

COOKIES | BACK MARKET

United States

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When you use our websites or applications, information relating to the browsing of your device (computer, tablet, smartphone, etc.) may be stored in "cookie" files placed on your device. You have the option to express your choices regarding these cookies and to modify them at any time.

Do-Not-Track: It is a feature integrated on some browsers that allows you to refuse to have your online activities tracked. We are required by California Law to disclose how we respond to browser "do no track" signals. Currently, our systems do not recognize web browser "do-not-track" requests. You may, however, disable certain tracking (e.g., by disabling cookies) as mentioned below.

TABLE OF CONTENTS

[1. WHAT IS A COOKIE?](#)

[2. WHAT ARE COOKIES, TAGS AND TRACKERS USED FOR ON OUR WEBSITE AND APPLICATION?](#)

[o Functional cookies](#)

[o Analytical and audience measurement cookies](#)

[o Personalisation of advertising according to your interests](#)

[o Personalisation of user experience](#)

[3. ACCEPTING OR REFUSING COOKIES](#)

[o Set your preferences via our cookie management banner](#)

[o Right to opt out of the sale/sharing of your personal information for targeted advertising](#)

[o Configuring your internet browser](#)

[o Private browsing](#)

[o Disabling third-party cookies](#)

1. WHAT IS A COOKIE?

The term "cookie" refers to multiple technologies (cookies, tags, pixels, Javascript code, etc.) that enable browsing tracking or behavioural analysis of a website visitor. These technologies are constantly evolving.

A cookie is a small text file stored by the browser on your computer, tablet or smartphone that allows user data to be retained in order to facilitate browsing and enable certain functionalities.

There are 2 types of cookies on our websites or applications:

- first-party cookies, placed by Back Market for the purposes of browsing and operating our websites or applications;
- third-party cookies placed by third-party partner companies to identify your interests and send you personalised offers. These third-party cookies are managed directly by the companies that issue them and which must also comply with data protection regulations.

2. WHAT ARE COOKIES, TAGS AND TRACKERS USED FOR ON OUR WEBSITE AND APPLICATION?

Back Market uses different types of cookies whose purpose is described below.

o Functional cookies

These cookies are essential for browsing our websites or applications, and enable us in particular:

- to store information collected via a form you have completed (creating or accessing your account, service subscribed to, contents of a shopping basket, etc.);
- to allow you to access reserved and personal areas of our websites, such as your account, using login credentials;
- to implement security measures, for example when you are asked to log back into your account after a certain period of time.

o Analytical and audience measurement cookies

These cookies allow us to establish statistics and track the volume of traffic and use of our services, in order to improve them and your experience as a user of our websites. To do this, we use audience measurement cookies, including Google Analytics.

o Personalisation of advertising according to your interests

We are committed to presenting you with the most relevant offers and advertisements, which we do through advertising cookies that allow us to display, in real time, content best suited to your interests as inferred from your recent browsing.

The complete list of our advertising partners is available in our cookie banner. Among these partners, Epsilon uses cookies (first-party and third-party) to collect information about your browsing (browser type, browsing activity, cookie identifiers, IP addresses). For more information: [list of Epsilon's commercial partners](#), [Epsilon's privacy policy](#). You can exercise your rights via [Epsilon's management tool](#).

We inform you that we may share cookies with our partner Criteo in order to present you with the most personalized offers and advertisements. For more information: by clicking here: [Criteo's Privacy Policy](#).

o Personalisation of user experience

These personalisation cookies allow us to:

- adapt the presentation of our website according to the device used;

- adapt the presentation of our websites according to the preferences of each user. Back Market uses, in particular, an A/B testing solution that uses cookies to personalise content and offer variants. These cookies are not essential but allow you smooth browsing on our websites, regardless of the device you use.

Most of these cookies expire when you end your visit to our websites. Others have a longer lifespan, but this never exceeds 13 months, in accordance with current regulations.

You can view the list of cookies we use and choose your preferences at any time via our cookie banner.

3. ACCEPTING OR REFUSING COOKIES

You have several options for managing cookies. Any settings you make (accepting or refusing cookies) may modify your browsing on our websites and your conditions of access to certain services requiring the use of these same cookies.

If you choose to refuse the storage of cookies on your device or if you delete those stored on it, we disclaim all responsibility for the consequences relating to the degraded functioning of our services resulting from our inability to store or consult the cookies necessary for their operation.

You may choose at any time to express and modify your preferences regarding cookies, by the means described below.

o Set your preferences via our cookie management banner

You can choose to deactivate non functional cookies at any time or to exercise your right to object to the sharing of your personal data for targeted advertising. On our website, you can access this setting from the footer, via the "Cookies and privacy settings" link. In the application, it is available from the menu, in the "Privacy settings" section.

o Right to opt out of the sale/sharing of your personal information for targeted advertising

Residents of certain states of the United States may also have the right to opt-out of the sale of personal information and the sharing of personal information for targeted advertising. Please be reassured that we do not sell your information to third parties. However we may share your personal information to our advertising partners, for cross-context behavioral advertising based on your activity across our website services and third parties websites and applications.

Categories of personal information shared for targeting advertising:

Categories of personal information sold or shared	Purpose for sharing	Categories of third-party recipients
Analytics Identifiers (visit, user, transaction)	Stitched together different website action to a common visit, user, transaction to better	Web Analytics provider Search Advertising Networks Social Media Advertising
Device identifier (browser, operating system, resolution)		

Geographical identifiers (Country, Region)	analyze traffic	Networks
Advertising Identifiers (Id of advertising user interacted with)		
Personal information (hashed email)		

You can also choose to object at any time that we share your personal information to third parties for targeted advertising using the methods described below:

- go to your Cookies preferences in the "Cookies" or "Don't sell or share my personal information" sections available at the bottom of our Platform's website, and in the "Privacy" section of our app
- check the "Do not sell or share my personal information" and cookies for tailored ads" status.
- if not already deactivated, select the "No" button.

o **Configuring your internet browser**

You can choose to disable these cookies at any time. Your browser can also be configured to notify you of cookies being placed on your device and to ask you whether or not to accept them. You can accept or refuse cookies on a case-by-case basis or refuse them systematically once and for all.

We remind you that such configuration may modify your conditions of access to our services that require the use of cookies.

If your browser is configured to refuse all cookies, you will no longer be able, for example, to make purchases or benefit from essential functions of our website (for example, adding items to your basket). In order to manage cookies as closely as possible to your needs, we invite you to configure your browser taking into account the purpose of cookies as mentioned above.

For the management of cookies and your choices, the configuration of each browser is different. It is described in the help menu of your browser, which will allow you to know how to modify your choices.

Chrome

<https://support.google.com/chrome/answer/95647?hl=en&hlrm=en&sjid=9309908423193037020-EU>

- In the Chrome menu, select "Settings"
- Display advanced settings
- Go to the "Privacy" section
- Click on "Content settings"
- In the "cookies" section (first section), click on "cookies and site data"
- Find the cookies you want to delete and click "OK". You can also choose to delete all your cookies.

Firefox

<https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&redirectlocale=en-US>

- In the Firefox menu, go to "Tools" then to "Options"
- On the "Privacy" tab, click on "Show cookies"
- Find the cookies you want to delete and click on "Remove cookies"

Internet Explorer

<https://support.microsoft.com/en-US/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>

- Internet Explorer does not allow differentiated management of cookies. To delete all your cookies:
- Click on "tools" then on "Internet Options"
- In the "General" tab, "Browsing history" section, click on "Delete"
- Tick the "cookies" box then click on "Delete"

Safari

<https://help.apple.com/safari/mac/8.0/en.lproj/sfri11471.html>

- In the Safari menu, select "Preferences"
- In the window that opens, go to the "Security" tab
- Click on "Show cookies"
- In the window that opens, find and select the cookies you want to delete, and click "Remove"

o Private browsing

"Private browsing", now offered by all browsers, allows you to browse "anonymously", i.e. without your history of visited pages and downloads being saved. Regarding cookies, all those that were stored during your browsing will be deleted when your browser closes. This is therefore not a solution for refusing cookies; however, their lifespan then remains limited to the duration of your browsing.

o Disabling third-party cookies

Disabling third-party cookies allows you to accept only cookies placed by Back Market. You can also block third-party cookies generally by following the procedure below, depending on your browser:

Chrome

- In the Chrome menu, select "Settings"
- Display advanced settings
- Go to the "Privacy" section
- Click on "Content settings"
- In the "cookies" section (first section), tick the box "Block third-party cookies and site data"
- Save the changes by clicking "OK"

Firefox

- In the Firefox menu, go to "Tools" then to "Options"
- On the "Privacy" tab, tick the "Accept cookies" box
- For the "Accept third-party cookies" setting, select "Never"
- Save the changes by clicking "OK"

Internet Explorer

- In the Internet Explorer menu, go to "Internet options"
- In the "Privacy" tab, click on the "Advanced" button
- Accept internal cookies, refuse third-party cookies
- Save the changes by clicking "OK"

Safari

- In the Safari menu, select "Preferences"
- In the window that opens, go to the "Security" tab
- Under "Accept cookies", select "From websites I visit only"