ASOS data incident subject access request letter

Before sending: replace every placeholder in double curly braces with your information, then review the complete letter. Leave an optional field blank only when it does not apply.

Fields to complete

ASOS account email address (Required)
{{account_email}}

Example: riley.patel@example.com Hint: Enter the email address used for your ASOS account. This is the only required detail for the letter.

Order number, if relevant (Optional)
{{order_number}}

Example: 123456789 Hint: Add one ASOS order number only if it helps locate the right records. Leave this field blank otherwise.

Subject

Subject access and erasure request after the ASOS customer notification incident: {{account_email}}

Letter body

ASOS.com Limited
ASOS Data Protection Office
Greater London House
Hampstead Road
London NW1 7FB
United Kingdom

Subject access and erasure request after the ASOS customer notification incident

Dear ASOS Data Protection Office,

On 6 October 2026, ASOS said in its Regulatory News Service announcement that an unauthorised customer notification had been sent and that it was investigating unauthorised activity involving third-party platforms used to communicate with customers.

The announcement said, “Basic personal information including name and contact details may have been accessed.” It also said, “We do not believe that payment-card information or account passwords, were impacted.” Please tell me whether my personal data was processed or accessed in connection with this incident.

My ASOS account email address is {{account_email}}.
{{order_number}}

I make this request under Article 15 of the UK GDPR. The response period and search standard below reflect sections 76 and 78 of the Data (Use and Access) Act 2025. Please confirm whether ASOS.com Limited processes personal data relating to me

and provide the personal data to which I am entitled, based on a reasonable and proportionate search.

Please also provide the Article 15 information, including the purposes and categories of processing, recipients or categories of recipients, the retention period or criteria used to set it, the source of the data if it was not collected from me, my rights, the route for making a complaint, any relevant automated decision-making or profiling, and relevant safeguards for international transfers. Please identify any other controller and any processor involved in the relevant processing.

Under Article 17, I request erasure of personal data relating to me where an Article 17 ground applies and no Article 17(3) exception applies. This includes incident-related data that ASOS no longer needs or has processed unlawfully.

I am not asking ASOS to erase order records or tax records where a legal obligation requires you to keep them, or data needed for the establishment, exercise or defence of legal claims. If you retain any personal data, please state for each category the purpose, legal basis, retention period or criteria, and the specific basis for keeping it.

Under Article 12 and Article 12A, please respond without undue delay and before the end of the applicable time period. I understand that the period is one month from the relevant time. If you reasonably require further information to identify the information or processing activities covered by this Article 15 request, please ask me clearly. The period from your request for that information until you receive it does not count towards the applicable time period. If you extend the period by up to two further months because of the complexity or number of my requests, please notify me within the first month and explain the reasons.

Please send the response to {{account_email}}. Please confirm receipt of this request.

Yours faithfully,