

Cookie Policy

This Cookie Policy describes the practices that QVC UK (“**QVC**” or “**us**” or “**we**”) follows when collecting information through use of cookies and similar technologies on our website. If you have questions about this Cookie Policy or your rights, you may contact the legal counsel of QVC by email at DPOUK@qvc.com and by mail at QVC, Building 8, Chiswick Park, 566 Chiswick High Road, London W4 5XU United Kingdom. The data protection officer for QVC is Gabriele Giunta, who can be reached by email at DPOUK@qvc.com, and by regular mail at QVC, Attention: Gabriele Giunta, QVC, Building 8, Chiswick Park, 566 Chiswick High Road, London W4 5XU. If you are located in the EU, you can also contact our EU representative by email at the following address: Italy.privacy@qvc.com.

Information We Collect

When you visit our website, our web server will temporarily record certain information from the device you use to access our website, the domain name or IP address of the requesting computer, the access date, the file request of the client (file name and URL), the HTTP response code and the website from which you are visiting us, the number of bytes transferred during the connection and, if applicable, other technical information that we use and statistically evaluate for the technical implementation of the website’s use (such as delivery of the content, guaranteeing the website’s functionality and security, protection against cyberattacks and other abuses).

It is necessary to store and process the information referred to above for the duration of your session in order to deliver our website content to your computer. We also store some of this information in the log files of our servers. We will not combine this information with your IP address or other personal data relating to you except as disclosed below.

This processing will take place for the fulfilment of the existing contract of use with you, as far as it serves the purpose of the technical implementation of the website’s use and to otherwise protect our legitimate interest in making our website as user-friendly, safe and attractive as possible and in promoting the sale of our products and services.

We will also use the data described above to draw conclusions about your interests from your use and to adapt our website’s offerings according to your interests (profiling) in order to make our website as user-friendly, safe and attractive as possible and thus promote the sale of our products and services.

For further information on the legal bases on which we rely to collect, use and process information about you, please refer to our Privacy Policy (which can be found [here](#)).

Cookies, Analysis and Tracking

We use cookies, among other things, to collect and process the data mentioned in the preceding Section. Cookies are files that are stored on your computer’s hard drive and are accessed by our server when you visit our website.

Further details about the cookies and similar technologies we use are set out below:

Types of Cookies

All cookies are one of two variants:

- **Session Cookies:** Also called transient cookies, are cookies that are temporarily stored in your browser for the duration of a browser session, and they typically will store information in the form of a session identification and no further information personally identifying you.
- **Persistent Cookies:** Also called permanent or stored cookies, are cookies that are stored on your hard drive until they expire (persistent cookies are set with expiration dates) or until you delete the cookie. Persistent cookies are used to collect identifying information, such as web surfing behaviour or user preferences for a specific web site.

On our website we employ the following types of cookies:

- **Essential Cookies**
- **External Targeted Advertising Cookies.**
- **Analytics & Personalisation Cookies**
- **Loyalty Programme Cookies**

These cookies are a mixture of first party cookies, which we set ourselves, and third-party cookies, which are set by other websites.

Cookie Functions

We use cookies across our websites to improve their performance and enhance your user experience. Cookies are used to provide the following functions:

- **Personalization** – For example, your language preference is remembered.
- **Session Management** - To ensure that your session is routed to the correct system for the duration of your visit.
- **Usage Tracking** – We use cookies to provide analysis of our users' on-going usage of the website. This allows us to adapt our website's offerings according to our users' interests and facilitates on-going improvements to the website.
- **AB Testing / Multivariate Testing** - We can display multiple versions of a page to a user to assess which generates the best user experience.
- **Advertising** - We can display advertising content depending on location, language, and your past browsing history.

Essential Cookies

We use a number of cookies which are strictly necessary to allow you to access our websites, to move between pages and to receive services which you have requested. The types of data collected may include:

- session identifier.
- IP address and related information.
- time of visit.
- webpage URL.

The following are the Essential Cookies which we use:

<i>Third Party (including link to its Privacy Policy)</i>	<i>Name of Cookie</i>	<i>Why we use it</i>	<i>Expiration</i>
<u>Catamorphic</u>	AWSALB	We use this cookie for the purposes of load balancing to manage our network resources.	7 days
<u>Akamai Technologies</u>	akaau_csp	We use these cookies to record your actions on the website such as browsing or adding items to your basket.	Session
	_abck	We use these cookies to record your actions on the website such as browsing or adding items to your basket.	1 year

	akaalb_ALB_PROD_QVC_API	This cookie is used for security purposes.	Session
	akaalb_ALB_PROD_QVC_UK	This cookie is used for security purposes.	Session
	ak_bmsc	We use this cookie to distinguish between humans and bots for network management and security.	1 day
	akaau	We use these cookies to record your actions on the website such as browsing or adding items to your basket.	Session
	bm_sv, bm_mi, bm_sz	We use this cookie for security and fraud prevention purposes.	1 day
True Fit	tfc-l	We use this cookie to create users' session ID, which can be linked to users browsing activities, Users' True Fit profile and purchasing history	2 years
	tfc-s	We use this cookie to track browsing metrics just for the single session.	Session
	tfcuser	We use this cookie in connection with the users' ID to facilitate information travelling across True Fit's retail partner network.	2 years
Adobe	demdex	This cookie helps us to perform basic functions such as visitor identification, ID synchronization, segmentation, modelling, reporting, etc.	179 days
	_dp	This cookie is used to determine if it can set other cookies related to Adobe services.	179 days
	dpm	This cookie assigns a unique ID to each visiting user.	1 year
	everest_g_v2	This cookie is used to store the browser and visitor ID.	Session
	everest_session_v2	This cookie stores the current session ID.	Session
	TEST_AMCV_COOKIE_WRITE	This cookie determines whether the user has accepted the cookie consent box.	Session
	AMCVS	This cookie serves as a flag indicating that the session has been initialized. Its value is always 1 and discontinues when the session has ended.	Session
	AMCV	This cookie serves as a flag indicating that the session has been initialized. Its value is always 1 and discontinues when the session has ended.	399 days
	s_ac	This cookie helps determine the correct domain to set other cookies	Session
	s_cc	This cookie determines if cookies are enabled.	Session
None (first party cookie from QVC)	Id_quid	This cookie is used to serve a unique ID for a browser.	1 year
	PIM-SESSION-ID	This cookie is used for managing products on our website.	Session

	OPTOUTMULTI	This cookie is used to identify and remember your privacy preferences.	3 months
	privacyVersion	This cookie is used to provide users with the correct version of the Privacy Banner.	1 year
	qvcpdap	This cookie is used to ensure the site functions.	21 months
	WC_ACTIVEPOINTER	This cookie is used to for security purposes and to automatically log-out users after a period of inactivity.	Session
	WV_AUTHENTICATION_536954329	This cookie is used to enable individuals to remain logged in when accessing our website if they have not previously logged out.	Session
	WC_PERSISTENT	This cookie is used for load balancing and network management purposes.	30 days
	_gat_tealium_0	This cookie is used to store the correct items in your shopping basket.	4 hours
	dc	This cookie is used for load balancing and network management purposes.	Session
	authFlags	This cookie is used to facilitate sign-in and checkout when purchasing items.	2 months
	authToken	This cookie is used to facilitate sign-in and checkout when purchasing items.	5 years
	globalUserId	This cookie is used to facilitate sign-in and checkout when purchasing items.	1 year
	qvcauthenticd	This cookie is used to identify users who have signed in.	Session
	qvcid1	This cookie is used to assign an identifier to the customer that we store instead of customer number	1 year
	qvcid2	This cookie is used to identify users.	Session
	responsive	This cookie is used to ensure that users are accessing a responsive version of our website.	7 days
	username	This cookie is used to store users' username.	Session
	cartQty	This cookie is used for managing your cart, if necessary.	Session
	lastLogin	This cookie is used to identify last date the user logged in.	2 months
	csrfToken	This cookie is used for security purposes and to ensure JavaScript applications are only being used by real users and not bots.	Session

Analytics & Personalisation Cookies

We use Analytics & Personalisation cookies to allow us to:

- Understand usage and effectiveness of our website.
- Remember your preferences.
- Understand your preferences regarding our products and services which we use to personalise/tailor your

interactions with our website.

This allows us to provide a high-quality experience by customizing our offering and quickly identifying and fixing any issues that arise. For example, we might use functionality cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages.

The following are the functionality cookies which we use:

<i>Third Party (including link to its Privacy Policy)</i>	<i>Name of Cookie</i>	<i>Why we use it</i>	<i>Expiration</i>
<u>Dynatrace</u>	dtCookie	This cookie is used to track a visit across multiple requests	Session
<u>Branch.io</u>	_s	This cookie is used by us for creating statistics	1 year
<u>Adobe</u>	Mbox	This cookie is used to give us the ability to test which online content and offers are more relevant to visitors.	2 years
	at_check	This cookie is used to check if cookies are enabled/supported on the browser	Session
<u>Tealium</u>	TAPID, utag_main utag_uhog	These cookies are used for supporting tag management functions and tracking information about users for personalisation purposes.	1 year
	TEALIUMID	This cookie is used to identify the user on the platform	Session
<u>Curalate</u>	cr18.fpcuid, cuid	These cookies are used to track interaction data for the purposes of measuring and optimising the performance of website functionalities.	1 year
<u>Google</u>	OGPC	This cookie is used to enable the functionality of Google Maps.	30 days
	_gat	This cookie is used to throttle request rate	4 hours
	_gid	This cookie is used to store session ID and to group the entire session's activity together for each user.	4 hours
	SID	This cookie is used to support security functionalities related to a user's Google account.	2 years
	SIDCC	This cookie is used to support security functionalities related to a user's Google account.	3 months

BaazarVoice	Bvqouser	This cookie is used to track the recommendations functionality.	Session
	BVBRANDID, BVBRANDSID	This cookie is used to generate a session ID for shoppers on the network.	1 year
Microsoft	MR	This cookie is used for analytics purposes.	180 days
SurveyMonkey	ep202, ep203	This cookie is used to test experiences on the website and identify browsers for account verification.	3 months
Granify	granify.uuid	This cookie is used to track the unique user.	13 months
	granify.session	This cookie is used to track the current session id.	13 months
	granify.new_user	This cookie is used to identify new users to the system.	13 months
Flixmedia	flixgvid	This cookie is used for creating a single ID to conduct analysis and have statistics about interactions with videos that we make available on our website (in particular on product pages)	Session
MentionMe	mm_allocation	This cookie is used to keep track of which offers you are participating in order to give you a more consistent experience	184 days
None (first party cookie from QVC)	Page	This cookie is used to store the name of the current page.	1 year
	pagesViewed	This cookie is used to store the number of webpages viewed by the customer.	Session
	QVCProductList Display	This cookie is used to record product list preferences.	2 months
	Smtrrmkr	This cookie is used to personalise contents on our website.	1 year
	JSESSIONID	This cookie is used to remember which selections users have previously made so that we can determine which products are displayed to the user.	Session
	WC_SESSION_ESTABLISHED	This cookie is used to identify a logged in member and their preferences.	Session
	WC_USERACTIVITY_536954329	This cookie is used to remember user preferences such as preferred languages and relevant products.	Session
	shopCatIds	This cookie is used to identify how traffic is driven to our	Session

		website from third party sites.	
	Uattrmb	This cookie is used to identify different attributes of the customer.	2 months

Flixmedia

We use on our website Flixmedia's services for providing you with updated information on our products and analyse, together with our commercial partners, the effectiveness of content displayed. For this activity, QVC and Flixmedia are acting joint controllers. Categories of personal data shared with Flixmedia include IP addresses, users' ID and data related with users' interactions with content displayed. If you have questions on how Flixmedia is processing your personal data, please contact Flixmedia using channels indicated [here](#).

Analytics Providers

We use Google Analytics and Adobe Analytics ("**Analytics Providers**") to collect demographic and interest-level information and usage information from users that visit the Site, including information about the pages where users enter and exit the Site and what pages users view on the Site, time spent, browser, operating system, and IP address.

Cookies allow Analytics Providers to recognize a user when a user visits our website and when the user arrives from other websites. Analytics Providers use the information they collect from our website and other websites to share with us and other website operators' information about users including age range, gender, geographic regions, general interests, and details about devices used to visit our website and other websites and purchase items.

For more information regarding Google's use of cookies, and collection and use of information, see the Google Privacy Policy (available at <https://policies.google.com/privacy?hl=en>). If you would like to opt out of Google Analytics tracking, please visit the Google Analytics Opt-out Browser Add-on (available at <https://tools.google.com/dlpage/gaoptout>).

Loyalty Cookies

We partner with 3rd parties to provide you with rewards and benefits when you buy from QVC. We collect information about your orders through our use of cookies to share it with third parties to ensure you get these rewards. Currently we are not using cookies belonging to this category. Currently QVC is not using cookies or similar tracking technologies in relation to loyalty programs.

External Targeted Advertising Cookies

We and our partners and advertisers use cookies to display advertisements that we believe are relevant to you and your interests.

We work with certain third-party advertisers and partners to collect information about your use of the website through first and third-party cookies in order to serve adverts to you. They may also analyse this data in order to serve adverts to you on other third-party websites.

We also work with advertisers in order to display our advertisements on third party websites, based on cookies set on your visit to this website. Advertising/targeting cookies may also be used to track your responses to particular adverts, which helps advertisers ensure that you see the most relevant advertisements in future on third party websites.

The following are the targeting/advertising cookie which we use:

Third Party	Name of Cookie	Why we use it	Expiration
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<i>(including link to its Privacy Policy)</i>			
Google	IDE	This cookie is used to identify any advertising users may have seen before visiting a website.	2 years
	NID	This cookie is used to record preferences and information in relation to Google sites.	6 months
	SAPISID	This cookie is used to collect user information for videos hosted by YouTube.	1 year
	SSID	This cookie is used to store preferences and other information of the user from the Google network.	2 years
	test_cookie	This cookie is used to check if the browser supports cookies.	4 hours
	1P_JAR	This cookie is used to display personalized advertisements on Google sites, based on recent searches and previous interactions.	30 days
	AID	This cookie is used to link user activity across devices.	17 months
	ANID	This cookie is used to track the advertising we serve across the web.	1 year
	APISID	This cookie is used to display personalised advertising on Google sites.	1 year
	HSID	This cookie is used to digitally sign and encrypt records of a user's Google account ID and most recent sign-in time.	2 years
	_ga	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier.	2 years
	_gcl_a	This cookie is used to track conversions from advertising clicks.	3 months
	cto_lwid	This cookie is used to collect data on visitor behaviour in order to present more relevant advertisements.	13 months
	DSID	This cookie is used to link activity across devices.	10 days
	_gali	This cookie is used to determine which links on a page that are being clicked.	4 hours

RTB-House	ar_debug	This cookie is used to aid in the debugging and troubleshooting of ads.	Session
	g	This cookie is used in context with the language setting on the website. Facilitates the translation into the preferred language of the visitor.	1 year
Criteo	ar_debug	This cookie is used to aid in the debugging and troubleshooting of ads.	1 year
	uid	This cookie is used for identifying a user for remarketing purposes.	1 year
Casalemedia	CMPRO	This cookie is used for advertising and tracking the products that users look.	3 months
	CMPS	This cookie is used for advertising and tracking the products that users look.	3 months
	CMID	This cookie is used for advertising and tracking the products that users look.	1 year
Pinterest	ar_debug	Checks whether a technical debugger-cookie is present.	1 year
	_pinterest_ct_ua	This cookie groups actions for users who cannot be identified by Pinterest.	1 year
Mediavine	criteo	This cookie is used to create a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.	13 days
	m_tokens_eu-v1	This cookie is used to create a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.	13 days
	am_tokens	This cookie is used to create a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.	13 days
	mv_tokens_eu-v1	This cookie is used to create a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.	13 days
	mv_tokens	This cookie is used to create a unique ID for the visitor, allowing third-party advertisers to target the visitor with relevant advertisements.	13 days
ID5	Cnac, cip, car	This cookie is used for presenting the user with relevant content and advertising	Session

	gdpr	This cookie determines whether users' have consented to trackers	Session
	gpp	This cookie is used to manage and transmit user privacy, consent and choice signals in accordance with global privacy regulations	Session
	callback	This cookie is used to collect data on visitor behaviour from multiple websites, in order to present more relevant advertisement.	Session
	cf	This cookie is used to set a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement.	Session
Media.net Advertising	data-c	This cookie is used to presents the user with relevant content and advertisement.	30 days
	data-c-ts	This cookie is used to collects data on the user across websites - This data is used to make advertisement more relevant.	30 days
	visitor-id	This cookie is used to collect information on the visitor.	1 year
Underdog Media	Rtbh, dt	This cookie is used to present the user with relevant content and advertisement.	1 year
	udmts	This cookie is used to measure relevance of advertisements presented to users.	1 year
RhythmOne	_rxuuid	This cookie is used to set a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement.	1 year
Tremor Video	tv_UICR, tvid	These cookies are used for providing cross device advertisements.	1 year
Facebook	_fbp	This cookie is used to deliver advertising to users who are on Facebook or a digital platform powered by Facebook Advertising.	3 months
	fr	This cookie is used to identify Facebook users and their browsers.	3 months
TikTok	_ttp	This cookie is used to measure and improve the performance of our advertising campaigns and to personalise the user's experience (including ads) on TikTok.	13 months
Tealium	_utma	This cookie is used to distinguish users and sessions.	1 year

	_utmb	This cookie is used to distinguish users and sessions.	4 hours
	_utmc	This cookie is used to distinguish users and sessions.	Session
	_utmz	This cookie is used to identify the traffic source or campaign through which a user reached the site.	6 months
Microsoft	MUID, MUIDB	These cookies are used to link actions from the Bing advertising network with actions performed on the website.	1 year
Twitter	guest_id	This cookie is used to track browsing behaviour of users on sites that includes a Tweet button.	2 years
	personalization_id	This cookie is used as part of the Twitter integration to facilitate sharing.	2 years
	tfw_exp	This cookie is used to identify browsers connecting to Twitter.	10 days
AppNexus	Anj	This cookie is used to ensure that data is synced with our partners to use data from outside the Adnxs platform.	3 months
	uuid2	This cookie is used for creating a unique IDs used for optimizing advertisements across platforms.	3 months
YouTube	VISITOR_INFO1_LIVE	This cookie is used to provide ad delivery or retargeting, store and track a visitor's identity, Store and track interaction.	180 days
	VISITOR_PRIVACY_METADATA	This cookie stores the user's cookie consent state for the current domain.	180 days
	YSC	This cookie is used by YouTube to remember user input and associate a user's actions	Session
	_Secure-ROLLOUT_TOKEN	This cookie is used by YouTube to manage the phased rollout of new features and updates.	180 days
None (first party cookie from QVC)	qvcidToken	This cookie is used for marketing purposes.	13 months

The types of data used include online identifiers, including cookie identifiers, IP addresses and device identifiers, imprecise location data (based on your IP address) or precise location data (if you have set your system to allow transmission of geolocation information), and client identifiers.

Types of targeting enacted based on cookies include:

- *Demographics*: Target ads based on how well products and services trend with users in certain locations, ages, genders, and device types.
- *In-market*: Show ads to users who have been searching for products and like-services.
- *Custom intent audiences*: Choose words or phrases related to the people that are most likely to engage with sites and make purchases by using "custom intent audiences."
- *Similar audiences*: Target users with interests related to those on remarketing lists.
- *Remarketing*: Target users that have already interacted with our ads, website, or app.

Social media platforms utilise information about their users in order to determine whether those users should be presented a specific advertising campaign based on criteria selected by the advertiser. This may include information collected through a pixel or similar technology placed on our website, provided by users to the social media platform (e.g., account information and usage of the social network), and information collected from third party websites that is shared with the social media platform.

We do not control the information collected by such partners or advertiser in connection with our website or the further use of information we may provide to them for the aforementioned services, and they do not process such data on our behalf. Only the data protection policies of those third parties as the respective controllers of such data will apply to their processing of such data.

As stated above, the legal basis for the use of External Targeted Advertising Cookies on our websites is your consent. If you have already provided your consent and wish to withdraw it, you can always do it in your Preference Center or you may also:

- opt out of the collection of personal information as part of the Google DoubleClick services (and personalisation across Google partner websites and google search) please visit: www.google.com/ads/preferences/html/opt-out.html. Further information on how Google use information can be found here <https://policies.google.com/technologies/partner-sites> .
- opt-out of personalised advertisements on your social media account or newsfeed and for more information on Facebook uses your information, please visit Facebook: <https://en-gb.facebook.com/privacy/explanation>. If you would like to control the use of information about you collected by Facebook from third party websites, you can visit Facebook's 'Off-Facebook' privacy settings here: <https://en-gb.facebook.com/off-facebook-activity>

Cookie Consent

When you visit our website, you are notified of the use of cookies and asked to provide your consent for cookies which are not strictly necessary for us to deliver the website to you (for example, External Targeted Advertising cookies). The notice refers to the detailed explanations in this Cookie Policy.

You can change your consent preferences regarding the use of cookies by accessing your preference center [here](#).

In addition, you can prevent or restrict the storage of cookies on your hard disk by setting your browser not to accept cookies or to request your permission before setting cookies. Once cookies have been set, you can delete them at any time. Please refer to your browser's operating instructions to find out how this works. If you do not accept cookies, this can lead to restrictions in the use of our service.

Data Retention and Deletion

Session cookies expire and are deleted at the end of your browser session. Persistent cookies may be set to expire from few days to a year or more depending on the function of the cookie. After expiry of those periods' information will be deleted or made anonymous.

Pixels (aka web beacons/web bugs/java script).

We may use pixels and other technologies to automatically record certain technical information about your interactions when you visit our sites or otherwise engage with us, to help deliver cookies on our sites or count users who have visited our sites. We may also include web beacons in our promotional e-mail messages or newsletters to determine whether you open or act on them for statistical purposes. "Pixels" are tiny graphics (about the size of a "full stop" at the end of a sentence) with unique identifiers used to track certain online actions, movements and related information users. Unlike cookies, which are stored on a user's computer hard drive, pixels are embedded invisibly on web pages or in HTML-based emails. The data we receive through pixels allows us to effectively promote our sites to various populations of users, and to optimize external advertisements about our sites that appear on third-party websites.

Facebook Pixel

The Facebook pixel is a snippet of JavaScript code that loads a small library of functions QVC can use to track Facebook ad-driven visitor activity on its website. The pixel relies on Facebook cookies, which enable Facebook to match QVC's website visitors to their respective Facebook User accounts. Once matched, QVC receives the statistical data to evaluate ad campaigns. Legal basis for the use of Facebook Pixel on our websites is your consent (Art. 6 (1) 1 (a) UK GDPR). Categories of personal data collected and transmitted to Facebook Ireland as part of the Joint Processing include: HTTP header information which include information about the web browser or app used; Information regarding standard/optional events such as "Page view" or "App install", further object properties, as well as buttons clicked by site visitors; Online identifiers including IP addresses and, insofar as provided, FB-related identifiers or device identifiers as well as information on opt-out/limited ad tracking status. For the above-mentioned processing activity, QVC and Facebook Ireland are acting as Joint Controllers. The information required by Article 13(1)(a) and (b) UK GDPR can be found in Facebook Ireland's Data Policy at <https://www.facebook.com/about/privacy>. Further information on how Facebook Ireland processes Personal Data, including the legal basis Facebook Ireland relies on and the ways to exercise Data Subject rights against Facebook Ireland, can be found in Facebook Ireland's Data Policy at <https://www.facebook.com/about/privacy>.

QVC and Facebook entered into the Controller Addendum (available at: https://www.facebook.com/legal/controller_addendum) to determine their respective responsibilities for compliance with the obligations under the UK GDPR with regard to the Joint Processing; Facebook Ireland is responsible for enabling Data Subjects' rights under Articles 15-20 of the UK GDPR with regard to the Personal Data stored by Facebook Ireland after the Joint Processing.

TikTok Pixel

We use a pixel provided by TikTok. This pixel collects your navigation data and then uses them to optimize marketing campaigns carried out by QVC on TikTok social media platform. This pixel is connected with a cookie, managed by TikTok. In this way TikTok is able to link Your visit of our website with Your account on TikTok and create statistics on marketing campaigns which will be shared with us. For the above-mentioned processing activity, QVC and TikTok Information Technologies UK Limited ("**TikTok**") are acting as Joint Controllers. Legal basis for the use of TikTok Pixel on our websites is your consent (Art. 6 (1) 1 (a) UK GDPR). The information required by Article 13(1)(a) and (b) UK GDPR can be found in TikTok privacy statement here: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>. Further information on how TikTok processes Personal

Data, including the legal basis TikTok relies on and the ways to exercise Data Subject rights against TikTok, can be found in TikTok Privacy Policy at <https://www.tiktok.com/legal/page/eea/privacy-policy/en>.

QVC and TikTok entered into Joint Controller terms available here: <https://ads.tiktok.com/i18n/official/policy/jurisdiction-specific-terms> to determine their respective responsibilities for compliance with the obligations under the UK GDPR with regard to the Joint Processing. TikTok is responsible for enabling Data Subjects' rights under Articles 15-20 of the UK GDPR with regard to the Personal Data stored by TikTok after the joint Processing.

For more information on how QVC process your personal data and your rights, please consult our Privacy Policy or the one available here: <https://www.qvcuk.com/content/legal-information/privacy-statement.html>