

Bridelux Limited (“we”, “us”, or “our”) is committed to protecting the privacy of our customers and any visitors to our group websites (each a “Site”, together the “Sites”), of which this is one. Please read this privacy promise to understand how we use and protect any information that we collect about you.

This privacy promise is intended to assist you in making informed decisions when using our Sites and any services provided through them.

#### YOUR CONSENT

By visiting our Sites and/or registering as one of our customers or booking tickets to one of our events, you consent to us collecting, storing, using and (if applicable) transferring your personal information in accordance with this privacy promise.

If we decide to change our privacy promise, we will post those changes on this page and on [www.quintessentiallygroup.com](http://www.quintessentiallygroup.com) to keep you aware of the way we collect, use and disclose information.

#### THE INFORMATION WE COLLECT

We may collect and process the following information about you:

- (a) information that you provide to us when you register as a customer or make a booking on a Site.;
- (b) information that you submit when you place an order for our services (including your name, email address, delivery address, credit or debit card number and expiration date) which we need to process your order and to notify you of your order status;
- (c) information about you which you include in any e-mails or letters that you send to us;
- (d) information about your usage of the Sites; and
- (e) information about your computer, which may include your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers (statistical data about' browsing actions and patterns that does not identify any individual).

#### DISPLAY ADVERTISING AND REMARKETING

Our Sites use a unique tracking code to support Google Display Advertising enabling Google Analytics to collect traffic data by using our cookies. This is in addition to the data collected through the standard Google Analytics implementation allowing the Remarketing feature based on Display Advertising from Google. It is with this feature that we use Remarketing with Google Analytics to advertise online adhering to the [Google Adwords Remarketing Policy](#) and its [sensitive category restrictions](#).

We and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimise, and serve advertisements based on your past visits to our Sites for 30 days.

#### OPT-OUT OR CHANGE PREFERENCES OF DISPLAY ADVERTISING AND REMARKETING

Visitors to our Sites can opt-out of Google Analytics for Display Advertising and customise Google Display Network ads using the [Ads Preferences Manager](#). In addition, [Google Analytics Opt-out Browser Add-on](#) allows you to choose how your data is collected and can be installed direct in your browser.

#### COOKIES

Our Sites use cookies to ensure that you get the most out of each Site and so that we can tailor our services to you. Cookies are small amounts of information in the form of text files which we store on your computer. Cookies allow us to monitor website traffic, improve the Sites' usability and to personalise the content of the Sites for you.

We may use an analytics service provider for website traffic analysis and reporting. Analytics service providers generate statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to the Sites may be used to create reports about the use of the Sites and the analytics service provider will store this information.

In addition, advertisers whose advertisements appear on the Sites, and other third parties who use our technology to store or collect data, may use and place cookies on your computer and we have no control over this. Please consult the terms and conditions and/or privacy policies of such third parties to find out how they collect and use your personal data and to establish whether they use cookies and what they may use them for.

A few of the methods that may be used to store or access information already stored on your computer are as follows (although note that subsequent technology and methods may be developed):

- Cookies. A cookie is a text file placed on a device when a user visits a website. Cookies can be temporary (e.g. session) or permanent (e.g. persistent). They can also be first party (e.g. placed by us) or third party (e.g. placed by a third party advertiser or ad server).
- Flash Cookies. A Flash cookie (or locally shared object) is a data file placed on your device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your device. This can operate across all your browsers
- HTML5. HTML5 cookies can be programmed through HTML5 local storage and do not require a plug-in.
- ETag or entity tag. An opaque identifier assigned by a web server to a specific version of a resource found at a URL that acts as a form of device identifier.

We use the information collection technologies set out in the table below for the following purposes:

Cookie	Name	Purpose	Type	More information
Google Analytics	__utma __utmb __utmc __utmd __utmv __utmz	These cookies are used to collect information about how visitors use our Sites. We use the information to compile reports and to help us improve our Sites. The cookies collect information in an anonymous form, including the number of visitors to each Site, where visitors have come to the relevant Site from and the pages they visited.	Persistent Cookie	<a href="#">Click here for an overview of privacy at Google</a>
Site cookie acceptance	allowCookies	This cookie is used to record if a user has accepted the use of cookies on a Site.	Persistent Cookie	
Session Cookie	PHPSESSID	This cookie is used to identify you as a user between page loads. This allows the relevant Site to remember certain settings, like which part of the Site you were using before you were asked to sign in or register.	Temporary Session Cookie  This cookie is destroyed each time you close your browser.	
Double Click	__gad	DoubleClick uses cookies to track the advertisements displayed on each Site.	Persistent Cookie	<a href="#">Click here for information on how to delete/reject this cookie</a>
Member Login Cookies	q_login is_returning q_session __jid __atuvc	These cookies are used when the a member logs into the members area of a Site.	Persistent Cookie	

		users language preference.		
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## YOUR CONSENT TO OUR USE OF COOKIES

You have the right to object to the use of cookies. We provide information about our use of cookies on our Sites in this privacy promise and through our cookie information page which is linked in a pop-up banner when you first visit one of our Sites. If you do not change the settings on your internet browser to disable, remove or reject cookies, you are deemed to consent to our use of cookies on our Sites. Please note that we are not required to obtain your consent to the use of cookies where storage of, or access to, the information collected by such cookies is strictly necessary for us to provide the services that you have requested.

If you do not wish for cookies to be installed on your computer, you can change the settings on your internet browser to disable, remove or reject cookies. For more information about how to do this, you should consult the “Help” section of your browser. In some but not all instances, cookies can be blocked in the future by selecting certain settings. Each browser you use will need to be set separately and you will see that different browsers offer different functionality and options in this regard. Please note that rejecting cookies via your browser may not be effective with regard to HTML5 and Flash cookies (which are explained in more detail above). For information on disabling Flash cookies, please go to Adobe’s website [www.adobe.com](http://www.adobe.com).

Each time you revisit one of our Sites your ability to restrict the use of cookies is subject to your browser settings and limitations at the time. Please be aware that if you disable, remove or reject cookies, some parts of our Sites may not work and we may not be able to provide you with our services and/or fulfil your orders.

## THE WAY YOUR INFORMATION IS USED

We may use your information in the following ways:

- (a) to ensure that content from our Sites is presented in the most effective manner for you and your computer;
- (b) to provide customer service to you in relation to your use of a Site, to deal with enquiries and complaints relating to the use of a Site;
- (c) notify you every now and again about important changes to the Sites or our services;
- (d) to administer, support, improve, optimise and develop our Sites (including any advertising present on our Sites);
- (e) to enable us to provide our services to you and to process your orders for specific goods and/or services;

- (g) to produce reports on our customers' preferences, interests and buying habits (these reports will not identify you in any way); and
- (h) for security purposes.

We may also use your information to notify you of our services and our exciting new offers if you have either requested marketing communications from us, or consented to receive marketing communications when you registered for one of our services. If you do not want to receive such marketing communications, please tick the appropriate box on the relevant Site's registration page. You may opt out of receiving such marketing communications at any time by following the instructions below.

We may permit selected third party partners or affiliates of ours to provide you with information about their products and services which may be of interest to you, as long as you have consented to receive marketing communications from our selected third parties for such purposes.

You may opt out from receiving marketing communications at any time by notifying us in writing, contacting us at [charmi@wedaway.com](mailto:charmi@wedaway.com) or, alternatively, by following the procedure to 'unsubscribe' that is specified in any marketing email that you receive.

#### THIRD PARTY SITES

Our Sites may contain links to websites that are operated by third parties. We do not control and accept no liability or responsibility for those websites and this privacy promise does not apply to those websites. Please consult the terms and conditions and privacy policies of those third party websites to find out how they collect and use your personal data.

Advertisements contained on our Sites operate as links to the advertiser's website and as such any information they collect by virtue of your clicking on that link will be collected and used by the relevant advertiser in accordance with the privacy policy of that advertiser.

#### WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). Where data is stored at or processed by third party service providers at a destination outside of the EEA, we will use reasonable endeavours to ensure that all such third party service providers are self-certified to the Safe Harbor framework or have agreed to the EU Contractual Clauses which have been deemed to provide an adequate level of protection under applicable laws. It may also be processed by staff operating outside the EEA who work for us or for one of our service providers, suppliers, franchisees or affiliates. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy promise.

## HOW WE PROTECT YOUR INFORMATION

All information you provide to us is stored on our secure servers or servers hosted by third party service providers. Any payment transactions will be encrypted using SSL/TLS technology. Where we

have given you (or where you have chosen) a password which enables you to access certain parts of our Sites, you are responsible for keeping this password confidential.

Once we have received your information, appropriate security measures will be adopted to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, you acknowledge that we cannot guarantee the security of data you send over the internet and that you send your information at your own risk.

Your information will only be held for a reasonable period or as long as the law requires or permits.

#### DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to any member of our group of companies (which includes any of our subsidiaries).

We may also disclose your personal information: (i) to our affiliates, events partners, suppliers, delivery companies, customers with whom we have contracted to provide services to you and other third parties to whom disclosure is necessary to enable us to process your orders and provide you with any service to which you have subscribed via the Site; (ii) where required to do so by law or court order; (iii) upon the sale of the business (in which case personal data of our customers will be one of the transferred assets); and (iv) to any person to whom disclosure is necessary to enable us to enforce our rights under this privacy promise or under any of our applicable Terms and Conditions.

We may provide third parties with anonymised reports on our customers' preferences, interests and buying habits. We may provide our trusted service providers with anonymous information about our customers in order for them to compile these reports on our behalf. These reports will not identify you in any way.

Other than as expressly set out in this privacy promise or as otherwise required or permitted by law, we will not share, sell or distribute any of the information you provide to us without your consent.

#### ACCESSING YOUR INFORMATION

You may at any time request access to your personal data by contacting us using the contact details set out below. We reserve the right to ask you for proof of your identity and to charge you a fee of ten pounds sterling (£10) to meet our costs in granting any data access request you make.

#### CONTACTING US

Bridelux Limited of 56 Greek Street, London, W1D 3DU is your data controller in relation to any personal data that you provide to us. If you wish to know what information we hold about you or if you have any queries about this privacy promise, our Site practices or your personal dealing with our Sites, you can

contact our nominated representative for dealing with data protection issues, who can be contacted at [charmi@wedaway.com](mailto:charmi@wedaway.com)