

Cookie's name	Purpose of the cookie	Use of the cookie on mobile apps	Cookie typology	Deactivation option to be proposed	Publisher of the cookie	Recipient of the cookie	Lifespan of the cookie	Typology of the raw personal data collected	Conservation period for raw personal data collected	Partner's confidentiality policy	Data storage place
mp_XXX_mixpanel	Enables the member to be followed on the VP interfaces	Yes	Third party cookie	X	MixPanel	MixPanel and VP	1 year	Browsing behaviour	13 months	<a href="https://MixPanel.com/privacy/">https://MixPanel.com/privacy/</a>	USA (Privacy Shield)
optimizelyXXX	Enables the members' behaviour to be studied on the VP interfaces	No	Third party cookie	X	Optimizely	Optimizely and VP	1 month	Browsing behaviour	13 months	<a href="https://www.optimizely.com/privacy/">https://www.optimizely.com/privacy/</a>	USA (Privacy Shield)
utag_XXX	Audience segmentation and third-party cookie management	Yes	Third party cookie	X	Tealium	Facebook, Adjust and VP	1 year	Browsing behaviour	13 months	<a href="http://tealium.com/fr/privacy/">http://tealium.com/fr/privacy/</a>	Paris, France
store_CRM_Profile	Audience segmentation and third-party cookie management	Yes	Third party cookie	X	Tealium	Facebook, Adjust and VP	1 year	Browsing behaviour	13 months	<a href="http://tealium.com/fr/privacy/">http://tealium.com/fr/privacy/</a>	Paris, France
context	VP identification: conserves members' data during the connection	No	Technical cookie identification		VP	VP	1 year	Authentication	13 months		
.ASPXAUTH	VP authentication: conserves the authentication	No	Technical cookie		VP	VP	1 year	Authentication	13 months		
ismember	Last connection date	Yes	Technical cookie		VP	VP	13 months	Last connection date	13 months		
CrmSegment	Member's CRM segment	Yes	Technical cookie		VP	VP	7 days	Identification / Profiling	13 months		
infoMember	Member ID	Yes	Technical cookie		VP	VP	1 day	Identification	13 months		
newMember	Indicates the member as being a new member	Yes	Technical cookie		VP	VP	1 day	Browsing behaviour	13 months		
version	Version of the website	No	Technical cookie		VP	VP	1 year	Browsing behaviour	13 months		
destin-storage	Catalogue filter	No	Technical cookie		VP	VP	per session	Browsing behaviour	13 months		
Continuer_Shopping	Old version retro-accounting to track browsing after reopening on order	No	Technical cookie		VP	VP	per session	Browsing behaviour	13 months		
home-columns	Records the number of columns on the home (2 or 3)	No	Technical cookie		VP	VP	per session	Browsing behaviour	13 months		
_hjClosedSurveyInvites_hjDonePolls	Records user behaviour in order to study it by video	Yes	Third party cookie	X	Hotjar	Hotjar and VP	1 year	Browsing behaviour	1 year	<a href="https://www.hotjar.com/privacy">https://www.hotjar.com/privacy</a>	Ireland (Europe Amazon Web Services infrastructure (eu-west-1 datacenter))
NomOP_videoSeen *	Manages autoplay activation on the videos of the catalogue	No	Technical cookie		VP	VP	Expires with the associated sales (1-4 days)	Browsing behaviour	13 months		
void<site_id>vvc<site_id>last	Community chat solution (conversational window, transactional data: amount of basket & order and browsing data)	No	Third party cookie	X	iAdvize	iAdvize and VP	1 year	Chat between net users	13 months	<a href="http://www.iadvize.com/fr/vie-privee/">http://www.iadvize.com/fr/vie-privee/</a>	Frankfurt, Germany
Accengage	Personalised push notification	Yes	Third party cookie	X	Accengage	Accengage and VP	per session	Identification / Profiling	13 months	<a href="https://www.accengage.com/fr/politique-de-protection-des-donnees-personnelles/">https://www.accengage.com/fr/politique-de-protection-des-donnees-personnelles/</a>	Paris, France
Adjust	Tracks the members' recruitment campaigns on partner supports	Yes	Third party cookie	X	Adjust	Adjust and VP	per session	Browsing behaviour	13 months	<a href="https://www.adjust.com/privacy-policy/">https://www.adjust.com/privacy-policy/</a>	USA
Instabug	Bug sharing module for "impassioned" members	Yes	Third party cookie	X	Instabug	Instabug and VP	per session	Communication between member and VP	6 months	<a href="https://instabug.com/privacy-policy">https://instabug.com/privacy-policy</a>	USA (Standard Contractual Clauses)
Adotmob	Tracking the member on the Internet and the member's behaviour on the VP mobile application	Yes	Third party cookie	X	Adotmob	Adotmob and VP	par session	Browsing behaviour	13 months	<a href="https://adotmob.com/privacy_fr.html">https://adotmob.com/privacy_fr.html</a>	Ireland