

BEBE GROUP LIMITED

PRIVACY POLICY

1. About us

Bebe Group Limited ("we", "us") is a company registered in England and Wales (Company Registration Number 05026845). Areas of this website relate to our Suppliers and to the extent that any information is provided on their behalf we are not responsible for its content. Please contact the Suppliers directly if you wish to deal with them.

We are committed to protecting the privacy of all customers and website users. This Privacy Policy outlines how your personal information will be treated.

2. Type of data being collected

In order to provide you with the services you require, we may collect and keep a record of personal information about you from our websites, telephone conversations, emails and written communications. When you use one of our websites, you may be required to provide certain information such as your name, address, email address and telephone number. We may also ask you for additional optional information such as mobile phone number, fax, credit card details, etc.

Please let us know if any of your personal information changes or is inaccurate so that we may keep our records up-to-date.

You have the right to prevent marketing information being sent to you. If you prefer not to receive information about products and services please let us know using the contact details above.

3. SPAM Email Warning

We will never request that you confirm any personal information in an email. Whilst we do have a targeted e-communication programme, we will never ask for you to confirm any of your personal details. Should you receive any such emails we suggest that these are likely to be fraudulent and advise you NOT TO RESPOND. We suggest that any emails of this nature that you receive should be flagged and added to your blocked email address lists.

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4. Usage of information

We may use the information we collect from you in various ways, including

- to protect our websites and systems against unauthorised access;
- to process any orders placed by you;
- to communicate with you, for example in relation to urgent product recalls;
- for maintaining our records;
- for market research;
- to track activity on our website;
- to improve the quality of our service;
- to create an individual profile for you so that we can inform you of particular goods, services or events that may be of interest to you.

5. Disposition of data

We will not disclose this information to anyone outside of Bebe Group Limited, our affiliated or associated companies, and our dealers, agencies and licensees, and any other companies with which Bebe Group Limited has established services for your benefit.

In order to provide you with the products and services you require, we will not transfer your personal information to countries that may not protect privacy rights as extensively as the United Kingdom.

6. Data Protection Acts

All information we collect about you will be used and protected by us in accordance with current data protection law and this Privacy Policy.

7. Cookies

We use standard technology called 'cookies' on this site. Cookies are small pieces of information that are stored by your browser on your computer's hard drive. We need this information to identify you and to store information about the products you select between visits. This helps us to improve our service to you. Although most browsers automatically accept cookies you can usually change your browser to prevent cookies being stored. If you do turn cookies off, however, this will limit the service that we are able to provide to you.

8. Third party links

This website may contain links to other websites or links to download software from other websites. We have no control over and are not responsible for the content of, privacy policies or security of such sites. We recommend that you check the privacy and security policies of each website you visit.

9. Access to personal data

You have the right to receive information about the personal data we hold about you.

10. How to contact us

If you require further information or have any comments or questions about this website or any aspect of our services please contact our Marketing Communications Team:

Marketing Communications Team
Bebe Group Limited
Bebe House
Dukesway West
Team Valley Trading Estate
Gateshead
Tyne & Wear
NE11 0PZ