

Privacy Statement
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 are hereby notified that the personal data you have provided will be treated confidentially and will now become part of a database file property of ITX E-commerce (Shanghai) Co., Ltd ("ITX"). This data of a personal nature will be used exclusively for the following purposes:
 - the fully performance and enforcement of the purchase and sale contract over the products You have purchased, or of any other contract between us;
 - attending to Your requests, and;
 - providing You with information about the products of Zara or of any other brands belonging to the Inditex Group (whose objects are related to the 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 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 communications by logging into the MY ACCOUNT section of this website and editing your preferences. 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 for the following purposes: Managing the delivery and/or verification of correct receipt of the corresponding product and; Attend any query or suggestion you may formulate in respect of said product.
3. Personal data you provide us with through the form available on the website in the contact section of the physical store, as well as through the customer service's telephone number available in the aforementioned section, will be processed by ZARA COMMERCIAL (Shanghai) Co, Ltd and ZARA COMMERCIAL BEIJING, and ZARA Fashion (Shanghai) Co., Ltd. (hereinafter ZARA) for the purpose of attending to any issue set out by you. Furthermore, ZARA will process the data you provide us with for the management, assistance and tracking of any request that the costumer or any other applicant delivers in the physical store.
4. ITX E-commerce (Shanghai) Co., Ltd, with registered address at Unit 01, 29F, No. 369, Kaixuan Road, Changning district, Shanghai and ZARA, being data controllers in charge of the file, undertakes to maintain your personal information confidential and to ensure the exercise of your access, rectification, cancellation and objection rights by sending a letter to the above referred address or to the registered address of Inditex, S.A., as provided in the paragraph below, to the attention of "Función LOPD". You can also exercise your rights by an E-mail send to funcionlopd@inditex.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 the rights of access, rectification, cancellation and objection are exercised.
5. To fulfil the purposes indicated in sections 2 and 3 above, we could be required to assign or to disclose the information that You have provided to us to other companies within Inditex Group whose 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) and we understand that by providing information in this website or otherwise to us, You expressly authorize us to share and/or to assign your information to any of the companies within Inditex Group.

Likewise, only if absolutely necessary for the fulfillment of the above-mentioned purposes, as well as for 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 outside People's Republic of China, as territories/countries 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. 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. In case you provide us with third-party personal data, you undertake to have informed them and obtained their consent for the purposes indicated in sections 2 and 3 above. 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
7. Cookies: By accepting this privacy policy you consent to the use of the cookies used in this website and which are described below.

Information on cookies

What is a cookie?

A cookie is a small text file that a website places in your PC, telephone or any other device, with information on your navigation in that website. The cookies are necessary to facilitate navigation and to make it friendlier and they do not damage your computer.

Although in this policy the general term cookies is used since it is the principal method of storing information that this website uses, the browser's "local storage" space is used for the same purposes as the cookies. In this regard, all the information included in this section is also applicable to this "local storage".

For what are cookies used in this website?

The cookies are an essential part of how our website functions. The principal objectives of our cookies are to improve your navigational experience. For example, the cookies help us to identify you (if you are registered in our website), to remember your preferences (language, country, etc.) during the navigation and in future visits, to manage the shopping cart, to allow you to carry out on-line purchases, etc.

The information collected in the cookies also allows us to improve the website, by means of estimates on the numbers and patterns of use, the adaptation of the website to the users' individual interests, the improved speed of the searches, etc.

For what are the cookies NOT used in this website?

We do not store sensitive information of personal identification such as your address, password, credit card data, etc., in the cookies that we use. Neither do we use the cookies to guide advertising to our users according to your navigation nor for other advertising aims, not ours or of third parties.

Who uses the information stored in the cookies?

The information stored in the cookies of our website is used exclusively by us, with the exception of that of Google Analytics, which are used and managed by Google and by us for statistical aims, and the Payment Operation Analysis cookie, which is generated exclusively when a purchase is made, and it is analyzed by an external company with the objective of offering sufficient guarantees on the payment operations performed.

Can the use of cookies be deactivated?

Yes, the cookies can be deactivated. However, if you select this configuration, you might not be able to access certain parts of our website, it may cause less efficient navigation and you cannot take advantage of some of our services.

If you prefer to restrict, block or erase the cookies from this website, you can do so by modifying your browser's configuration. Although the parameterization of each browser is different, the configuration of the cookies is usually done in the "Preferences" or "Tools" menu. For more details on the configuration of the cookies in your browser, consult its "Help" menu.

What specific cookies use this website and for what purposes?

Below is a table with the cookies used by this website along with the purpose of each of them: Identification and authentication cookies

Identification and authentication cookies

These cookies are used to identify the user during the session, avoiding the user having to repeat authentication processes in the website and accelerating some processes of the website.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
User identification	WC_AUTHENTICATION_<userid>, WC_USERACTIVITY_<userid>	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.Â
HTTP Session	JSESSIONID, "Local storage"	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.

Cookies for navigation

These cookies serve for the user's navigation during the session, remembering the selections made, the pages of our website already visited, etc.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
User selections	WC_GENERIC_ACTIVITYDATA, WC_PERSISTENT	They store the session values selected by the user such as the store, language, currency, etc. With WC_PERSISTENT various sets of identifiers can exist if the user visits more than one store (country).
Selected store	WC_ACTIVEPOINTER	It permits remembering the selected store (country) by the user during navigation and purchase.
Selected products	WC_filterManager	It permits remembering the filter established by the user in the grid of products during navigation and purchase.
Last category	WC_LastCat	It allows remembering the last category seen by the user.
Shopping cart	"Local storage"	They store information on the mini-shopping cart of purchases, as well as the identification information of the user associated with this shopping cart.
Session start	WC_SESSION_ESTABLISHED	It allows identifying the start of the session for the loading of the web page.
Protocols	socControl	It allows managing changes between secure (protocol) and insecure (http) domain.Â

Cookies for favorites

The cookies allow remembering certain user selections in the following accesses to the web page.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
Favorite stores	WC_favPhysicalShops	It allows the favorite stores of the user in subsequent accesses to the web page.Â
Last store	WC_ZaraStoreId	It allows the last store (country) visited by the user in subsequent accesses to the web page.
Last products	WC_lastVisitedProducts	This cookie permits remembering the last products seen by the user for subsequent accesses to the web page.

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.		
TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
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.
Google Analytics (third-party cookie)	__utma, __utmb, __utmc, __utmd, __utmv, __utmz	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. 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, http://www.google.com/intl/es/analytics/privacyoverview.html , to obtain further information on the cookies that it uses and how to disable them (in the understanding that we are not responsible for the content or the veracity of the third-party websites).

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.

TITLE OF THE COOKIES	TECHNICAL NAME OF THE COOKIES	PURPOSE
Purchase device (third-party cookie)	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.

