

MADEWELL PRIVACY POLICY

Last Updated: March 24, 2026

This Privacy Policy (“**Policy**”) describes how J.Crew Group, LLC and its brands (including J.Crew Inc., J.Crew, crewcuts, J.Crew Factory, and Madewell) (collectively, “**J.Crew**”, “**we**”, or “**us**”) collect, use or disclose personal information and the choices available to you.

This Policy applies when you:

- Visit our website located at <https://www.jcrew.com/>, <https://factory.jcrew.com/>, and <https://www.madewell.com/> (the “**Sites**”)
- Use the J.Crew Mobile App, and the Madewell Mobile App (the “**Apps**”)
- Shop in our J.Crew stores, J.Crew Factory stores, and Madewell stores (the “**Stores**”)
- Interact with customer support (the “**Support**”)
- Participate in our loyalty programs, including J.Crew Passport and Madewell Insider (the “**Loyalty Programs**”)
- Otherwise engage our products or services that link to this Policy (collectively, the “**Services**”)

Residents of the EEA and UK: Additional rights and disclosures apply; please see the [respective section](#).

Residents of California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia: Additional rights and disclosures apply; please see the [respective section](#).

Click [here](#) for a printer-friendly version of this Privacy Policy.

What information do we collect about you?

“Personal information” is information that, directly or indirectly, identifies, relates to, describes, is linked or reasonably linkable, or is associated with you or your household, such as your name, email address, postal address, phone number, payment information, and certain device and usage data. Personal information we collect may include:

- **Direct Identifiers:** Information such as your name, online identifier, account username, social media handle, social security number or driver’s license.
- **Contact Information:** Information such as your email address, telephone number, or mailing address.

- **Payment Information:** Information such as your payment information, credit/debit card number, billing address and other forms of payment to permit you to purchase our products and services.
- **Demographic Information:** Information such as number of members in your household, age, gender, and related demographic information.
- **Commercial Information:** Information such as the nature of the products you've considered on our Sites and in our Stores, your preferences, your purchase and return history, your Loyalty Programs history, and related information concerning your commercial activity.
- **Geolocation Information:** Information describing your geolocation when you use the Services. This geolocation information may include approximate geolocation information inferred from your IP address. We may also collect precise geolocation through GPS, WiFi triangulation and other technologies when permitted through your mobile device's operating system to help customize your experience of the App, to let you know when products, promotions or events are available near you or to send geographically relevant advertising.
- **Internet and Network Activity:** Information such as your browsing or search history and other information regarding your interactions with our Sites, Apps, emails, and advertisements.
- **Log and Usage Information:** Information such as the features you use on our online Services, the time of day you browse, frequency of access to our online Services, pages viewed, items placed in your shopping bag, links clicked, the referring URL (the webpage you visited before navigating to our Sites) and similar traffic and usage measurements.
- **Device Information:** Information about the device you use to access our online Services, including the hardware model, IP address, cookie and other unique device identifiers, and details about your browser and operating system.
- **Audio and Visual Information:** Information such as photographs, images, videos, and recordings of your voice (such as when we record customer service calls for quality assurance). We provided notice about our use of security cameras as required by law.
- **User Content:** Information such as your communications with us and any other content you provide, such as social media profiles, photographs, images, videos, survey responses, comments, product reviews, testimonials, and other content.
- **Inferences:** Inferences we may draw from any of the personal information described above. For example, we may infer that you are interested in purchasing a certain type of clothing based on your browsing behavior on our Sites or Apps.

How do we collect information?

- **You Provide It to Us:**
We collect personal information you provide directly to us when you:
 - use our Sites or Apps;
 - communicate with us via phone, email, chatbot, social media, or in Stores;

- provide product reviews;
- shop in our Stores;
- create or use an online account on our Sites or via our Apps;
- sign up to receive our emails;
- request a catalog;
- participate in a sweepstake, contest, promotion or survey;
- request Support;
- apply for and/or participate in our Loyalty Programs; or
- otherwise purchase a Product.

We collect personal information you provide about others when you:

- purchase a gift card for someone and request that we deliver it electronically;
- create and share a “wish list”; or
- decide to purchase and ship products to someone else.

- **Automatically:**

When you use our Services and communicate with us, we may collect certain personal information from you automatically using various technologies, such as session replay software, cookies, and other tracking technologies. For more information related to our use of cookies and other tracking technologies, please see the [“Cookies, Advertising and Analytics” section](#) below.

- **From Other Sources:**

From time to time, we may obtain personal information about you from other sources to supplement information collected automatically or provided by you.

Such third parties include:

- **Partners**, such as those that sell or distribute our products in certain regions or engage in joint marketing or advertising activities.
- **Service Providers and Contractors**, such as those who perform services on our behalf for advertising, analytics, delivery, data augmentation, data sourcing, fulfillment, payment processing, fraud prevention and security, cybersecurity, and other related services.
- **Credit Reporting Bodies**, such as a credit reporting agency or similar third party to inform our decisions about offering credit or related services.
- **Publicly Available Sources**, such as data in the public domain and through widely available media sources.

How do we use your information?

We use your personal information for business purposes such as to:

- Provide and maintain our Services, your online account, and Loyalty Program membership;
- Process and fulfill your orders, payments and account adjustments;
- Respond to your comments, questions, and requests and provide Support;
- Communicate with you about our products, promotions, and other information that we think will interest you;

- Monitor and analyze trends and usage of our Sites and Apps;
- Administer contests, sweepstakes and other promotions;
- Debug and repair errors in our Services;
- Improve, upgrade, and enhance our Services;
- Detect, protect against, and prevent security incidents and suspicious activities that may be fraudulent, malicious, deceptive, abusive, illegal or unauthorized;
- Comply with our legal obligations and support internal compliance processes;
- Enforce our policies, terms and conditions, and other agreements;
- Investigate problems, resolve disputes, and defend against or pursue claims or litigation—in court or elsewhere; and
- Carry out any other purpose that you consent to, are notified of, or is described to you at the time the personal information is collected based on the context of our interaction with you.

How do we disclose your information?

We may disclose your personal information in the following circumstances:

- **With Your Consent:** We may disclose or make available your personal information with your consent, which may be obtained in writing, online, through “click-through” agreements, indicated when you choose to submit Personal Information through the Services, when you accept our terms for our Sites, orally (including over the telephone), or by other means.
- **With Our Brands and Subsidiaries:** We may share and jointly use personal information with and among our family of brands and subsidiaries to provide our products and Services and for other purposes outlined in this Policy.
- **With Service Providers & Contractors:** We may disclose or make available your personal information to our service providers and contractors to perform services on our behalf, such as credit / debit card processing partners, partners that facilitate billing, shipping, and customer service, third-party auditors and law firms, marketing and advertising networks (including those that provide ad measurement services), internet service providers, data analytics providers, companies that help debug and identify and repair errors that may impair the functionality of our Sites, and third parties that help protect against malicious, deceptive, fraudulent, or illegal activity. We may also disclose your information in connection with financial products or services related to our business, such as private label credit cards.
- **In Public Forums:** Some of our Sites and Apps allow you the ability to post content in a public forum, such as a product review. If you decide to submit information in these public forums, that information will be publicly available.
- **In Exigent Circumstances:** We will disclose personal information about you: (1) if we are required to do so by law or legal process, such as for compliance with law enforcement or national security requests, court order or subpoena; (2) to law enforcement authorities, judiciary or other government officials; (3) if necessary to protect your, our or others’ rights, property, safety, or other vital interests; (4) enforce our policies or contracts; (5) collect amounts owed to us; or (6) when we believe, in good faith, disclosure is necessary or appropriate to prevent physical

harm or financial loss in connection with an investigation or prosecution of suspected or actual illegal activity.

- **In Case of a Business Transaction:** We may disclose or make available your personal information in the event that all or a portion of J.Crew, our Services, or our assets are acquired by or merged with a third-party as part of a business transaction, such as a merger or acquisition, joint venture, corporate reorganization, financing, or sale of company assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which such information could be transferred to third parties as a business asset in the transaction.

How long do we keep your information?

We retain your personal information for as long as is necessary in accordance with the purposes described in this Policy, or any other notice provided at the time of collection, and our legal, regulatory, and compliance obligations. We may also retain personal information for longer periods where there is a reasonable basis for retaining such information, including without limitation in connection with the establishment, exercise, or defense of legal claims.

How do we secure your information?

We take commercially reasonable steps to ensure that your personal information is managed securely and in accordance with this Policy. Even with safeguards, security cannot be perfectly guaranteed. Therefore, although we take such commercially reasonable measures to protect your information, we cannot ensure the security of any information you transmit to us, and you do so at your own risk. You are also responsible for taking reasonable steps to protect your personal information against unauthorized disclosure or misuse, such as by using strong passwords, not sharing passwords and/or account information, and otherwise keeping your account credentials secure.

Cookies and Similar Tracking Technologies

We, as well as third parties and service providers that provide content, analytics, advertising, or other functionality on the Sites and Apps, may use cookies, web beacons and other technologies, including session replay, for purposes that fall into the following general categories:

- **Strictly Necessary.** This includes technologies that allow you access to our Services, applications, and tools that are required to identify irregular site behavior, prevent fraudulent activity and improve security or that allow you to make use of our Sites and Apps;
- **Functionality Related.** We may use technologies that allow us to offer you enhanced functionality when accessing or using our Sites and Apps. This may include identifying you when you sign in or keeping track of your specified preferences, interests, or past items viewed;

- **Performance Related.** We may use technologies to assess the performance of our Services, including as part of our analytic practices to help us understand how you use the Services;
- **Advertising or Targeting Related.** We may use first party or third-party technologies to deliver content, including ads relevant to your interests, on our Services or on third-party sites.

Such technologies include:

- **Cookies.** Cookies are small data files stored on your device that act as a unique tag to identify your browser. We use two types of cookies on our Sites and Apps: session cookies and persistent cookies. Session cookies make it easier for you to navigate our Sites and Apps and expire when you close your browser. Persistent cookies help with personalizing your experience, remembering your preferences, and supporting security features. Additionally, persistent cookies allow us to bring you advertising both on and off the Sites and Apps. Persistent cookies may remain on your device for extended periods of time, and generally may be controlled through your browser settings. Persistent cookies can be both first-party and third-party managed, meaning your data may be sent to third parties through these tools.
- **Pixels** (also known as web beacons). This is a type of code that is embedded in a website, video, email, or advertisement that sends information about your use and engagement to a server. There are various types of pixels, including image pixels (which are small graphic images) and JavaScript pixels (which contains JavaScript code). When you access a website, video, email, or advertisement that contains a pixel, the pixel may permit us or a third party to collect data through your device and browser. Pixels are used in combination with cookies to track activity by a particular browser on a particular device. We may incorporate pixels from separate entities that allow us to track our communications, bring you advertising both on and off the Sites and Apps, and provide you with additional functionality.
- **App Technologies.** This includes technologies included in Sites and Apps that are not browser-based like cookies and cannot be controlled by browser settings. For example, our Sites and Apps may include software development kits (“**SDKs**”), which is code that sends information about your use to a server. These SDKs allow us to track our communications, bring you advertising both on and off the Sites and Apps, and provide you with additional functionality.
- **Third Party Analytics Service Providers.** We use various service providers, including those detailed below, to collect analytics information, help us understand how users access and use our Sites and Apps, and understand market trends and popularity of our Services. For more information on how these third parties collect, process, and protect your personal information, please see their respective privacy policy.

- Google Analytics, located at <https://policies.google.com/technologies/partner-sites> (or any other URL that Google may provide from time to time)
- Facebook Analytics, located at <https://www.facebook.com/privacy/policy/>
- Microsoft Clarity and Microsoft Advertising, located at <https://www.microsoft.com/en-us/privacy/privacystatement>
- **Session Replay.** Our Sites and Apps may, from time to time, utilize technology often known as “session replay” technology that allows J.Crew to understand how users interact with the Sites and Apps, including replays of their interaction with our Sites and Apps. By using our Services, you represent you have read this disclaimer and understand that J.Crew may use this session replay technology to record how you interact with our Services, which may be used by J.Crew for its own internal analytical purposes, and to improve and enhance our Services.

To exercise your choices regarding personal information collected by cookies and other tracking technologies, please see [“Your Privacy Choices” section](#).

Links to Other Websites

Our Sites and Apps may contain links to other websites or applications that are not owned or operated by us. If you click on a third-party link on our Sites or Apps, you will be directed to that third-party’s website. Please note these links are provided for your convenience and information and may operate independently from us and have their own privacy policies and/or notices. We encourage you to read the privacy policies of each website and application with which you interact. We do not endorse, screen or approve and assume no responsibility for the privacy policies or practices or content of such other websites or applications. Visiting these other websites or applications is at your own risk.

In addition, our Sites and Apps may include social media buttons (including plugin or widgets, such as the “share this” button or other interactive mini-programs). Your interactions with these features, apart from your visit to our Sites and Apps, are governed by the privacy notices of the companies providing the features.

Sweepstakes, Contests and Promotions

We may offer sweepstakes, contests and other promotions, including promotions jointly sponsored or offered by third parties. If you voluntarily choose to enter a sweepstake, contest or other promotion, we collect your information and may disclose it to co-sponsors, other business partners, or publicly, for purposes such as posting a winners list. By participating in a promotion, you agree to the official rules or terms and conditions that govern that promotion (“**Promotion Terms**”). Promotion Terms may include personal information handling practices that are different from what is described in this Policy. If the practices described in the Promotion Terms differ from the practices in this Policy, the Promotion Terms govern but solely to the extent of the differences between the Policy and Promotion Terms. Please review the relevant Promotion Terms

carefully before you participate in any promotion. You can find our Notice of Financial Incentives [here](#).

Children's Privacy

UNDER AGE 13: Our Services are not directed at children under the age of 13, and we do not knowingly collect personal information from anyone under the age of 13. If you are the parent or guardian of a child under the age of 13 and you believe your child has provided their personal information to us, please contact us immediately at privacy@jcrew.com. For more information, please see the ["Notice of Sale / Sharing / Targeted Advertising" section](#) below.

Your Privacy Choices

Managing Your Online Account:

Regardless of where you live, you may manage certain information stored within your online J.Crew and/or Madewell accounts as follows:

- You may update, correct or delete certain information stored within your online accounts at any time by logging into your account and navigating to the "My Account" page.
- Updating and correcting information on your online accounts will not change information that is maintained outside of your online accounts. If you would like to change information that is maintained elsewhere, you may submit a request in accordance with the ["Privacy Rights" section](#) below.
- To delete your online account(s), please contact us at privacy@jcrew.com. If you request account deletion, we may retain certain personal information (such as transaction information) as permitted or required by law. We may also retain cached or archived copies of personal information about you for a certain period. If you have other questions about your account, please contact us at privacy@jcrew.com.

Opt-Out of Promotional Communications:

Regardless of where you live, you can opt-out of receiving promotional communications from us at any time.

- To opt-out of physical mail (such as catalogs and postcards), please contact us at help@jcrew.com.
- To opt-out of promotional emails and text messages, please follow the instructions provided in those communications or contact us at help@jcrew.com.

If you opt-out of receiving promotional communications, we may continue to send you non-promotional emails related to your account or an ongoing transaction you made with us.

Uninstalling Our Apps:

Regardless of where you live, you can uninstall our Apps at any time. You may use the standard uninstall process available as part of your mobile device, or via the mobile application marketplace or network. By uninstalling our Apps, data will no longer be generated or collected by the Apps. You may also be able to exercise specific privacy choices, such as enabling or disabling certain features by adjusting the permissions in your mobile device and/or the App's settings. Please review your mobile device's support pages to learn more about controlling permissions related to your operating system.

Cookies:

Regardless of where you live, you can adjust the settings of your web browser to refuse all or some browser cookies or to alert you when a cookie is being sent. However, if you choose to remove or reject cookies, you may not be able to use certain features and functionalities of our Sites. Although most browsers and devices accept cookies by default, their settings usually allow you to clear or decline cookies.

For clarity, cookie-based opt-outs must be performed on each device and browser that you wish to have opted out. For example, if you have opted out on your desktop or laptop browser, that opt-out will not be effective on your mobile device. You must separately opt out on each device. You may also have to renew this choice if you clear your cookies, or your browser is set to clear cookies automatically. Please note that cookie-based opt-outs are not effective on mobile applications.

For more information about our use of cookies, please see our ["Cookies" section](#).

Targeted Advertising:

Some of the advertisers and analytics providers that perform advertising-related services for J.Crew are members of associations, which provide information on ways to opt out of analytics and receiving targeted advertising, which you can access at:

- Network Advertising Initiative: <http://optout.networkadvertising.org>
- Digital Advertising Alliance: <https://optout.aboutads.info/>

Residents of the EEA may find more information related to opting out of receiving targeted advertising by visiting <http://www.youronlinechoices.eu/>.

Do Not Track:

Our Sites and Apps may, from time to time, collect information about your online activities, over time and across our different websites. When you use our Sites, Apps, or otherwise engage with our Services, third parties may also collect information about your online activities, over time and across different internet websites, online or cloud computing services, online applications, or mobile applications. Some browsers support a "Do Not Track" feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our Sites and Apps do not currently change the way they operate based upon detection of a "Do Not Track" or similar signal. Our Sites and Apps do, however, recognize a global privacy signal, as outlined [here](#).

Global Privacy Control:

Global Privacy Control (“**GPC**”) is a signal that enables individuals on their devices or browsers to communicate their choice to opt-out of online tracking technologies (on the browsers and extensions that support such a signal). We have configured our Sites to receive and honor GPC signals. Regardless of where you live, you may choose to opt out of online tracking technologies using the GPC signal. You will need to turn it on for each supported browser extension you use.

Your Privacy Rights:

Depending on where you live, and subject to certain exceptions and limitations, you may have the following rights:

- **Right to Know / Access.** You may request that we confirm whether we are processing your personal information and access such personal information.
- **Right to Correct.** You may request that we correct inaccuracies in your personal information. Regardless of where you live, you may view and correct certain information stored in your account, as described [here](#).
- **Right to Delete.** You may request that we delete your personal information.
- **Right to Opt-Out of Selling, Sharing, or Targeted Advertising.** You may request that we opt you out of certain types of processing of your personal information as detailed below, including “sales” of personal information to third parties and “sharing” and processing personal information to serve “targeted advertising.” You may also opt-out of such processing for certain online tracking technologies by using our “Do Not Sell My Personal Information” link on our Sites.
- **Right to Limit Use of Sensitive Information.** If you live in California, you may request that we limit the use and disclosure of your sensitive personal information.
- **Right to Data Portability.** You may request a copy of your personal information in a portable and readily usable format that allows you to transfer the personal information to another entity without hinderance, to the extent technically feasible.
- **Right to Opt-Out of Automated Decision-Making.** You may request that we not make decisions by automated processing that significantly impact your rights.
- **Right to Appeal.** If we decline to act in response to your rights request, you may have the right to submit an appeal by submitting a new request and identifying your previous request number.
- **Right Against Discrimination.** You may have the right to exercise the above rights without being discriminated against. We will not discriminate or retaliate against you for exercising your privacy rights.

Submitting a Request to Exercise Your Privacy Rights

You or an authorized agent may make these requests:

- emailing privacy@jcrew.com, or
- for our Madewell brand, visiting <https://jcrew.clarip.com/dsr/create?brand=Madewell>.

If you live in the United States, you may also make a request by calling 1-866-467-8688 and entering service code 358#.

Once we receive your request, for the security of your personal information and our own legal obligations, we will require you to verify your identity with us. Unless we suspect fraud, we do not verify requests to opt-out of Sell/Share/Target or to limit the use of sensitive personal information.

For residents whose states have not granted certain consumer privacy rights, we may honor some of the above rights, and it is in our sole discretion to choose if and how we process such requests.

Agent Requests

You may use an authorized agent to make a request for you, subject to our verification of you, the agent, and the agent's authority to submit requests on your behalf.

International Data Transfers

J.Crew is headquartered in the United States. We process and store the personal information that we handle in the United States. We may transfer and maintain your personal information across borders to any of the places where we and our vendors and partners do business, which may be outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction. By accessing or using our Services, you agree that all information processed by us may be transferred, processed, and stored anywhere in the world, including but not limited to, the United States, which may have data protection laws that are different from (and, in some cases, less protective) than the laws where you reside. We endeavor to safeguard your information consistent with the requirements of applicable laws.

Additional Rights and Disclosures for Residents of the European Economic Area (EEA) & United Kingdom (UK)

If you are a resident of the EEA or UK, the following additional rights and disclosures apply to you.

J.Crew's Legal Bases for Processing:

We may process your personal information on the following grounds (or "legal bases"), depending on the context in which the personal information is collected and processed. Generally, we only process personal information:

- **As necessary to perform our contractual obligations to you**, such as processing your contact and payment information when you purchase a product, communicating with you about your purchase, and responding to customer service requests.
- **To pursue our legitimate interests**, including providing and improving our Services and products, communicating with you, and undertaking advertising and marketing activities and similar commercial interests to make the Services

available. We may have other legitimate interests and if appropriate, we will make disclose our legitimate interests at the appropriate time.

- **When we have your consent**, which you may revoke at any time.
- **To comply with our legal obligation and protect our rights.** We process and share your information as necessary to comply with our legal obligations and protect our rights and the rights of others, such as processing your payment information for tax, regulatory compliance, or financial reporting reasons.

EEA and/or UK Privacy Rights:

As a resident of the EEA or UK, subject to certain exceptions and limitations, you have the following rights with respect to your personal information:

- Right of Know / Access
- Right to Correct (or “rectification”)
- Right to Delete (or “erasure”)
- Right to Restrict Processing
- Right to Data Portability
- Right to Withdraw Consent at any time
- Right to Opt-Out of Automated Decision Making

If you would like to exercise any of these rights, please see [“Your Privacy Rights”](#) above.

Questions or Complaints:

If you have a concern about our processing of your personal information that we are not able to resolve, you have the right to lodge a complaint with the Data Protection Authority where you reside.

- **EU Residents**
You have a right to lodge a complaint about how we process your personal information with the appropriate EU data protection authority. Please click [here](#) for more information.
- **Residents of U.K.**
United Kingdom’s Data Protection Regulator
Information Commissioner’s Office (ICO)
Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF
Telephone: 0303 123 1113
Fax: 01625 524510
<https://ico.org.uk/global/contact-us/>

Additional Rights and Disclosures for Residents of California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia

California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island,

Tennessee, Texas, Utah, and Virginia have enacted consumer privacy laws that grant their residents certain rights and require additional disclosures. The following provisions are designed to address those state-specific requirements and supplements the general disclosures in this Policy. In the event of a conflict between any other J.Crew policy, notice, or statement and this “Additional Rights and Disclosures for Residents of California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia” section, this section will prevail unless stated otherwise.

Notice At Collection:

This Notice at Collection covers the twelve (12) months prior to the Last Updated Date above and is updated at least once per year.

How and Why We Collect and Disclose Personal Information

Category of Personal Information	Examples	Purpose for Collection, Use and Disclosure	To Whom This Personal Information is Disclosed, “Sold” or “Shared”
Identifiers*	Name, signature, alias, postal address, telephone number, email address, online identifier, IP address, account name, or driver’s license	<ul style="list-style-type: none"> Business Purposes 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> Vendors (e.g., data analytics providers, payment processors, and marketing services providers) (“Our Vendors”); The issuer of the J.Crew Credit Card; Our corporate group (“Corporate Group”); Governmental entities; and/or Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> Third-party Digital Businesses <p>Third-party digital businesses (“Third-</p>

			party Digital Businesses”) may associate cookies and other tracking technologies that collect personal information about you on our Services, or otherwise collect and process personal information that we make available to you, including digital activity information.
Personal Characteristics*	Age, race, gender expression, or gender identity	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • The issuer of the J.Crew Credit Card; • Corporate Group; • Governmental entities; and/or • Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Not Shared/Sold
Financial Information*	Debit or credit card number, bank account number, access code, or billing address	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • The issuer of the J.Crew Credit Card; • Corporate Group; • Governmental entities; and/or • Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Not Shared/Sold

<p>Internet or Other Electronic Activity Information</p>	<p>Browsing history, search history, information regarding a user's interaction with a website, mobile application, or advertisement</p>	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • Corporate Group; • Governmental entities; and/or • Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Third-party Digital Businesses
<p>Commercial Information</p>	<p>Records of products or services purchased or considered or other purchasing histories or tendencies</p>	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • Corporate Group; • Governmental entities; and/or • Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Third-party Digital Businesses
<p>Geolocation Information*</p>	<p>Zip code, general location derived from a user's IP address, or device location</p>	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • Corporate Group; • Governmental entities; and/or • Other parties to comply with our legal obligations <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Not Shared/Sold
<p>Audio, Electronic, Visual, Thermal, and Related Information</p>	<p>Photographs, video recordings, or recorded messages</p>	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • Corporate Group;

			<ul style="list-style-type: none"> • Governmental entities; and/or • Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Not Shared/Sold
Inferences	Information derived from the above categories	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • Corporate Group; • Governmental entities; and/or • Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Not Shared/Sold
Does this include sensitive personal information?	Yes. * Denotes which categories may include sensitive personal information. The sensitive information we may collect includes your social security number, driver's license number, state identification number, account information, financial account information, or race.	<ul style="list-style-type: none"> • Business Purpose 	<p><u>Disclosed</u></p> <ul style="list-style-type: none"> • Our Vendors; • The issuer of the J.Crew Credit Card; • Corporate Group; and/or • Other parties to comply with our legal obligations. <p><u>Shared or Sold</u></p> <ul style="list-style-type: none"> • Not Shared/Sold

Notice of Collection and Use of Sensitive Personal Information:

Several of the categories of personal information described in “What information do we collect about you?” may include sensitive personal information, including:

- **Direct Identifiers.** Several pieces of information under this category may be considered sensitive personal information, including your social security number, driver’s license number, or state identification number, where applicable.

- **Demographic Information.** Information such as that about your race, ethnicity, gender expression, gender identity, and sexual orientation may be considered sensitive personal information.
- **Payment Information.** Information such as your account login and password, bank account number and access code, and credit card and debit card number and access code may be considered sensitive personal information.
- **Geolocation Information.** Location information, to the extent that it reveals your precise geolocation, may be considered sensitive personal data.

We do not process and/or disclose sensitive personal information for purposes other than those identified in the applicable privacy law of your state.

Notice of Sale / Sharing / Targeted Advertising:

We may “sell” or “share” your personal information and/or use your personal information for “targeted advertising”, as these terms are defined and apply under your state’s applicable consumer privacy law, through the use of certain third-party tools on our Sites and Apps and offline, including those relating to analytics, marketing, and advertising. Specifically, we make available certain of your personal information and online identifiers with third parties (such as advertising, analytics, and marketing partners) which may be considered a “sale” or “share” of your personal information and a use of your personal information for targeted advertising, as defined under applicable law.

UNDER AGE 18: We do not knowingly “sell” or “share” or use for “targeted advertising” the personal information from individual under the age of 18. If you have reason to believe we may have unknowingly collected personal information of a child under the age of 18, please contact us immediately at privacy@jcrew.com so that we can delete the information.

Notice of Financial Incentives:

We offer consumers discounts, coupons, and other benefits for being a new customer, signing up to receive our marketing emails and/or joining our Loyalty Programs. Because this may involve the collection of personal information and offering of certain benefits, these benefits may be considered a “financial incentive” program under California law or a “bona fide loyalty program” under Colorado law. Please find a description of each financial incentive below.

Financial Discounts

From time to time, J.Crew may offer you financial discounts on our products in exchange for you providing personal information. For example, J.Crew may offer a discount on a purchase in exchange for certain personal information, such as identifiers (like your name and an e-mail address) or commercial information (like your purchase history). You may opt-in to such programs by providing J.Crew with the personal information requested. You

may opt-out of the program at any time by requesting that the personal information you requested be deleted or contacting us at help@jcrew.com. However, you may not be able to opt-out of the financial incentive if you've already received the financial benefit as part of the program. These price differences are reasonably related to the value of your personal information based on our internal data and good faith estimates of the value of your personal information.

Loyalty Programs

J.Crew also offers the below voluntary loyalty programs.

Program	Incentive Offered	Material Terms	How to Opt-In
<p>J.Crew Passport</p>	<p>Your loyalty account earns points for purchases at eligible stores and online. Points are accumulated to earn rewards that may be redeemed for discounts on future purchases. Members also receive exclusive access to sales, offers and products and birthday and anniversary rewards.</p>	<p>In order to provide you with the described incentives, we use the following categories of personal information to identify you as a member of the loyalty program and provide you with relevant messaging, experiences, and deals:</p> <ul style="list-style-type: none"> • Identifiers • Financial Information • Commercial Information • Internet Activity • Geolocation Information • Inferences <p>Subject to the terms and restrictions available at: https://www.jcrew.com/company/rewards-terms-and-conditions</p> <p>FAQs available at: https://www.jcrew.com/company/rewards</p>	<p>Register for an account online, in the mobile application, or in store.</p>
<p>Madewell Insider</p>	<p>Your loyalty account earns points for purchases at eligible stores and online. Points are accumulated to earn rewards that may be redeemed for discounts on future purchases. Members also receive exclusive access to sales, offers and products and birthday and</p>	<p>In order to provide you with the described incentives, we use the following categories of personal information to identify you as a member of the loyalty program and provide you with relevant messaging, experiences, and deals:</p> <ul style="list-style-type: none"> • Identifiers • Financial Information • Commercial Information • Internet Activity • Geolocation Information • Inferences <p>Subject to the terms and restrictions available at: https://www.madewell.com/c/loyalty-terms-conditions/</p>	<p>Register for an account online, in the mobile application, or in store.</p>

	anniversary rewards.	FAQs available at: https://www.madewell.com/c/madewell-insider-faq/	
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Withdrawal from the Loyalty Program: You may opt-out of the program at any time by requesting that the personal information you requested be deleted or contacting us at help@jcrew.com.

Value of Consumer Data: These financial incentives are reasonably related to the value of the data you provide. We incur a variety of expenses related to the Loyalty Programs. We make this investment in order to offer a more personalized and relevant experience. Expenses associated with the program include but are not limited to the point earnings when you shop at J.Crew, birthday discounts when you provide your birthdate, redeemable points valid toward dollars off products plus, access to offers and events only available to Loyalty Program members. The expenses associated with the program incentives will vary as it is dependent on your engagement with the Loyalty Program, including total annual spend at J.Crew and frequency and depth of discounts you choose to use.

For financial incentive disclosures specific to any other promotion, such as a sweepstake, please see that promotion's terms. We reserve the right to terminate the Loyalty Programs or any other offers at any time at our sole discretion.

Notices Specific to Residents of California:

California Privacy Rights

As a resident of California, subject to certain exceptions and limitations, you have the following rights:

- Right to Know / Access;
- Right to Correct;
- Right to Delete;
- Right to Opt-Out of Selling, Sharing, Targeted Advertising;
- Right to Limit Use of Sensitive Information;
- Right to Data Portability;
- Right to Opt-Out of Automated Decision-Making; and
- Right Against Discrimination.

To learn more about these rights, including how to exercise them, see ["Your Privacy Rights."](#)

California's "Shine the Light" Law:

We do not share personal information, as defined by California Civil Code Section 1798.83 ("**Shine the Light Law**"), with third parties for their direct marketing purposes absent your consent.

Notices Specific to Residents of Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia:

As a resident of Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, subject to certain exceptions and limitations, you have the following rights:

- Right to Know / Access;
- Right to Correct;
- Right to Delete;
- Right to Opt-Out of Selling, Sharing, Targeted Advertising;
- Right to Data Portability;
- Right to Opt-Out of Automated Decision-Making; and
- Right Against Discrimination.

If you live in Maryland, Minnesota or Oregon, you also have a right to request a list of specific third parties to which J.Crew has disclosed your or any personal information, subject to certain exceptions and limitations.

If you live in Colorado, Connecticut, Delaware, Iowa, Indiana, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Texas, Tennessee, or Virginia, you may appeal J.Crew's decision regarding a rights request by submitting a new request and identifying your previous request number.

To learn more about these rights, including how to exercise them, see ["Your Privacy Rights."](#)

Changes to this Privacy Policy

From time to time, we may change this Policy to address changes in applicable laws or our business operations. The Last Updated Date noted at the top of this Policy will indicate when this Policy was most recently revised. Except as may be otherwise required under applicable law, revisions to this Policy will be effective on the date posted and noted above without any other notice or approval by you. In certain jurisdictions, applicable law may require us to take additional steps, in which case, the revised Policy will not become applicable to you until we have met our obligations accordingly, which may include notice posted on the Sites or Apps or in communications with you. We encourage you to periodically review the Policy for updates regarding our personal information practices and the choices available to you.

Contact Us

If you have any questions, concerns, or would otherwise like to contact us regarding our privacy practices, this Policy, any rights you may have hereunder, or if you wish to submit a request to exercise your rights as detailed in this Policy, please contact us as follows:

You may email privacy@jcrew.com or contact us at:

J.Crew Group, LLC
Attn: General Counsel (Privacy)
225 Liberty Street, 17th Floor
New York, NY 10281