

## Privacy Policy

Guarding the privacy and safety of your data is very important to us. This Policy outlines what we collect about you, and how we use, share, and manage this data. It also outlines the choices you have about this data. Please read it carefully. You can also find our California Privacy Policy [here](#).

### What We Collect and Why

We collect your data in several ways including when you choose to share it with us, when you shop with us or engage with our digital properties, and from our affiliates and partners. We intend to comply with applicable laws no matter how we obtain your data. The table below describes what we collect, why we collect it and how.

DATA CATEGORY	PURPOSE	SOURCES
Identifiers e.g. name, email address, physical address, phone number, on line identifiers (such as username or social handle), etc.	We may use this data in order to identify you, deliver goods and services to you, market to you, personalize our goods and services to you, associate other data with you, analyze other data we collect, identify other potential customers	We obtain this data directly from you when you order goods or services and when you sign up for our services or marketing (including email subscriber).

	(e.g. “look alike” customers), develop new goods and services, and for security and fraud prevention.	
Personal characteristics e.g. clothing size, self-identified gender, age, etc.	We may use this data to personalize our goods and services to you, market to you, analyze other data we collect, identify other potential customers (e.g. determine how many customers are a certain size), and develop new goods and services.	We obtain this data directly from you when you order products and services (e.g. the size you select) and when you provide us that information (e.g. when you create an account).
Commercial information e.g. payment information, purchasing history, product or service interests, etc.	We use this data to personalize our goods and services to you, market to you, analyze other data we collect, identify other potential customers (e.g. determine how many	We obtain this data from you when you order or browse products and services (e.g. purchase history) and when you provide us that information (e.g. product reviews). We may also

	customers share product interests), and develop new goods and services.	obtain commercial information from affiliates (e.g. purchase history on their sites).
Internet and network activity device type, browsing information	We may use this data in order to identify you, deliver goods and services to you, market to you, personalize our goods and services to you, associate other data with you, analyze other data we collect, identify other potential customers (e.g. “look alike” customers), develop new goods and services, and for security and fraud prevention.	We obtain this data directly when you interact with our website. We may also obtain this information indirectly from cookies, tags and other digital tools, from affiliates (e.g. when you interact with their sites) and from partners.
Images, audio, video, social media posts, etc.	We may use this data in marketing when you allow us to do so (e.g. post a review), to measure your	We obtain this data directly from you when you post to our websites, or social channels, or tag us on social.

	engagement with our brands (e.g. social posts), to deliver you services, develop new goods and services, and for security and fraud prevention.	
Communications with you, e.g. email, chat logs, etc.	We may use this data to provide you goods and services, develop new goods or services, market to you, and for security and fraud prevention.	We obtain this data when you communicate with us.

### How We Share Your Data

We may share your data with our affiliates, service providers, certain third parties, and as necessary for legal requirements.

**THIRD PARTIES.** Third parties are unaffiliated companies that have not agreed to limit their use of your data only to provide the services in our contract and/or have not agreed not to “sell” your data. For example, they may need to use the data to provide you services directly that go beyond our contract with them (e.g. your credit

card company). We share your data with “third parties” only as allowed by applicable law.

“PERSONAL” vs. ANONYMIZED INFORMATION. We collect and maintain both “personal and anonymized data. “Personal” data is information that identifies you or could reasonably be associated with or linked to you. Anonymized information is data that is not linked and could not reasonably be linked to you.

The table below describes how we share your information:

DATA CATEGORY	SHARED WITH SERVICE PROVIDERS	SHARED WITH THIRD PARTIES
Identifiers e.g. name, email address, physical address, phone number, on line identifiers (such as username or social handle), etc.	We may share this data with service providers, such as logistics and fulfillment, electronic infrastructure, marketing and advertising, data analytics, and security providers.	We may share this data with third parties, including advertisers, marketing partners, and payment processors, networks and firms.
Personal characteristics e.g. clothing size, self-identified gender, age, etc.	We may share this data with service providers, such as marketing and advertising, and data analytics providers.	We may share this data with third parties, including advertisers and marketing partners.

<p>Commercial information e.g. payment information, purchasing history, product or service interests, product reviews, etc.</p>	<p>We may share this data with service providers, such as electronic infrastructure, marketing and advertising, data analytics, and security providers.</p>	<p>We may share this data with third parties, including advertisers, marketing partners, and payment processors, networks and firms.</p>
<p>Internet and network activity e.g. IP address and location data, device ID, browse history, etc.</p>	<p>We may share this data with service providers, such as electronic infrastructure, marketing and advertising, data analytics, and security providers.</p>	<p>We may share this data with third parties, including advertisers, marketing partners, and payment processors, networks and firms.</p>
<p>Communications with you, e.g. email, chat logs, etc.</p>	<p>We may share this data with service providers such as logistics and fulfillment, electronic infrastructure, data analytics, and security providers.</p>	
<p>Inferences drawn from other information</p>	<p>We may share this data with service providers</p>	<p>We may share this data with third parties,</p>

	such as electronic infrastructure, data analytics, and security providers.	including advertisers, marketing partners.
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## How We Protect Your Data

The privacy and security of your data is important to us. We use digital and physical security and process controls to protect your data. We encrypt and anonymize data where we can and it makes sense. Even inside our company, we limit access to your data as much as we can and where it makes sense.

Bad guys are tricky! They may pretend to be us to trick you into giving them your data. Don't get tricked, we will never ask you for your password, whether in email, online chat, phone call, or in person.

ADS ON OTHER SITES. We want to speak with you where it's best for you. We may share your contact info with other companies so we can reach you on their sites or social channels. If you choose to give others your data directly (like Google or Facebook) their rules apply to that data, not ours. We sometimes buy ads on other sites. Even if we don't share (or have) your data, you might see those ads. We can't always control how they choose to place our ads.

MINORS UNDER AGE 18. We do not want to and do not knowingly collect any data from people under age 18. If we learn that we collected any such data, we will

take all reasonable measures to delete that information and to not use it for any purpose (except where necessary to protect the safety of the child or others as required or allowed by law). If you become aware of any personal information we have collected from children under 13, please contact us at the addresses listed below.

**DO NOT TRACK.** Do Not Track (DNT) is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. At the present time, the World Wide Web Consortium (W3C) has not yet established universal standards for recognizable DNT signals and therefore, we do not recognize DNT.

If you don't want us to send you marketing messages anymore, you can just unsubscribe from the link in one of our messages.