

PRIVACY AND DATA

Cookie Policy

What FASHIONDEALS stores on your device (cookies, localStorage, IndexedDB), why, for how long, and how to control it, including the optional Personalisation category.

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VERSION	1.0 (draft for legal review)
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PUBLISHED BY	[[Company legal name]] , [[Registered address]] Company no. [[Company registration number]] · [[Jurisdiction]]
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CONTACT	[[Contact email]] · DPO [[DPO email]]
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WEB VERSION	https://testing.link.fashiondeals.ai/legal/cookies/
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FASHIONDEALS is a price-comparison service. We do not sell the products shown. Draft for legal review: not legal advice.

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Draft for legal review. This document was written by the FASHIONDEALS team to describe how the service actually works. It has not yet been reviewed by external counsel and is not legal advice. We recommend that a qualified lawyer in your jurisdiction review it, and that the items in **[[brackets]]** (company details and points marked **[[Confirm with FASHN]]**) are completed before launch.

01 What this covers

"Cookies" in this policy means cookies and similar technologies that store or read information on your device, including localStorage, sessionStorage and IndexedDB. We group them into four categories. **Essential** storage is always on because the site cannot work without it. **Analytics, Affiliate and marketing** and **Personalisation** are optional and **off until you choose**. You can change your choice at any time with "Cookie settings" in the footer. We load no third-party advertising or social-media trackers.

02 Your choices

- **Accept all / Reject all** have equal prominence in the banner; "Customise" lets you pick categories one by one.
- If your browser sends the **Global Privacy Control** signal we treat it as a refusal of analytics and affiliate/marketing.
- You can withdraw consent at any time; withdrawing Personalisation stops recording and deletes your local profile. You can also use *Clear my history* in Settings.
- You can block or delete storage in your browser settings; some essential features (such as staying signed in) may then stop working.

03 Essential (always on)

NAME	PURPOSE	DURATION
fd_consent	Remembers your cookie choices (cookie and localStorage)	12 months
fd_sid	Keeps you signed in if you have an account (HttpOnly cookie)	Session length chosen at sign-in
fd_theme , fd_lang , fd_cur , fd_ship , fd_geo , fd_units , fd_dens , fd_sgu	Your theme, language, currency, shipping country, units, display density and size-guide unit	Until you clear them
fd_favs , fd_cmp , fd_alerts , fd_profile , fd_combo	Favourites, compare list, price-alert watch list, fit profile and saved looks, stored on your device because you asked for these features	Until you clear them
IndexedDB database fd	Stores photos and try-on results on your device for the on-device try-on	Until you clear it
fd_rs	Your last few search terms, shown as "Recent" in search	Until you clear them

04 Personalisation (optional, off by default)

Stores your preference profile on your device so we can put relevant things first. Nothing in this category is sent to our servers unless you are signed in *and* separately opt in to sync in Settings.

NAME	PURPOSE	DURATION
fd_pz	Preference profile: counts of brands, categories, colours, price bands, sizes and filters you use, your country, and dates (older signals fade)	Until you clear it or switch personalisation off; signals older than about 90 days carry little weight
fd_recent , fd_hist	Recently viewed products and viewed-price history, used for "Recently viewed" and "Price drops on items you viewed"	Until you clear them
fd_pz_resume	Where you left off (last page or search) for "Continue where you left off"	Until you clear it or 30 days
fd_pz_sync	Remembers that you opted in to account sync (signed-in users only)	Until you switch it off

Turn it off: Settings → Personalisation → off, or use the cookie settings. *Clear my history* deletes all of the above on this device (and your synced copy, if any).

05 Analytics (optional)

If you accept, we load Cloudflare Web Analytics, which measures visits without cookies or cross-site tracking and does not build a profile of you. If you decline it is never loaded.

06 Affiliate and marketing (optional)

If you accept, outbound store links may carry affiliate tracking identifiers, which is how we earn commission. The store and its affiliate network may then set their own cookies on their own sites; their policies apply. If you decline, we do not add identifiers where we are able to avoid it, and links still work.

07 Third-party content

Open-source libraries and AI models for on-device features are loaded from public content delivery networks (for example jsDelivr and Hugging Face), and some fonts from Google Fonts. These requests expose your IP address to those providers but do not set advertising cookies from us.

08 Changes and contact

If we add a new cookie or purpose we will update this table and, where required, ask for consent again. Questions: [\[\[Contact email\]\]](#) . See the [Privacy policy](#).

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