

BROOKS BROTHERS PRIVACY POLICY

Last Modified July 12, 2024

This Privacy Policy describes how BB OpCo LLC and our subsidiaries and affiliated companies (collectively, “**Brooks Brothers**,” “**we**,” or “**us**”) collect, use, disclose, and otherwise process information about you. This Privacy Policy applies to Brooks Brothers’ operations in the United States, including information we collect when you access or use our websites that link to this Privacy Policy (collectively, our “**Services**”), or when you otherwise interact with us, such as in our stores, through our customer support channels or marketing campaigns, at an event, or on social media. We may provide different or additional notices of our privacy practices for certain products, services, or activities, in which case those notices will supplement or replace the disclosures in this Privacy Policy.

If you visit a Brooks Brothers store or website from outside the United States, this Privacy Policy will not apply to you. Brooks Brothers’ international operations (including stores and websites) are operated by independent third parties, and the privacy policies of those third parties will apply to the personal information they collect.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Services or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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COLLECTION OF INFORMATION

The information we collect about you depends on how you interact with us or use our Services. In this section, we describe the categories of information we collect and the sources of this information.

INFORMATION YOU PROVIDE TO US

We collect information you provide directly to us. For example, we collect information directly from you when you create an account, make a purchase, submit or post content through our Services (including product reviews and other user-generated content), communicate with us via third-party platforms, participate in our contests, sweepstakes, or promotions, sign up for rewards or marketing communications from us, participate in a research panel, request customer support, or otherwise communicate with us.

The types of information that we collect include your name, email address, billing address, shipping address, phone number, username and password for a Brooks Brothers account, gender/gender identity, body measurements and body type, month and day of birth, social media handle, videos, images, information about your lifestyle, shopping habits, interests, and hobbies, and any other information you choose to provide.

If you make a purchase from us, we work with a third-party payment processor to collect and process your payment information.

INFORMATION WE COLLECT AUTOMATICALLY

We automatically collect certain information about your interactions with us or our Services, including:

- **Transactional Information:** When you make a purchase, exchange, or return, we collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.
- **Device and Usage Information:** We collect information about how you access or use our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, and browser type. We also collect information about your activity on our Services and your interactions with our ads and communications (such as the routes by which you access our Services along with access dates and times), browsing behavior (such as pages viewed, links clicked, information about your activity on a specific page, items placed in your cart or added to your wish list), and information about your interactions with our emails.
- **Audio and Video Recordings, Photos, and Chat Content:** recordings in our stores for security and loss prevention purposes. If you contact customer service through our chat feature or by phone, we may monitor and retain those conversations, including for training purposes.

- **Information Collected by Cookies and Similar Tracking Technologies:** We use tracking technologies, such as cookies, pixels, web beacons, APIs, and clear GIFs to collect information about your interactions with the Services. These technologies help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. For more information about the cookies and other tracking technologies we use and how to disable them, see the [Targeted Advertising and Analytics](#) section and the [Cookies and Similar Tracking Technologies](#) section below.

INFORMATION WE COLLECT FROM OTHER SOURCES

We are part of the [SPARC Group](#) and may receive information about you from other brands in our corporate family. We also obtain information from other sources, such as:

- Marketing partners, including joint marketing/co-branding partners, data co-ops, data brokers, and marketing, advertising, and analytics companies;
- Service providers and vendors, including fraud prevention providers, mailing list providers, fulfillment partners, and shipping carriers;
- Social media sites or similar third-party services when you like, follow, or share Brooks Brothers content on Facebook, Twitter, Instagram, or similar sites; and
- Financial institutions and partners that operate Brooks Brothers' credit card program.

The types of information we collect from other sources include your contact information (such as name, phone number, and postal address), device and usage information (such as IP address and inferred geolocation), demographic information (such as age and gender), information about your occupation and household, and information about previous purchases, product preferences, rewards program participation, interests, and shopping habits.

Additionally, if you create or log into your Brooks Brothers account or interact with us through a third-party platform (such as Facebook, Instagram, or Google), we will have access to certain information from that platform, such as your profile information, profile picture, user ID associated with your third-party platform account, and any other information the third-party platform discloses about you, in accordance with the authorization procedures determined by such platform.

INFORMATION WE DERIVE



We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your approximate location based on your IP address or infer that you are looking to purchase certain products based on your browsing behavior and past purchases.

USE OF INFORMATION

We use the information we collect to provide, maintain, improve, and develop our products and services and personalize your experience with us. We also use the information we collect to:

- Send you technical notices, security alerts, support messages and other transactional or relationship messages;
- Communicate with you about products, services, promotions, and events offered by Brooks Brothers and others and provide news and information that we think will interest you (go to our [Marketing Opt-Out Form](#) for information about how to opt out of these communications at any time);
- Provide and administer our rewards program;
- Monitor and analyze trends, usage, and activities in connection with our products and services;
- Target advertisements to you on third-party platforms and websites (for more information and to opt out, see the [Targeted Advertising and Analytics](#) section below);
- Facilitate contests, sweepstakes, and promotions and process and deliver entries and rewards;
- Detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and help protect the rights and property of Brooks Brothers and others; and
- Comply with our legal and financial obligations.

TARGETED ADVERTISING AND ANALYTICS

We engage others to provide analytics, serve advertisements, and perform related services across the web and in mobile apps. These entities may use cookies, web beacons, SDKs, device identifiers, and other technologies to collect information about your use of our Services and other websites and mobile apps, including your IP address, web browser, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information is used to deliver advertisements targeted to your interests on other companies' sites or mobile apps and to analyze and track data, determine the popularity of certain content, and better understand your online activity. You can opt out of cookie-based ad targeting on our website by following the prompts at [Your Privacy Choices](#)  . Your opt-out choice will be linked to your browser only; therefore, you will need to renew your opt-out choice if you visit our website from a new device or browser, or if you clear your browser's cookies. You can also learn more about interest-based ads or opt out of having your web browsing information used for

behavioral advertising purposes by companies that participate in the Digital Advertising Alliance by visiting www.aboutads.info/choices.

In addition to cookie-based ad targeting, we may disclose your identifiers, such as your email address(es) and phone number(s), to some of our advertising partners. These advertising partners translate that information into a unique identifier that can then be used to show ads that are more relevant to you across the web and in mobile apps. Depending on where you reside, you may opt out of these disclosures by filling out our [web form](#).

DISCLOSURES OF INFORMATION

We disclose (or permit others to directly collect) information about you. We disclose personal information as described in this Privacy Policy and in the following ways:

- We disclose personal information to vendors, service providers, contractors, and consultants that need this information to provide services to us, such as companies that assist us with web hosting, shipping and delivery, payment processing, financing, fraud prevention, customer service, marketing, advertising, and analytics.
- If you provide a product review or post content on our Services, other users of our Services and other sites where our products are sold will be able to see this information.
- We may disclose personal information to data co-ops and data brokers to expand the reach and effectiveness of our marketing campaigns and other third parties for their own marketing purposes. Depending on where you reside, you may opt out of these disclosures by filling out our [web form](#).
- We are part of the [SPARC Group](#) and may disclose information about you to other brands in our corporate family, including for their marketing and advertising purposes. Depending on where you reside, you may opt out of these disclosures by filling out our [web form](#).
- We disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.
- We disclose personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Brooks Brothers, our users, the public, or others.
- We disclose personal information to our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.

- We disclose personal information in connection with, or during negotiations of certain corporate transactions, including the merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- We disclose personal information when we have your consent or if you direct us to do so.

We also disclose aggregated or de-identified information that cannot reasonably be used to identify you. Brooks Brothers processes, maintains, and uses this information only in a de-identified fashion and will not attempt to re-identify such information, except as permitted by law.

YOUR PRIVACY CHOICES



ACCOUNT INFORMATION

You can access, modify, and delete certain information stored within your online account by logging into your account at any time.

COMMUNICATION PREFERENCES

You may opt out of receiving text messages, promotional emails, or promotional mail from Brooks Brothers by following the instructions in our [Marketing Opt-Out Form](#) or in those communications. If you opt out of such communications, we may still send you non-promotional emails, such as those about your account or our ongoing business relations.

COOKIES AND SIMILAR TRACKING TECHNOLOGIES

Brooks Brothers uses cookies and similar tracking technologies to analyze visits to our websites and interactions with our communications to help us improve our website, services, and marketing campaigns. Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. You can also visit [Your Privacy Choices](#)   to disable targeting cookies. Note that removing or rejecting certain cookies could affect the availability and functionality of our Services.

ADDITIONAL INFORMATION FOR CUSTOMERS RESIDING IN CERTAIN U.S. STATES

Some U.S. states have enacted privacy laws that grant their residents certain rights and require specific disclosures (“*State Privacy Laws*”). If you reside in California, Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Texas, Utah, or Virginia, this section applies to you. This section also serves as our California notice at collection.

ADDITIONAL DISCLOSURES

Our Privacy Policy explains how we [collect, use, and disclose](#) information about you, as well as our [targeted advertising and analytics](#) practices. Below, we use two different tables to explain this same information in accordance with the State Privacy Laws. The tables describe our data practices now and over the past 12 months.

COLLECTION, USE, AND DISCLOSURE OF PERSONAL INFORMATION FOR BUSINESS PURPOSES

Category of Personal Information	Categories of Recipients	Use of Personal Information
Identifiers (such as your name, email, and IP address)	Advertising and marketing partners, other brands in our corporate family, Internet service providers, research and data analytics providers, providers of Brooks Brothers' sweepstakes and other programs, operating systems and platforms, payment processors, fulfillment partners, customer support partners, event partners, fraud prevention partners	<ul style="list-style-type: none"> • Provide, maintain, improve, and develop our products and services; • Personalize your experience with us; • Send you technical notices, security alerts, support messages and other transactional or relationship messages; • Communicate with you about products, services, promotions, and events offered by Brooks Brothers and others and provide news and information that we think will interest you; • Provide and administer our rewards program; • Monitor and analyze trends, usage, and activities in connection with our products and services; • Facilitate contests, sweepstakes, and
Characteristics of protected classifications under California or U.S. federal law (such as your age and gender)	Advertising and marketing partners, other brands in our corporate family, Internet service providers, research and data analytics providers, customer support partners, fraud prevention partners	<ul style="list-style-type: none"> • Provide and administer our rewards program; • Monitor and analyze trends, usage, and activities in connection with our products and services; • Facilitate contests, sweepstakes, and
Commercial information (such as records of products you purchased)	Advertising and marketing partners, other brands in our corporate family, Internet service providers, research and data analytics providers, operating systems and platforms, payment processors, fulfillment partners, customer support	<ul style="list-style-type: none"> • Monitor and analyze trends, usage, and activities in connection with our products and services; • Facilitate contests, sweepstakes, and

	partners, event partners, fraud prevention partners	<p>promotions and process and deliver entries and rewards;</p> <ul style="list-style-type: none"> • Detect, investigate, and prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and protect the rights and property of Brooks Brothers and others; and • Comply with our legal and financial obligations.
Internet and electronic network activity (such as information about your activity on our website)	Advertising and marketing partners, other brands in our corporate family, Internet service providers, research and data analytics providers, operating systems and platforms, providers of Brooks Brothers’ sweepstakes and other programs, payment processors, fulfilment partners, customer support partners, event partners, fraud prevention partners	
Approximate geolocation data (such as your city of residence)	Advertising and marketing partners, other brands in our corporate family, Internet service providers, research and data analytics providers, payment processors, fraud prevention partners, operating systems and platforms, cloud service providers	
Inferences (such as inferred information about your shopping preferences)	Internet service providers, other brands in our corporate family, operating systems and platforms, customer support partners, fraud prevention partners	

PERSONAL INFORMATION THAT WE "SHARE," "SELL," OR USE FOR "TARGETED ADVERTISING"

We disclose the following categories of personal information to third parties to engage in targeted advertising and other marketing activities, including to expand the reach and effectiveness of our own marketing campaigns and for third parties’ own marketing purposes. These disclosures may be considered “sales,” “sharing” or use of personal information for “targeted advertising” under State Privacy Laws, and the table below provides more information about our practices.

Category of Personal Information	Categories of Third Parties
Identifiers (such as a hashed version of your email address or cookie IDs)	Joint marketing campaign partners, advertising and marketing networks, other brands in our corporate family, data co-ops, data brokers
Characteristics of protected classifications under California or U.S. federal law (such as your age and gender)	Advertising and marketing networks, other brands in our corporate family
Commercial information (such as records of products you purchased)	Joint marketing campaign partners, advertising and marketing networks, other brands in our corporate family, data co-ops, data brokers
Internet and electronic network activity (such as information about your activity on our website)	Joint marketing campaign partners, advertising and marketing networks, other brands in our corporate family
Inferences drawn from your personal information to create a profile (such as inferred information about your shopping preferences)	Joint marketing campaign partners, advertising and marketing networks, other brands in our corporate family



OTHER DETAILS ABOUT OUR INFORMATION PRACTICES

- We collect personal information directly from you (for example, when you place an order from our website or make a purchase at one of our stores), automatically when you access or use our Services or shop in our stores, and from third-party sources such as joint marketing partners, each described in more detail in the Collection of Personal Information section above.
- We do not knowingly sell or share personal information about consumers under the age of 18.
- We do not collect information that is considered “sensitive” under State Privacy Laws and we do not use or disclose sensitive personal information for the purpose of inferring characteristics about you.
- Our retention periods for personal information are based on business needs and legal requirements. We retain personal information for as long as is necessary for the processing purpose(s) for which we originally collected it and for other business purposes explained in this Privacy Policy. For example, we may retain certain transaction details

and correspondence until the time limit for claims arising from the transaction has expired. In addition, we retain your email address and information about your marketing preferences to ensure that we can honor those preferences.

YOUR PRIVACY RIGHTS

OPT OUT OF SALES, SHARING, AND TARGETED ADVERTISING

Some of the activities described in the [Targeted Advertising and Analytics](#) section above may be considered “sales” or “sharing” of your personal information or use of your information for “targeted advertising” under the law that applies to you. You can opt out of cookie-based ad targeting on our website by following the prompts at [Your Privacy Choices](#)  . You may need to renew your opt-out choice if you visit our website from a new device or browser, or if you clear your cookies.

In addition to cookie-based ad targeting, we may disclose information about your purchases and contact information (such as email and mailing address) to our affiliates, advertising partners, and other third parties for marketing and advertising purposes, which may constitute “sales” or “sharing” of your personal information or use of your information for “targeted advertising.” You can opt out of having your information disclosed to these third parties by filling out our [web form](#).

Where required by law, we will also honor opt out requests sent by a legally recognized universal choice signal enabled (such as the Global Privacy Control).

ACCESS, CORRECTION, AND DELETION

You have the right to (1) request to know more about and access your personal information, including in a portable format, (2) request deletion of your personal information, and (3) request correction of inaccurate personal information. To request access, correction, or deletion of your personal information, please fill out this [form](#) or call our toll-free number at (800) 274-1815. We will verify your request by asking you to provide certain information, such as your name, email address, mailing address, and phone number. You can also access, modify, and delete certain information stored within your online account by logging into your account at any time.

APPEALS

If we deny your request, you may appeal our decision by contacting us at service@brooksbrothers.com. If you have concerns about the results of an appeal, you may contact the attorney general in the state where you reside.

NONDISCRIMINATION

You have the right to not be discriminated against for exercising any of your privacy rights.

AUTHORIZED AGENTS

Where required by law, you can designate an authorized agent to make an opt-out request on your behalf by following the process described in the [Opt Out of Sales, Sharing, and Targeted Advertising](#) section above.

If you reside in California, you can designate an authorized agent to submit an access, deletion, or correction request on your behalf. We may ask authorized agents to submit proof of their authority to make a request, such as a valid power of attorney or proof that they have signed permission from the consumer who is the subject of the request. In some cases, we may be required to contact the individual who is the subject of the request to verify his or her own identity or confirm the authorized agent has permission to submit the request. If you are an authorized agent seeking to make an access, correction, or deletion request on behalf of a California resident, please fill out this [web form](#).

NOTICE OF FINANCIAL INCENTIVES

We provide discounts, rewards, or other benefits to customers who join our rewards programs or sign up to receive our marketing emails or text messages. These offerings may constitute “financial incentives” or “bona fide loyalty programs” under certain state privacy laws (for simplicity, we refer to these collectively as “financial incentives”).

If you participate in a financial incentive, we collect personal information from you, such as identifiers (like your name, email address, and phone number), commercial information (like your purchase history), and inferences drawn from your personal information (like your product preferences and interests). We disclose this information to our service providers, contractors, and consultants who perform services on our behalf, to other brands in our corporate family, and to our marketing and advertising partners, including for the purposes of engaging in targeted advertising and other marketing activities.

You can opt into a financial incentive by following the sign-up or participation instructions provided and you can opt out at any time by following the unsubscribe instructions in the applicable program’s terms and conditions, promotional emails, or text messages, or contacting us at service@brooksbrothers.com. If you request that we delete any of your personal information that is essential to providing you with the financial incentive, we will not be able to provide you with the benefits of that program (e.g., if you ask us to delete your email address, we will no longer be able to provide you with early access to sales or other benefits via email). In some cases, we may provide additional terms and conditions, which we will provide to you when you sign up. The value of your personal information is reasonably related to the value of the offer or discount presented to you. Members who join our rewards program will need to contact customer service at service@brooksbrothers.com or (800) 274-1815 to delete their account.

SHINE THE LIGHT

California’s Shine the Light law permits residents of California to request certain details about how their information is disclosed to third parties for direct marketing purposes. Under the law, Brooks Brothers must either provide this information or permit California residents to opt in to, or opt out of, this type of disclosure. Brooks Brothers qualifies for this alternative option. To opt

out of having information about you disclosed to our affiliates or other third parties for direct marketing purposes, please fill out this [form](#).

CONTACT US

If you have any questions about this Privacy Policy, please:

- write to us at:
Brooks Brothers Corporate Office
100 Phoenix Avenue, Enfield, CT 06082
- send us an email to: service@brooksbrothers.com; and/or
- call us toll-free at: (800) 274-1815.