TESCO POLICY

Privacy and Cookies Policy

* Tesco direct and Tesco Partners at Tesco direct and “F&F (“the Website”) is owned and operated by Tesco Stores Limited, part of the Tesco Group. This policy, together with our [Terms and Conditions](https://www.tesco.com/direct/help/terms-conditions.page), explain how Tesco may use information we collect about you, as well as your rights over any personal information we hold about you. Please read this policy and our [Terms and Conditions](https://www.tesco.com/direct/help/terms-conditions.page) carefully; by accessing the Website you confirm to have understood and agreed to them.
* Information we collect about you

We collect information about you when you:

* + visit the Website, and other sites accessible from the Website.
  + register with, and buy products or services on the Website.
  + take part in promotions, competitions, customer surveys and questionnaires.
  + contact us, e.g. in writing, call customer services.

We may supplement the information we collect about you with information we receive from other sources e.g. public registers such as the electoral roll. This allows us to assess the accuracy of the information we hold about you in order to send you relevant offers and information.

* Using your information

Collecting your personal information helps Tesco to better understand what you need from us. We use your information to:

* + manage and improve the Website.
  + personalise our services to you.
  + administer and operate your account.
  + process your orders and allocate Clubcard points to your account.
  + tell you about important changes to the Website and our services.
  + understand your shopping behaviour to develop and improve our products and services.
  + manage promotions, competitions, customer surverys and questionnaires.
  + check and verify your identity, and prevent or detect crime. In performing checks your information may be disclosed to credit reference agencies, who may keep a record of that information. This is not a credit check and your credit rating will be unaffected.

We may share your personal information across the Tesco Group so they can provide you with relevant products and services.

Your personal information is safe with us and will never be released to companies outside the Tesco Group for their marketing purposes.

We may use and share anonymised information outside the Tesco Group. However, we would like to reassure you that this never includes your personal information.

* Clubcard information

We access the information recorded through the use of your Clubcard to help us improve our service to you and to make our communications more relevant.

* Marketing and research

If you agree, we may contact you:

* + with offers and information about Tesco products or services.
  + with offers and information about partners' products or services.
  + for customer research, e.g. to help improve our service.

Of course, the choice is entirely yours, but if you say you do not want to receive marketing information from us this will prevent you from receiving great offers or promotions that may be of interest to you.

When you register online you can access a “Contact preferences” page that allows you to tailor our commercial communications to your preferences.

To change your contact preferences simply click “Your account” in the top frame and click “Your contact preferences”. If you do not want to receive commercial communications from us, select your choices by using the boxes available on that page.

We like to hear your views to help us improve our service. From time to time, we may contact you to ask your opinions. Again, if you do not want to be contacted for this purpose, make your choice on the “Contact preferences” page.

* Cookies

In order to comply with new rules, we use a system of classifying the different types of cookies which we use on the Website, or which may be dropped by third parties through our websites. The classification was developed by the International Chamber of Commerce UK and explains more about which cookies we use, why we use them, and the functionality you will lose if you decide you do not want to have them on your device. Please be reassured that we are working on other privacy and cookie-related improvements to the Website.

What is a cookie

Cookies are text files containing small amounts of information, which are downloaded to your personal computer, mobile or other device when you visit a website. Cookies are then sent back to the originating Website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

Persistent cookies - these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookies - these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org/) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu/).

Cookies used on the Website

A list of all the cookies used on the Website by category is set out below.

Strictly necessary cookies

**These cookies enable services you have specifically asked for. For those types of cookies that are strictly necessary, no consent is required.**

These cookies are essential in order to enable you to move around the Website and use its features, such as accessing secure areas of the Website. Without these cookies services you have asked for, like shopping baskets or e-billing, cannot be provided.

Performance cookies

**These cookies collect anonymous information on the pages visited. By using the Website, you agree that we can place these types of cookies on your device.**

These cookies collect information about how visitors use the Website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the Website works.

Functionality cookies

**These cookies remember choices you make to improve your experience. By using the Website, you agree that we can place these types of cookies on your device.**

These cookies allow the Website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Targeting or advertising cookies

**These cookies collect information about your browsing habits in order to make advertising relevant to you and your interests.** 0cf333 **+2**

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with our permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to site functionality provided by the other organisation.

Behavioural advertising and online privacy

A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at [www.youronlinechoices.eu](http://www.youronlinechoices.eu/). The guide contains an explanation of the IAB's self-regulatory scheme to allow you greater control of the advertising you see.

Using browser settings to manage cookies

The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You can also disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its manufacturer.

However, because cookies allow you to take advantage of some of the Website's essential features, we recommend you leave them turned on. For example, if you block or otherwise reject cookies you will not be able to add items to your Shopping Basket, proceed to Checkout, or use any of our products and services that require you to Sign in. If you leave cookies turned on, remember to sign off when you finish using a shared computer.

* Disclosing your information

We will never disclose your information to anyone outside the Tesco Group except where we have your consent; where we are required or permitted to do so by law; to other companies who provide a service to us; to Tesco Partners who sell products on the Tesco direct Website (each a 'Tesco Partner'); or any successors in title to our business. 0cf333 +2

If you buy a product or service from a Tesco Partner we will only share relevant personal information with the Tesco Partner for the purpose of processing your order.

Whenever we transfer personal information to countries outside the European Economic Area we will ensure that appropriate security measures are taken.

* Other websites

The Website may contain links to other sites which are outside our control and not covered by this policy. The operators of these sites may collect information from you that will be used by them in accordance with their policy, which may differ from ours.

* Accessing your information

To obtain a copy of the information we hold about you, write to: Data Protection Officer, Corporate & Legal Affairs, Tesco House, Shire Park, Kestrel Way, Welwyn Garden City AL7 1GA enclosing a cheque or postal order for £10 payable to “Tesco Stores Limited”. Please confirm your Clubcard number and any details to help us identify and locate your information. If any of the details are incorrect, let us know and we will amend them.

* Changes to our policy

This policy replaces all previous versions and is correct as of June 2016. We reserve the right to change the policy at any time.

Personal data we collect.

This section tells you what personal data we may collect from you when you use our Services and what other personal data we may receive from other sources.

When you register for our Services, you may provide us with:

* Your personal details, including your postal and billing addresses, email addresses, phone numbers and date of birth and title
* Information relating to your membership of any of our clubs, such as Christmas Savers
* Your account login details, such as your username and the password that you have chosen

When you shop with us online or browse our Websites or use our Mobile Apps, we may collect:

* Information about your online purchases (for example, what you have bought, when and where you bought it and how you paid for it)
* Information about your online browsing behaviour on our Websites and Mobile Apps and information about when you click on one of our adverts (including those shown on other organisations’ websites) 0cf333 +2
* Information about any devices you have used to access our Services (including the make, model and operating system, IP address, browser type and mobile device identifiers) 0cf333 +2

When you use Clubcard to shop with us, or use Clubcard vouchers or coupons, we may collect:

* Transaction information, including the in-store and online purchases you earn Clubcard points for and how you use your Clubcard coupons and vouchers within the Tesco Group or with Clubcard Partners

When you contact us or we contact you or you take part in promotions, competitions, surveys or reviews about our Services, we may collect:

* Personal data you provide about yourself anytime you contact us about our Services (for example, your name, username and contact details), including by phone, email or post or when you speak with us through social media 0cf333 +2
* Details of the emails and other digital communications we send to you that you open, including any links in them that you click on
* Your feedback and contributions to customer surveys or reviews

When you visit our stores:

* footage of you may be recorded on our CCTV systems

When you use our pharmacies:

* personal data including your prescription details, medical history, payment details and contact/address information

Other sources of personal data

We may also use personal data from other sources, such as specialist companies that supply information, [online media channels](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/), our Retail Partners and [public registers](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/). For example, this other personal data helps us to:

* manage your Clubcard account (including the allocation of Clubcard points);
* review and improve the accuracy of the data we hold; and
* improve and measure the effectiveness of our marketing communications, including [online advertising](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/).

Sharing personal data within the Tesco Group

This section explains how and why we share personal data with other companies within the Tesco Group.

We may share the personal data we collect with other companies in the Tesco Group. For example, we share personal data with the following Tesco Group companies.

### Tesco Bank

Tesco Bank use your Clubcard data to help them work out whether they can offer you certain products, and what discounts, deals or offers they can make you.

Tesco Bank may use data that you provide, such as your name and address, to find any Clubcard(s) that are linked to your address.  They may use data about these Clubcard(s) to help tailor offers to you. When they do this, they will only ever use the Clubcard linked to your address which gives you the best terms, deals or offers.

Tesco Bank may look at your Clubcard data in different ways to help understand more about you (we call this ‘profiling’). 0cf333 +2 Profiling includes things such as how likely Tesco Bank think you are to pay back money they lend you, how often you use other Tesco products and services, and how you prefer to shop. Profiling helps Tesco Bank create a number of ‘Clubcard scores’, which they then use as one of the factors in their automated decision-making process.

Where applicable, at the point of applying, individual offers you receive may be affected by your credit rating. Tesco Bank may also take into account whether or not you are a Clubcard customer.

Profiling allows Tesco Bank to tailor offers specifically to its customers. This means that different Clubcard customers may get different offers. For its banking products profiling means that customers will receive better offers and/or be more likely to be accepted for the product requested than non-Clubcard customers who have a broadly equivalent credit rating.

Where Tesco Bank are offering insurance products, Clubcard profiling means that although different Clubcard customers may get different offers, Clubcard customers will always receive better offers than non Clubcard customers.

We make Clubcard information (including information about purchases when you use your Clubcard) and information about your online behaviour we have collected through cookies available to Tesco Bank. 0cf333 +2  This helps them to improve their service and make their marketing communications more relevant to you.

We may also use data provided to us by Tesco Bank, for example information about the Tesco Bank products you hold, to improve our service and make our marketing communications more relevant to you.

You can find more information about the way in which Tesco Bank use your data in their [privacy and cookies policy](http://www.tescobank.com/help/privacy-and-cookies/).

### Tesco Mobile

We make Clubcard information (including information about purchases when you use your Clubcard) and information about your online behaviour we have collected through cookies available to Tesco Mobile. This helps them to improve their service and make their marketing communications more relevant to you.

You can find more information about the way in which Tesco Mobile use your data in their [privacy and cookies policy](http://www.tescomobile.com/about-us/terms-and-conditions/general/privacy-and-cookies-policy).

### dunnhumby

dunnhumby, part of the Tesco Group, is also one of our main service providers. dunnhumby help us to use personal data to help improve our understanding of customers and personalise your customer experience. You can find out more about what dunnhumby do [here](https://www.dunnhumby.com/).

## [Sharing personal data with Retail Partners and Service Providers](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/#collapseSix)

This section explains how and why we share personal data with Retail Partners and Service Providers.

When we share personal data with these companies we require them to keep it safe, and they must not use your personal data for their own marketing purposes.

Retail partners

We work with a number of Retail Partners who:

* sell products through our services; or
* offer products, services and/or the ability to earn points through Clubcard.

We only share personal data that enable our Retail Partners to provide their services.

Service Providers

We work with carefully selected Service Providers that carry out certain functions on our behalf. These include, for example, companies that help us with technology services, storing, combining and analyzing data, processing payments, provide us with legal or other professional services as well as delivering orders. We only share personal data that enable our Service Providers to provide their services.

Some of the Service Providers we work with operate [online media channels](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/), and they place relevant [online advertising](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/) for our products and services, as well as those of our suppliers and our Retail Partners, on those online media channels on our behalf. For example, you may see an advert for our products and services as you use a particular social media site or watch television through your pay TV account.

Examples of our Service Providers include Facebook, Adobe, Dunnhumby and WorldPay.

[How long we use personal data for](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/#collapseThirteen)

We will not keep your personal data longer than we need to, how long this is depends on several factors, including:

* Why we collected it in the first place;
* How old it is;
* Whether there is a legal/regulatory reason for us to keep it;
* Whether we need it to protect you or us.

[Third parties operating through our Websites and Mobile Apps](https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/#collapseFourteen)

Our key partners are listed below with information about the services they provide to us. This list is not exhaustive but it does include those partners with whom we have an established relationship and whose cookie technologies are most frequently deployed through our Services.

Measurement & Personalisation

To analyse how our services are used, including to test different content versions. This data may also be used to enable us to personalise our services and the marketing of our services.

* [Adobe](https://www.adobe.com/uk/privacy.html)
* [Optimizely](https://www.optimizely.com/legal/opt-out/)
* [Google](https://policies.google.com/?hl=en&gl=uk)
* [Integral Ad Science](https://integralads.com/uk/privacy-policy/)

Product recommendations

To enrich your shopping experience by delivering personalised recommendations to you on some of our websites (e.g. on Tesco Direct and F&F Clothing).

* [Rich Relevance](https://www.richrelevance.com/privacy/opt-out/)

Online marketing

To personalise Tesco adverts shown to you via Tesco and on other websites based on your interactions with Tesco. For example, by using data about your transactions with Tesco, what you have in your basket and the pages and products you look at. We may also use your Clubcard data to better personalise our marketing via our main data partner, Sociomantic (a subsidiary of dunnhumby, a Tesco company).

* [Sociomantic](https://www.sociomantic.com/privacy/en/)
* [Bing](https://privacy.microsoft.com/en-gb/privacystatement)
* [Google](https://policies.google.com/?hl=en&gl=uk)

Social media

To market to you via social media platforms and to enable social sharing and engagement on our websites. These companies may use your data for their own purposes, including to profile and target you with other advertising.

* [Facebook](https://en-gb.facebook.com/policies/cookies/)
* [Twitter](https://help.twitter.com/en/rules-and-policies/twitter-cookies)
* [RadiumOne (po.st)](https://radiumone.com/use-of-cookies/)

Commenting

To power commenting on our websites (e.g. Tesco Real Food)

* [Disqus](https://help.disqus.com/terms-and-policies/disqus-privacy-policy)

Delivering ads for our Retail Partners

To enable us to personalise and deliver online advertising on behalf of our Retail Partners.

* [Google](https://policies.google.com/?hl=en&gl=uk)
* [Sociomantic](https://www.sociomantic.com/privacy/en/)