

## **Privacy Policy**

This site is sponsored by QVC (“QVC” or “we” or “our”) and is hosted and developed by Vision Critical Communications Inc. (“Vision Critical”). QVC knows how important your privacy is, and we are committed to making protection of your privacy a top priority. Our key principles are founded on honesty, objectivity, confidentiality and transparency. For these purposes, QVC is the Data Controller and Vision Critical is the Data Processor (as defined in the Data Protection Act 1998).

### **Who has commissioned the QVC Lounge?**

The QVC Lounge is being sponsored by QVC.

### **How did you select me?**

When recruiting members to join the Lounge we select and invite a random representative QVC customer base.

### **What information do you collect about me?**

The personal data the QVC Lounge collects is email address, gender, date of birth, annual household income and marital status. The QVC Lounge will not collect any sensitive data such as racial/ethnic origin, political opinions or religious beliefs.

### **How do you use this information?**

The QVC Lounge will use this information to make sure we invite you, by email, to relevant surveys based on your demographics.

### **Are my opinions anonymous?**

As long as you do not yourself post any personally identifiable information to the community, your posts should not be traceable back to you as an individual by other community users. Your posts are automatically attributed to the user ID that you selected on registration. Note, Vision Critical and QVC will have access to your personal information and email address. If you are not happy with your responses being used in this way, you should not take part in the QVC Lounge.

### **Can I delete my opinions afterwards?**

Your co-operation is voluntary at all times. You are entitled at any stage or subsequently to ask that part or all of the record of your opinions be removed from the community or made anonymous. Wherever reasonable and practical, we will carry out such a request. Note, because of the flow of conversations in this community, we often have to make responses anonymous rather than removing them completely.

### **Can I tell other people about what I have been asked about and seen on the community?**

By visiting and using the QVC Lounge you agree not to show or divulge to a third party at any time any of the content on the community, including (but not limited to) new ideas, concepts, advertising and packaging designs and conversations that we may show you and discuss on the community. If you do breach this agreement not to disclose, you may be subject to legal action against you. This

obligation shall remain in force even after you leave the community. QVC reserves all its rights in this respect.

### **Can children take part?**

Those under 18 are not eligible to participate in our community.

### **Do you use web beacons, pixel tags, or cookies?**

Yes, the QVC Lounge uses cookies. When cookies are stored on to your computer this allows us to recognise you when you return to the QVC Lounge and enhance your experience by allowing you to make full use of personalised features.

If you want to disable cookies you need to change your website browser settings to reject cookies. How to do this will depend on the browser you use but in general the QVC Lounge may not operate properly if cookies are switched off.

We might embed photos or video content from websites such as YouTube onto pages on the QVC Lounge. As a result, when you visit a page with this embedded content, you may be presented with cookies from these websites. QVC does not control these cookies and you should check the relevant third party website for more information about them.

Please click [here](#) to view our cookie policy in full.

### **What information do you collect automatically?**

Our web servers record which pages you visit and also the IP address of all our visitors. This information is used for internal QVC purposes (e.g. to determine popular pages) and to check eligibility.

### **What do you do to ensure security and quality?**

QVC and Vision Critical have appropriate security measures in place to protect against loss, misuse, or alteration of information.

QVC and Vision Critical are committed to meeting the requirements of the UK Data Protection Act 1998 and all similar data protection legislation in the countries in which we operate.

QVC makes no representations or warranties of any kind about the information contained on this website. QVC accepts no liability for the accuracy or completeness of the information contained on this website or for any claims or losses of any nature arising directly or indirectly from use of, or reliance on, such information.

Please be aware that any third party websites that you may link to from here are out of the control of QVC and it is not responsible for the privacy practices or the content of such websites.

### **Any other questions?**

If you require any further information about this Privacy Statement contact: QVC, [Kim Lambert]

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