

www. Farah.Co. UK Privacy Policy.

Our Commitment to Privacy

Perry Ellis Europe Limited (company number 00981294) ("**Perry Ellis**") is a company registered in the United Kingdom whose principal place of business is Crittal Road, Witham Essex England CM8 3DJ.

Perry Ellis is a division and wholly owned subsidiary of Perry Ellis International Group Holdings Limited.

Perry Ellis has instituted policies and practices intended to ensure that your personal information is handled in a secure manner that respects and protects your privacy. Any changes to our privacy policy and practices will be reflected on this page so that you can be aware of what information we collect and how we are using and/or disclosing it. By using our website, you consent to the collection and use of this information by Perry Ellis.

What information does Perry Ellis collect?

Perry Ellis collects data that you provide to our company-owned channels of operation, such as www.farah.co.uk, either through transactions, email registration, sweepstakes, contests, or membership; or through phone, mail and fax interactions or paper registrations that you submit. This includes information such as your name, mailing address, email address, phone number, any personal preferences you choose to provide, transaction details such as style, size, price, discount, date, store, your credit card number and expiration date used for transactions, and an encrypted password to ensure maximum protection of your privacy ("Personal Information").

Perry Ellis occasionally obtains email addresses of active Perry Ellis customers who requested fashion emails on other websites. Perry Ellis also reserves the right to obtain publicly accessible customer demographics.

How does Perry Ellis use this information?

Perry Ellis does not sell, rent or trade with third parties any Personal Information you provide to us. To alleviate any concern on your part, PerryEllis.com does not store or provide access to credit card information, which is why you will be required to re-enter your credit card and expiration date with every online credit card transaction.

Perry Ellis uses this Personal Information, if relevant, to confirm and process sales transactions to contact you with questions or communications about your order, or to respond to your customer service inquiries.

Perry Ellis also uses this Personal Information to enhance and personalize your shopping experience and to communicate with you for marketing and promotional purposes via targeted postal pieces, phone

messages, or personalized emails. You may indicate your contact preferences regarding promotional communications directly to us online as set out below.
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How can you unsubscribe/edit your information?

You may ask us to change the information we hold on you or to remove you from our mailing list at any time by sending us an email to [insert]. Please ensure you provide your full name and current email address so we can ensure we amend the correct account.

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How does Perry Ellis protect your information?

All Personal Information input by you and transmitted to our website when you place an order or provide Personal Information is protected by password and by an encryption using Secure Socket Layer Technology ("SSL"). SSL encrypts your order and Personal Information before it is transmitted to us to avoid the decoding of your Personal Information by anyone other than Perry Ellis.

Does Perry Ellis disclose your Personal Information to others?

Perry Ellis International does not sell, rent or trade with third parties any Personal Information you provide to us, nor do we share such Personal Information with third parties except for the express purpose of assisting us in fulfilling your transactions and customer service inquiries, updating your customer information record in our database, deploying our promotional offers to you, or fulfilling your request to unsubscribe from our email. We do not authorize those third parties to make any other use of your information. If Perry Ellis transfers the Personal Information outside the European Union for any of these purposes, we will ensure that your Personal Information is safeguarded in accordance with the terms set out in this privacy policy.

Perry Ellis honours every request to unsubscribe from receipt of emails or other marketing communications within ten (10) days of receiving the request. In addition, where we permit other companies to send to their own list of subscribers emails about Perry Ellis and you wish to unsubscribe from these emails, Perry Ellis will provide to such companies the email address of anyone who has submitted to Perry Ellis an unsubscribe request, provided such company agrees not to disclose or use such email address for any other purpose than honouring your request to not receive Perry Ellis promotional emails.

Perry Ellis reserves the right to use and/or disclose to others Personal Information about your demographics and use of our website in a manner that does not reveal your identity.

Perry Ellis may also disclose your Personal Information, where we are required to do so by law or a regulatory authority (such as on request of the police investigating suspected illegal activities).
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How does Perry Ellis protect a child's privacy?

Perry Ellis will never knowingly requests Personal Information from any person under the age of 18. If you are under the age of 18 you should seek the consent of your parent or guardian before providing any information to us. If we become aware that a user of our website is under the age of 18 and has provided an online registration without prior verifiable parental consent, we will remove that child's Personal Information from our files.
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Does Perry Ellis use "cookies"?

"Cookies" are small data files or small bits of information that are stored by your browser on your computer's hard drive when you visit our website so that we can recognize you. Cookies do not alter your hard drive in any way and cannot be used to access any Personal Information from your computer. They merely enable us to personalize your experience of the website by maintaining information about your use of our website, and help us recognize you when you visit our website again. We also use cookies to identify the website you visited immediately before visiting our website and we maintain this information through the use of cookies to enable us to evaluate and improve our website design. You can change your browser so that it will not automatically accept cookies. Also, the profile you build at PerryEllis.com allows you to request that we do not "remember you", something we recommend if you are using a shared or public computer.
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Does PerryEllis.com have links to other web sites?

There may be links on our website to the web sites of others. When you click onto one of these links, you are leaving Perry Ellis' website and accessing another party's website. These other web sites are not under our control and may collect Personal Information from you. Our Privacy and Security Policy does not address the information, privacy and security practices or policies of any other website and we would recommend that you review these prior to submitting any information to those websites. For more information, please read our copyright, trademark, and site usage policy.
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Your Privacy Policy

Perry Ellis collects various types of personal information about you both online and offline during the course of our customer relationship. You are entitled to request details of the information we hold about you and to correct this information. To get a copy of the information we hold, please write to our data controller, at the address below, and send a cheque for £10 made out to Perry Ellis (to cover the administrative costs). Your written request must include your postal address and proof of identity (such

as a copy passport or drivers licence). We will provide you with this information within forty (40) days of receiving your written request.

Perry Ellis Europe Limited

Attn: Mia Zackrisson

Crittall Road,

Witham Essex

England

CM8 3DJ custserv@perryellis.com

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Please send any concerns regarding our privacy policy to legal@perryellis.com.