

Privacy Policy

H&M works to ensure your privacy is protected when using our services. We therefore have a policy setting out how your personal data will be processed and protected. Any changes we have made to this data policy can be found by visiting our website.

Personal data

We take responsibility for all the personal data – such as your name, address, email address, phone number, date of birth, etc. – that you provide us with or that we obtain through purchases, when you order catalogues, subscribe to our newsletter or when you create a personal account on hm.com.

The parent company – H & M Hennes & Mauritz AB – is acting as the party responsible for your personal data under the Swedish Personal Data Act (1998:204) and EU Directive 95/46/EC. The H&M Hennes & Mauritz AB subsidiaries are acting as personal data processors on behalf of the parent company. Your personal details are maintained in Sweden and processed within the H&M group, in a few cases also outside the EEA.

How do we use your personal data?

We use the information that we collect to fulfill our commitments to you and to provide you with the service that you expect. This includes sending you information and offers for marketing purposes. In order to provide you with relevant offers and information we may analyze your personal data. We will only keep your data for as long as necessary to carry out our services or for as long as we are required by law.

Who has access to the data?

We never pass on/sell/swap your data to/with third parties for marketing purposes outside H & M Hennes & Mauritz AB. Data that is forwarded to third parties is used only to meet H & M Hennes & Mauritz AB's commitments to you.

Privacy policy for applicants

We take responsibility for all the personal data that we receive during recruitment or in competitions. These details are processed within the country organisation where you have directed your application while the data is stored in the United Kingdom. Your country organisation is also the party responsible for your personal data under the data protection act of that specific jurisdiction. If you have any questions regarding your application and your personal details, please find the contact information for your country H&M organisation at hm.com under "Contact Us".

In registering your interest or submitting an application to us you allow us to process your personal data as part of our recruitment process. We then only store your details as agreed. It is H&M Hennes & Mauritz AB's policy not to request sensitive information from applicants via our website, and you will not need to submit sensitive information (e.g. racial/ethnic origin, political views, religious/philosophical convictions, membership of trade unions, health, sex life) when you register your interest or send your application to us. We always try to respond to applications as quickly as possible.

Cookies

A cookie is a small text file that is saved to and during subsequent visits, retrieved from, your computer or mobile device. H&M Hennes & Mauritz AB uses cookies to enhance and simplify your visit. We do not use cookies to store personal information, or to disclose information to third parties. There are two types of cookies permanent and temporary (session cookies). Permanent cookies are stored as a file on your computer or mobile device for a time period no longer than 12 months. Session cookies are stored temporarily and disappear when you close your browser session.

We use permanent cookies to store your choice of start page and to store your details if you select "Remember me" when you log in.

We use session cookies when you use the product filtration function and to check if you are logged in.

You can easily erase cookies from your computer or mobile device using your browser. For instructions on how to handle and delete cookies please look under "Help" in your browser. You can choose to disable cookies, or to receive a notification each time a new cookie is sent to your computer or mobile device.

Please note that if you choose to disable cookies, you will not be able to take advantage of all features.

Third-party cookies

We use third-party cookies to collect statistics in aggregate form in analysis tools such as Google Analytics and Core metrics. The cookies used are both permanent and temporary cookies (session cookies). The permanent cookies are stored on your computer or mobile device for no longer than 6 months.

Links

The hm.com website may include links to other websites which don't fall under our supervision. We cannot accept any responsibility for the protection of the privacy or the content of these websites, but we offer these links to make it easier for our visitors to find more information about specific subjects.

Copyright

The content of this website is copyright-protected and is the property of H & M Hennes & Mauritz AB.

Controller of personal data
H & M Hennes & Mauritz AB
Mäster Samuelsgatan 46
106 38 Stockholm
Sweden

Telephone: +46 (0)8 796 55 00
Fax: +46 (0)8 24 80 78
E-mail: info@hm.com

Companies register: Bolagsverket/Swedish Companies Registration Office
Company registration number: 556042-7220
Authorised representative: Karl-Johan Persson
VAT registration number: VAT NO. SE556042722001

Cookies

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts. More specifically, we use cookies and other tracking technologies for the following purposes:

Strictly Necessary Cookies

These cookies are necessary to maintain our services and cannot be switched off. They are usually only set in response to actions made by you, such as creating an account or saving a wish-list for later. You can set your browser to block or alert you about these cookies, but that can make some parts of the site not work. These cookies do not store any personally identifiable information.

Strictly Necessary Cookies		
Cookie Subgroup	Cookies	Cookies used
hm.com	<u>_ga</u> , <u>_gid</u> , <u>_gat</u>	First Party
career.hm.com	<u>OptanonAlertBoxClosed</u> , <u>JSESSIONID</u> , <u>NSC xxxxxxxxxxxxxxxx</u> , <u>OptanonConsent</u> , <u>NSC WTFSW-MC-DBSFES-IUUQ</u>	First Party
<u>youtube.com</u>	YSC	Third Party

Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.

Functional Cookies		
Cookie Subgroup	Cookies	Cookies used
career.hm.com	<u>_atuvc</u> , <u>_atuvs</u>	First Party
<u>addthis.com</u>	xtc, uvc	Third Party
<u>s7.addthis.com</u>	<u>_atuvs</u> , <u>_atrfs</u> , <u>_atuvc</u>	Third Party

Marketing cookies

When you accept marketing cookies, you give us your consent to place cookies on your device to provide you with relevant content that fits your interests. These cookies may be set through our site by our advertising partners or us, to build a profile of your interests and show you relevant content on our and third-party sites. To be able to deliver content that fits your interests, we will use your interactions together with personal information you have provided to us on our site. To present you with relevant content on third-party sites, we will share this information and a customer identifier such as an encrypted email-address or device id with third parties, such as advertising platforms and social networks. To make the content as interesting as possible for you,

we may link this data across the different devices you use. If you choose not to accept marketing cookies, we will not place such cookies on your device, and you may experience less relevant content from us.

Marketing cookies		
Cookie Subgroup	Cookies	Cookies used
linkedin.com	li_gc, lang, AnalyticsSyncHistory, bcookie, lidc, UserMatchHistory	Third Party
doubleclick.net	IDE, test_cookie	Third Party
ads.linkedin.com	lang	Third Party
www.linkedin.com	bcookie	Third Party