

RECRUITMENT POLICY

At The Perfume Shop the way we hire reflects who we are. Every interaction with a candidate, whether they're applying for their first role with us or taking the next step in their internal career journey, is an opportunity to demonstrate our values of Talent, Passion and Spark, our integrity, and our commitment to creating an inclusive and high-performing workplace.

This policy exists to ensure that our recruitment processes are:

- Fair – every candidate is assessed consistently against role-relevant criteria, free from bias.
- Transparent – everyone involved in the recruitment process understands what good looks like, what steps to follow, and how decisions are made.
- Supportive – candidates receive clarity, communication, and respect at each stage of their journey with us.

A clear Recruitment Policy matters because it helps us attract, select, and retain the best people. It brings structure and consistency to our hiring while enabling flexibility to meet business needs. It also protects the business by ensuring compliance with legal requirements, safeguarding candidate data, and setting clear expectations for everyone involved.

How can I apply for a role?

- Please apply via our careers website: [The Perfume Shop Jobs](#)
- Don't miss the closing date and don't delay in applying for a role. If we get a high volume of applications then we'll take the role down from our careers sites to give us time to review candidates.
- We don't accept paper applications or CV's – everyone must apply online so that we can track applications effectively and so that all candidates complete the key information we require.

Can I use Gen AI (like Chat GPT/Co-Pilot or Gemini) to help me with my application?

We love Gen AI at The Perfume Shop, we find it helps us work more effectively and saves time, so there's no problem for you to use it in your application. However, all information submitted must be truthful, reflect your own skills and experience, and represent your own work in any assessments. If you've used Gen AI in your application then be honest when asked. Misrepresentation through the use of AI may result in your application being rejected from the process.

What happens to my application?

1. Applications are reviewed and pre-screened.
2. The Talent Acquisition Team or Hiring Manager will be in contact with successful candidates to organise an interview. This could be on the phone, in person or via Teams or Zoom depending on the role.
3. For some roles (usually more senior or Head Office) then there'll be a second stage, usually with a presentation.
4. Occasionally we'll ask candidates to complete a psychometric assessment, behavioural profile, assessment for specific cognitive abilities or case studies. If you are asked to participate then you'll be given a full briefing in advance.
5. We use structured interviews ensure fairness and consistency. This means all candidates for the same role are asked similar questions based on the skills and behaviours required. Interviewers are trained to assess responses objectively against agreed criteria.

Any tips on preparing for an interview?

- Read the job advert carefully to understand what we are looking for and think about how you can demonstrate the qualities we are looking for.
- For more senior and Head Office roles you'll be sent the Job Description so you can prepare.
- Do your research, what can you find out about us as a business?
- Create some questions for us – what would you like to know about from the interview?
- Plan your journey – how are you going to travel to your interview?
- Bring your documents – we need to see your right to work and proof of address before we can make an offer of employment.

Can I ask for feedback?

In 2025 we received over 81,000 applications so unfortunately we can't respond to every request for feedback. If your application was rejected at the application stage then please assume that other candidates had stronger skills or experience for the role, or if you've applied for a store role, other candidates may have had a closer match to the availability we are looking for. However if you attend an interview then we will provide you with feedback and we'll try to make it as helpful as possible.

How old do I need to be to work at The Perfume Shop?

We're not able to employ anyone under the age of 16 years old. There are some roles that require key holding, though we are not able to insure anyone under the age of 18 years old for these responsibilities, but we may still be able to talk to you about other suitable roles in the business.

Right to Work and Background Checks

Before any offer of employment is confirmed, candidates must provide evidence of their legal right to work. We also require successful completion of background checks, to do so we will ask for your proof of address during the recruitment process. This information is held securely on our Right to Work platform, which at the time of writing is hosted by Experian.

Treatment of Candidate Data

Candidate data is handled in accordance with GDPR and our General Data Protection (GDPR) Employee Policy. Information is collected only for recruitment purposes, stored securely, and retained for a limited period. Candidates have the right to request access to, or deletion of, their data at any time.

Equal Opportunities

The Perfume Shop is an equal opportunity employer that is committed to supporting diversity and inclusion within our work environment. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment.

Reasonable Adjustments

We want every candidate to have the best possible experience. If you require reasonable adjustments during the recruitment process (e.g., for interviews or assessments), please let us know as early as possible so we can support you.

Can a close friend or relative also join the business?

Close relatives, partners or close friends can also work at The Perfume Shop, subject to the following criteria:

- They are not being employed in a role where they are required to check, process, approve, audit or otherwise review each other's work – e.g. line manager/direct report
- They are not being employed in positions where their progress or salaries are directly influenced by each other.
- They are not being assigned to work in the same department or store as each other.

Please disclose any close relationships at application stage. On joining both parties (newly joined and existing employee) must disclose the relationship as per the AS Watson Code of Conduct.

Will I be considered if I have a criminal conviction?

We make sure any applicants who have a criminal conviction are treated fairly in line with the Rehabilitation of Offenders Act 1974, which outlines that any applicants with convictions spent under the Act do not have to disclose their convictions.

If you have an unspent conviction, then you must disclose it during the application process and you will be asked to disclose the nature of the offence if you are invited to interview.

An unspent conviction does not necessarily mean you cannot be employed by us, but, any offer of employment would be dependent on the circumstances of your conviction.

These are the guidelines we follow:

Type of Unspent Conviction	Impact on application
Convictions that relate to theft, for example: • Shoplifting • Employee theft • Fraud (including credit card or financial fraud) • Forgery • Embezzlement Why it matters: These offences relate to financial integrity and stock protection.	Unable to consider for employment
Convictions that relate to violence, for example: • Assault • Affray / disorderly behaviour • Violent conduct • Domestic Violence Why it matters: Retail often includes conflict management (e.g., theft prevention, customer complaints), requiring safe interaction with the public.	Unable to consider for employment
Convictions that relate to driving, for example: • Disqualifications • Serious driving offences Why it matters: Legal eligibility to drive and safety standards.	Will consider for employment where being a driver is not relevant to the role.
Convictions that relate to sexual offences, for example; rape, sexual assault, sexual offences against children, grooming, indecent images of children, and other offences involving sexual harm: • Sharing or threatening to share intimate images without consent (“revenge pornography”) • Sending unwanted sexual communications • Possession or distribution of illegal sexual content • Using technology to facilitate sexual offences (e.g., grooming or coercion) Why it matters: We have safeguarding obligations to young people in our employment and employees more broadly.	Unable to consider for employment.

Decisions will consider the circumstances of the offence, and its relevance to the job.

Top Tips: Please speak with a member of our Talent Acquisition Team if you have any questions or need support!