify first time visitor.	Storage/attribution modelling/media investment decision making tool	<a href="https://www.visualiq.com/privacy">https://www.visualiq.com/privacy</a>

### Digital Operations

Third party service provider	Categories of information supplied	Why	Link to privacy notice
Channel Advisor	Name, Address, Phone Number (possibly email)	Storage/reporting	<a href="https://www.channeladvisor.co.uk/privacy-policy/">https://www.channeladvisor.co.uk/privacy-policy/</a>
Zalando	Name, Address, Phone Number (possibly email)	Storage/reporting	<a href="https://www.zalando.co.uk/zalando-privacy-policy/">https://www.zalando.co.uk/zalando-privacy-policy/</a>
Amazon	Name, Address, Phone Number (possibly email)	Storage/reporting	
Esendex	Name, telephone number and order number	Contacting consumer regarding order collection instore	<a href="https://www.esendex.co.uk/privacy-policy">https://www.esendex.co.uk/privacy-policy</a>
ForeSee	Browser, OS, IP, referrer, scoring & free text	Storage/reporting	<a href="https://www.foresee.com/privacy-policy/">https://www.foresee.com/privacy-policy/</a>
TimeTrade	Name, telephone number, email address and free text opportunity	Creating a fitting appointment for our stores - text message and email sent to customer	<a href="https://www.timetrade.com/privacy-statement/">https://www.timetrade.com/privacy-statement/</a>
Worldpay	Name, Email, Address, amount, date, time, telephone, Payment	Storage / Reporting	<a href="https://www.worldpay.com/uk/privacy-policy">https://www.worldpay.com/uk/privacy-policy</a>

	type, payment status, last 4 digits of a card, IP, payment transaction		
Accenture	Daily Reports emailed to Payments Inbox with order number, order status, email, Payment transaction, date, amount	Used for payment checks, tasks	<a href="https://www.accenture.com/gb-en/privacy-policy">https://www.accenture.com/gb-en/privacy-policy</a>
Hermes	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	<a href="https://www.myhermes.co.uk/privacy-policy.html">https://www.myhermes.co.uk/privacy-policy.html</a>
CollectPlus	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	<a href="https://www.collectplus.co.uk/privacy-policy">https://www.collectplus.co.uk/privacy-policy</a>
TNT	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	<a href="https://www.tnt.com/express/en_gb/site/privacy-policy.html">https://www.tnt.com/express/en_gb/site/privacy-policy.html</a>
DHL	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	<a href="https://www.logistics.dhl/gb-en/home/footer/privacy-notice.html">https://www.logistics.dhl/gb-en/home/footer/privacy-notice.html</a>
Skynet	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	<a href="https://www.skynetworldwide.com/direct/privacy-statement/">https://www.skynetworldwide.com/direct/privacy-statement/</a>
Royal Mail	Name, Address, Order Number	Return Delivery/ Tracking/ Online Returns Portal	<a href="https://www.royalmail.com/privacy-policy/">https://www.royalmail.com/privacy-policy/</a>
DAI (CMS)	Name, Address, Phone Number, Order Number	Feeding shipment data to and from relevant carriers	
MailGun	Name, delivery address, Email, telephone number, order number	Service email provider	<a href="https://www.mailgun.com/privacy-policy">https://www.mailgun.com/privacy-policy</a>

### Digital Analytics

Third party service provider	Categories of information supplied	Why	Link to privacy notice
Monetate	Order number/possible other personalisation info	Supplier processes for analytics/reports	<a href="https://www.monetate.com/platform-privacy-policy">https://www.monetate.com/platform-privacy-policy</a>

IBM Digital Analytics	Order Number, Address, Email Address, Name	Analytics	<a href="https://www.ibm.com/privacy/details/uk/en/">https://www.ibm.com/privacy/details/uk/en/</a>
ContentSquare	Cookie, IP, User Agent String, Order Number, Products Viewed/Purchased	User Behaviour Analytics	
BazaarVoice	Email Address	Onsite product reviews	
Truefit	Order number/returns info	Analytics/reports	
Rich relevance	Order number	Analytics/reports	

## Outlet

Third party service provider	Categories of information supplied	Why	Link to privacy notice
Experian	Contact details	Storage/profiling/decision making and segmentation	<a href="https://www.experian.co.uk/legal/privacy-statement.html">https://www.experian.co.uk/legal/privacy-statement.html</a>
Cheetah Digital	Contact details	Storage/profiling/decision making and segmentation	<a href="http://marketing.cheetahdigital.com/privacy-policy/">http://marketing.cheetahdigital.com/privacy-policy/</a>
AWIN	Name, email address and order number	Transaction storage	<a href="https://www.awin.com/gb/legal/privacy-policy">https://www.awin.com/gb/legal/privacy-policy</a>
Kenshoo	Order number	Margin to optimise keyword activity	<a href="https://kenshoo.com/privacy-policy/">https://kenshoo.com/privacy-policy/</a>
Criteo	Cookie data - hashed email, browsing data, transaction data including order number and e-receipt data	Retargeting - create audience, link online click with store transaction through e-receipts email to optimise media on store sales	<a href="https://www.criteo.com/privacy/">https://www.criteo.com/privacy/</a>
Worldpay	Name, Email, Address, amount, date, time, telephone, Payment type, payment status, last 4 digits of a card, IP, payment transaction	Storage / Reporting	<a href="https://www.worldpay.com/uk/privacy-policy">https://www.worldpay.com/uk/privacy-policy</a>
Accenture	Daily Reports emailed to Payments Inbox with order number, order status, email,	Used for payment checks, tasks	<a href="https://www.accenture.com/gb-en/privacy-policy">https://www.accenture.com/gb-en/privacy-policy</a>

	Payment transaction, date, amount		
Hermes	Name, Address, Phone Number, Order Number	Delivery/ Tracking/ Customer communications	<a href="https://www.myhermes.co.uk/privacy-policy.html">https://www.myhermes.co.uk/privacy-policy.html</a>
MailGun	Name, delivery address, Email, telephone number, order number	Service email provider	<a href="https://www.mailgun.com/privacy-policy">https://www.mailgun.com/privacy-policy</a>
IBM Digital Analytics	Order Number, Address, Email Address, Name	Analytics	<a href="https://www.ibm.com/privacy/details/uk/en/">https://www.ibm.com/privacy/details/uk/en/</a>
ContentSquare	Cookie, IP, User Agent String, Order Number, Products Viewed/Purchased	User Behaviour Analytics	