



Table of Content:

How we use your information:	2
Your Personal Details, such as your name, date of birth, gender, address, email address and phone number.	2
Your body size and shape, if you choose to tell us this	5
Your payment information	5
Your contact history with us	6
Purchase history and saved items	7
Information about your phone or laptop, and how you use our website and app	9
Information from Social Media or accounts you link to us	11
If you post comments about OGA., tag ogabyonso or post photos to our Social Media pages	12
Your responses to surveys, feedback and competitions	13
Other identifiable information	14
Fraud prevention and detection	15
Personalizing your OGA. experience	15
Marketing messages:	16
Keeping your information:	17
Your rights:	17
Changes to how we Protect Your Privacy:	18



How we use your information:

We use your information in a number of different ways — what we do depends on the information. The tables below set this out in detail, showing what we do, and why we do it.

Your Personal Details, such as your name, date of birth, gender, address, email address and phone number.

What we do	Why we do it	Why do we need to do it (the legal stuff!)
Identify you when you visit our website or contact us	Checking your identity helps us to keep your information safe from fraudsters	Legally, we have to do this and it is also important for us
Deliver your purchases to you	It's a bit hard to send your order if we don't use your name and contact details!	It's an important part of our contract commitment to you

<p>Send you account and service updates, and updates to our Terms and Conditions and order confirmations</p>	<p>To keep you informed of any changes to OGA. services</p>	<p>Legally, we have to do this, it's an important part of our contract commitment to you, and it's also important for us to keep you updated</p>
<p>Send you order updates by text, e-mail or through our app</p>	<p>So you know when your order is due to arrive</p>	<p>It's an important part of our contract commitment to you</p>
<p>Manage your participation in any promotions, offers or discount schemes you choose to participate in</p>	<p>To ensure you receive any discounts or offers relevant to you at the time e.g. Student discounts</p>	<p>We will treat this as an important contract commitment to you if you choose to participate</p>
<p>Direct you to the right part of our website</p>	<p>To get you to the products that you want faster</p>	<p>It's important to us that you get the best out of your OGA. shopping experience</p>



<p>Send you information about our products and services</p>	<p>We like to keep you up to date and help you get the best from our products and services (you can find out more in the section on Marketing messages below)</p>	<p>It's up to you to choose when you hear from us and what you hear about but it's also important for us to tell you about the best product and services we have to offer!</p>
<p>Send you surveys and ask for other feedback.</p>	<p>For you to tell us what you think and how we're doing.</p>	<p>It's up to you to choose when you hear from us and what you hear about but it's also important for us to tell you about the best product and services we have to offer!</p>



Your body size and shape, if you choose to tell us this

What we do	Why we do it	Why do we need to do it (the legal stuff!)
We use a third party to help make recommendations about product suggestions	We want you to love the products you buy from us - to help you get the right size	It's important to us that you find the right products for you

Your payment information

This means your chosen payment method, for example your card details (don't worry we don't keep the security code)

What we do	Why we do it	Why do we need to do it (the legal stuff!)
Take payment, and give refunds	After all - we're not giving all our stuff away!	It's important to us and an important part of our



		contract commitment to you
Keep a record of any financial transactions with you	We need to know what you have paid for (and we have to tell the tax man about our income too!)	Legally, we have to do this

Your contact history with us

What you've said to us — for example, by email, on instant chat, on Social Media, or in private messages. If you contact us by phone we record calls to our customer care center, too.

What we do	Why we do it	Why do we need to do it (the legal stuff!)
Provide customer service and support	After all, you expect the best service from us!	It's an important part of our service and also part of our contract commitment to you

Improve the services and support we provide to you	So that you get the best possible customer service	It is important for us to train our staff
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Purchase history and saved items

What you've bought in the past, what you've searched for - including using our Style Match feature - what you've saved or added to a board for another time, and when you have asked us to tell you that something is back in stock.

What we do	Why we do it	Why do we need to do it (the legal stuff!)
Help you keep track of items you like, update you when we have new availability and let you share them, your way	To help you get to the products that you like faster and so you can get the best out of our products and your account	It's up to you if you want to use these services but we would love you to share all our good stuff

<p>Handle returns in accordance with our Terms and Conditions and provide customer service and support</p>	<p>Because you expect the best service from us and, after all, we can't provide a refund if we don't know what you've bought!</p>	<p>It's an important part of our contract commitment to you</p>
<p>Analyze what you have bought, searched for, or returned, which helps us find out what you like.</p> <p>For Style Match, once we've shown you your search results we store the photo for one month and keep it separated from anything else that identifies you.</p>	<p>To ensure we are giving you what you want, providing you with the best service we can, and so we can stay ahead of the competition.</p>	<p>It is important for us to know your preferences.</p>



<p>We match your purchases to links from affiliates who might have introduced you to OGA. or promoted a particular product when you visited their site. We share relevant purchase history with them, so they know when they have made a successful introduction</p>	<p>We have a number of “introducers” who direct new customers to us or promote our products on their sites</p>	<p>It is important for us to generate new customers through different sources</p>
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Information about your phone or laptop, and how you use our website and app

Information collected when you browse our site or use our app, including your IP address and device type, how you use our website and app (such as the pages you visit and the products you look at) and, if you choose to share it with us, your location data.

What we do	Why we do it	Why do we need to do it (the legal stuff!)
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<p>Identify you when you visit our website</p>	<p>If we can remember you, we can give you the best possible shopping experience.</p>	<p>It is important for us that you get the best shopping experience</p>
<p>Improve our website and set default options for you (such as language and currency)</p>	<p>It's important for us, and it's much easier for you, if we know the language and currency you prefer, and it also helps us to protect your information</p>	<p>It is important for us to know what you like to give you the best shopping experience</p>
<p>Send information about our products and services to you</p>	<p>We like to keep you up to date and help you find products. You can find out more in our section on Marketing messages below</p>	<p>It is important for us to show you things we think you will like and that may make your OGA. experience better</p>
<p>Show you OGAbynonso.com adverts as you browse the web</p>	<p>So you can see our latest products and deals that we think you will love</p>	<p>It is important for us to show you things we think you will like</p>



Monitor visitors to our site and analyze their behavior	To protect our website and to help make our service better	This is important for us and legally, we have to do this!
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Information from Social Media or accounts you link to us

What we do if you use your Social Media or your third-party account to log in to OGA. We will keep a record of your Social Media handle, and the other information that is made available to us according to your Social Media account settings.

What we do	Why we do it	Why do we need to do it (the legal stuff!)
We allow you to use your Social Media account to log on to OGA, simply and easily without having to create a specific account	To make it easier for you to use OGAbynonso.com and purchase those items you want!	It is important for us that you get the best shopping experience



If you post comments about OGA., tag ogabynonso or post photos to our Social Media pages

What we do	Why we do it	Why do we need to do it (the legal stuff!)
Monitor our customers views or opinions	We may want to respond to you or react, particularly if you are unhappy with something.	It is important for us to know what you think about us
If you tag OGA or post to our pages, we may ask to use your photo, on our site or Social Media pages.	The best representation of your OGA. style is you! We want to celebrate you as well.	It's up to you whether you agree.
We use public sources of information to help us investigate fraudulent activity	To prevent and detect fraud against either you or OGA. – unfortunate, but absolutely essential	This is important for us to protect our service, to protect you and to stop this

Your responses to surveys, feedback and competitions

What we do	Why we do it	Why do we need to do it (the legal stuff!)
<p>We occasionally ask for feedback on our products or how you feel we are doing. Generally, responses are anonymised but if you provide any Personal Details we may respond to you directly</p>	<p>It makes good sense to check how you feel about us and your purchases from time to time and we can use this information to improve our service.</p>	<p>It's up to you whether you take part.</p>
<p>Manage the competitions that you qualify for or enter into. We need to contact you about your entries and send you a prize if you are one of the winners.</p>	<p>We need to let you know if you have met the entry requirements and if you win!</p>	<p>If you take part, we will treat this as an important contract commitment to you.</p>



Allow you to Rate and Review the products you have purchased	We want to know how you feel about us and your purchases so we can use this information to improve our service.	It's up to you whether you take part.
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Other identifiable information

What we do	Why we do it	Why do we need to do it (the legal stuff!)
We allocate you a unique number when you first shop with us (your customer ID)	This allows us to uniquely identify you	It's an important part of our contract commitment to you

You don't have to give us all of this personal information but if you don't, you may not be able to buy from the site, and you are unlikely to receive our optimal overall customer experience. But that is your choice – and we respect that.

We also anonymise and/or aggregate personal information (so that it does not identify you) and use it for purposes including testing our IT systems, research, data analysis (for us and the brands sold through our site and app), improving our site and app, and developing new products and services.



Fraud prevention and detection

We use any of the above categories of information to identify, prevent and detect fraud, against either you or against OGA. Detecting and preventing fraud is an unfortunate, but an absolutely essential part of our service and our contract commitment to you. Legally, we have to do this, and it is very important for us.

We also use Purchase history data, to protect our service and uphold our Terms of Service as part of our contract commitment to you, as part of this we may make use of computer-system decisions to protect OGA. and our Service. Your rights in relation to this are detailed below.

Personalizing your OGA. experience

We use the data we collect to help us provide you with the best service, the best shopping experience and to show you the latest and greatest products and services that we think you will love.



Marketing messages:

If you have said we can, we'll send you marketing messages to keep you aware of what we're up to and to help you see and find our products and services.

How to stop marketing messages from OGA.

- **Emails:** You can also click on the 'unsubscribe' link in any marketing email you receive, and this will take you to the Contact Preferences section of your account so you can unsubscribe from that method of communication.
- **Text Messages:** You can also text "stop" to the number provided within the communication and this will unsubscribe you from that method of communication.
- **Any method of Marketing:** You can contact our Customer Care team. Once you do this, we will update our records to ensure that you don't receive further marketing messages.

If you tell us you don't want to receive marketing messages it might take a few days for all our systems to be updated, so we would ask for your patience as you might get messages from us while we process your request.

Please note that opting out of marketing messages will not stop service communications, such as order updates, or where you have asked for a specific 'back in stock' notification.



Keeping your information:

We'll hold on to your information for as long as you continue to be an OGA customer and for as long as we are required to keep it to ensure we meet our legal requirements across the globe.

If you no longer wish to be a customer you can contact our Customer Care team and request that we close your account. However, we have a legal requirement to keep some of your personal data even after you have asked us to delete it. We will only keep what we absolutely need to, and only to make sure we can meet our legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our Terms & Conditions.

Your rights:

You have a lot of rights relating to your personal information, these are:

- The right to be informed about how your personal information is being used (like this notice!)
- The right to access the personal information we hold about you
- The right to request the correction of inaccurate personal information we hold about you.
- The right to request that we delete your data, or stop processing it or collecting it, in some circumstances
- The right to stop direct marketing messages, which you can do through.
- The right to withdraw consent for any consent-based processing at any time



- The right to request that we transfer or port elements of your data either to you or another service provider
- The right to ask us to explain any computer-system decision about you
- The right to complain to your data protection regulator

If you want to exercise your rights, have a complaint, or just have questions, please contact us. As a starting point, we have one month in which to respond to you.

Changes to how we Protect Your Privacy:

We may change this page from time to time, to reflect how we are processing your data.

If we make significant changes, we will make that clear on the OGA. website or other OGA. services, or by some other means of contact such as email, so that you are able to review the changes before you continue to use OGA.