

Updated: December 23, 2024

This Privacy Notice describes the information we collect about you when you interact with us in our stores, our events (such as pop-ups), through Customer Service, our member/loyalty program, on the Levi's® retail websites, our mobile app (where available) or our corporate website (levistrauss.com) (collectively our “**Platforms**”).

By submitting information through, or otherwise using, our Platforms, you acknowledge that we may collect, use and disclose information in accordance with this Privacy Notice, the privacy preferences you have made known to us, and as permitted or required by law. As used in this Privacy Notice, “**LS&Co.**”, “**our**”, “**us**”, and “**we**” means Levi Strauss & Co., a corporation headquartered in the United States of America. Because we are incorporated and headquartered in the United States the information in this Privacy Notice is most relevant to visitors located in the United States. If you are accessing this website from outside the United States, additional data protection and privacy terms (“**SUPPLEMENTAL NOTICES**”) may apply to you based on your location. Supplemental Notices, where applicable, may be found in our Privacy Notices displayed on our location-specific levi.com retail websites and are updated from time to time to meet specific local legal and business requirements. We encourage you to view them on the levi.com site in your country for an additional description of privacy rights and our local practices. If you have any questions on the terms that apply to you, please reach out to our Privacy team using the information in the **CONTACT US** below.

Unless otherwise indicated, **SUPPLEMENTAL NOTICES** have the same effective date as this Privacy Notice. In the event of a conflict between this Notice and a **SUPPLEMENTAL NOTICE** that applies to you, the terms in the **SUPPLEMENTAL NOTICE** will apply to the extent required to resolve the conflict.

Beyond Yoga is a subsidiary of LS&Co. but their Privacy Notice at <https://beyondyoga.com/pages/privacy-policy> applies when you are doing business with them.

LS&Co. reserves the right to modify this Privacy Notice at any time to keep it up to date with legal and regulatory requirements and the way in which we operate our business and will place any updates on our website. Please regularly check our website for the latest version of this Privacy Notice. Where permitted by law, your continued access to and/or use of our Platforms after any such changes constitutes your acceptance of, and agreement to our practices. Please periodically review this Privacy Notice so that you know what personal information we collect, how we use it, and with whom we may share it.

YOUR PERSONAL INFORMATION

How We Collect, Use, and Share Your Personal Information

We collect data when you interact with us at different touchpoints, including information that can directly or indirectly identify you (your “**Personal Information**”). As a consumer goods company, we use Personal Information for a variety of business purposes including sharing it and combining it with other information we might receive from our wholesale, retail and franchise partners, technologies, and other third parties. This section details the kinds of Personal Information we collect, how we use it, and describes the third parties with whom we share Personal Information.

CONTACT INFORMATION

This includes identifying information like names, email addresses, phone numbers, shipping/billing/physical addresses, online identifiers you share in a public forum (like your social media handles) or nicknames.

How we collect this information:

- Directly from you when you register an account, join a member (loyalty) program (where available), sign up for emails, register for or attend an event, order or purchase products
- If you submit a job application (see our [Candidate Privacy Notice](#) for more information)
- From third parties including our franchisees or others that manage Platforms or locations on our behalf, product fulfillment or marketing list providers (where permitted under applicable laws)
- From technologies (such as when you engage with artificial intelligence (“**AI**”) that we may use to support features like chats)

Why we collect it:

- To contact you, for example to send you communications and marketing and advertising (subject to choices you may make to opt in or opt out)
- To administer sweepstakes, surveys, or contests
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- Third party social media platforms (including for advertising through platforms such as Meta or Amazon using pixels or custom audiences) (subject to choices you may make to opt in or opt out)
- Marketing and advertising providers
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

FINANCIAL INFORMATION

This includes information such as the last four digits of your credit/debit card number, data used to authenticate your transactions, and information relating to the use of alternative payment methods or third-party checkout platforms. If you make a purchase from us, we work with a third-party payment processor to collect and process your payment information.

How we collect this information:

- Directly from you when you make a purchase
- From third parties as needed to help securely process your requested transaction

Why we collect it:

- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- Payment processors and merchants of record
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

OTHER IDENTIFYING INFORMATION

This includes information that might reasonably be used to identify you, either by itself or when combined with other data such as general or specific demographic data, your preferred clothing sizes or fits, information you share in a public open forum including social media, or other information we collect from you after obtaining your prior consent.

How we collect this information:

- Directly from you when you create an account online or join our member (loyalty) program (where available), use an offered mobile app, or through our in-store experience/purchases
- From your references and other sources for job applicants (see our [Candidate Privacy Notice](#))
- As described in a separate notice or consent, such as a pop-up notice for a special feature in our mobile app or sign-up terms for a special event
- From third parties including social media platforms, business partners and advertising service providers

Why we collect it:

- To offer and administer special offers and contests, including sweepstakes
- To send you communications and other marketing and advertising (subject to choices you may make to opt in or opt out)
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- Marketing and Advertising providers
- Customer Service providers
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

INFORMATION FROM OUR BUSINESS RELATIONSHIP

This includes information you share on our Platforms or with our team such as Customer Service, in-store stylists, or other representatives. Examples include product preferences, purchase and return data, loyalty profile data, survey responses, customization services, feedback and product questions, engagement with features we offer such as chat agents or AI), or information you share in a public forum like social media. Other information includes choices you make with respect to communications or how we use your data (e.g., to opt in or opt out).

How we collect this information:

- Directly from you
- From third parties including social media platforms, business partners and advertising service providers
- From technologies

Why we collect it:

- To administer, support, and improve our online and in-store presence and experiences
- To help us understand your interests, personalize our interactions with you, and develop our business relationship
- To present and administer special offers and contests, including sweepstakes
- To send you communications, and other marketing and advertising (subject to choices you may make to opt in or opt out)
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- Marketing and Advertising providers
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

AUDIO, VISUAL AND BIOMETRIC INFORMATION

This includes data such as audio recordings, visual film or still images, or, for biometric information, certain physical characteristics that are used to identify you. In some locations, biometric information is considered sensitive Personal Information and subject to additional protection.

How we collect this information:

- Directly from you if you make a telephone call to our Customer Service number that is recorded or if you publicly post images or audio/video with your name and tag us, our brands or use tags specified by us (e.g., “liveinlevis”)
- By CCTV cameras in our locations
- As described in a separate notice or consent accompanying a special feature, test, service or event

Why we collect it:

- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

ONLINE TECHNICAL INFORMATION

This includes browsing data (such as information about your activity on a specific page, such as mouse movements and keystrokes and items placed in your cart), data about how you interact with our Platforms and tools (including online ads, text messages, and emails) and similar network activity, your IP address, and device identifiers (for example, advertising ID’s, device model, operating system, device locale, mobile platform, session time, developer ID and the like), technology-generated call transcriptions, and reproductions and recordings of interactions with the website captured during browsing sessions.

How we collect this information:

- From your computer or device when you interact with our Platforms, for example, when you visit a Levi’s® website our server logs record your IP address and collect information on how you navigate through the site
- Through cookies, web beacons, pixels, clear gifs, session replay, and similar tracking technologies (where you have opted in, if required by applicable law, unless collection is via strictly necessary cookies)
- From actions you take in response to marketing emails, including whether you open an email, unsubscribe or purchase a product promoted in that email
- From third parties including collaboration partners helping to develop new solutions like AI-supported features

Why we collect it:

- To make your interaction with us more convenient, for example, recognizing you and your devices, expediting customer support, or allowing us to hold your shopping cart selections when you navigate away and then return to the order page
- To help us honor contractual commitments such as those relating to promotional offers and codes

- To send you communications and other marketing and advertising including through behavioral advertising and cross-device tracking (subject to choices you may make to opt in or opt out). Cross-device tracking refers to when data is used to make the inference that a user of one device, such as a computer, is the same person using another device, such as a mobile phone. We may then serve advertising on the browsers of both devices.
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- Marketing and Advertising providers
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

GEOLOCATION DATA

This refers to collection or inference of your location such as your zip code/postal code or state/province/territory. In some locations, precise geolocation data, such as real-time GPS latitude and longitude within a certain radius, is considered sensitive Personal Information and subject to additional protection including first obtaining your consent.

How we collect this information:

- Directly from you, such as when you opt in to location sharing or use a feature like Google Maps on one of our Platforms to find directions or a store location
- Through technologies, such as an IP address used to recommend your closest stores
- As described in a separate notice or consent, such as for a special feature or local event

Why we collect it:

- To enable you to locate nearby stores
- To send you communications and marketing and advertising (subject to choices you may make to opt in or opt out)
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- Marketing and Advertising providers
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

Note: The Google Maps service is governed by the Google privacy policy located at www.google.com/policies/privacy.

INFERRED AND DERIVED INFORMATION

This includes profiles we develop based on buying trends, transaction patterns and preferences, characteristics, predispositions, behavior or attitudes. We may create summaries, profiles and segments using information from a variety of sources that are described in this Privacy Notice.

How we collect this information:

- Directly from you through your engagement with us
- Through technologies, such as cookies or pixels
- From third parties including business partners and advertising service providers

Why we collect it:

- To send you communications and other marketing and advertising including through behavioral advertising and cross-device tracking (subject to choices you may make to opt in or opt out).
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

We share it with:

- Marketing and Advertising providers
- Social Media platforms
- See "**BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES**" below

CHILDREN AND MINORS' INFORMATION

We do not knowingly collect Personal Information of any user under 16 years of age on our Platforms. These offerings are intended for users who are 16 years old or older. If a user or their parent or legal guardian believes we have collected any Personal Information of a minor (under the age of 18), please contact us at privacy@levi.com for removal of that data.

BUSINESS PURPOSE AND SHARING FOR ALL DATA TYPES

In addition to the above, we may use any or all of the Personal Information described in this Privacy Notice for the following business purposes. Additionally, our business operations require that we share Personal Information with certain categories of third parties as are identified below.

We may use or share the Personal Information that we collect to:

- Maintain the safety, security, functionality, and integrity of our Platforms and other assets or business
- Prevent, investigate, or take action regarding unlawful activity including but not limited to engaging third parties to screen transactions for suspected fraud or identity theft
- Perform testing, research, analytics, and product development
- Administer, support, and improve our online presence, whether on our website or mobile app, including troubleshooting technical problems when they arise

- Understand, improve, and provide customized and streamlined experiences with our Platforms, including by offering member (loyalty) programs, personalized recommendations, fit suggestions, and the like
- Provide services in-store, on the website or mobile app, including processing requested purchases, returns and exchanges, payments, orders, shipping products, and providing Customer Service
- Evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us is among the assets transferred
- Conduct other business initiatives as described to you when collecting your Personal Information, with your consent or as otherwise permitted by law
- Comply with law or a legally binding process, such as pursuant to subpoenas, court orders, to enforce our legal rights, or to protect you, us, or others against injury or harm including for security and loss prevention
- To administer surveys and questionnaires, such as for consumer satisfaction purposes

We share your Personal Information with:

- Service Providers, including operations outsourcing, such as for unique services or points of presence in a country, site and platform hosting, cloud service and technology providers, credit card processing, marketing and advertising, shipping and logistics, dispute resolution, fraud detection and prevention providers, data management, analytics providers and other third parties with whom we have contractual relationships,
- Within our family of brands and with businesses controlling, controlled by, or under common control with LS&Co. (“**Affiliates**”),
- Auditors, consultants, lawyers, and other entities who use the data to provide us with professional services,
- Government agencies, law enforcement, regulators, and courts where we are required to comply with applicable laws, regulations or rules, requests of law enforcement, regulators and other government agencies or a legally binding process, such as pursuant to subpoenas, court orders, to enforce our legal rights, or to protect you, us, or others against injury or harm
- Business Transfers, if (i) we or our Affiliates are or may be acquired by, merged with, or invested in by another company, or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may disclose or transfer Personal Information to a potential or actual third party purchaser or other relevant third party.

We may also anonymize, aggregate or otherwise strip any Personal Information we collect of all personally identifying characteristics and may use or share that aggregated, anonymized data with third parties for any purpose we deem appropriate. We maintain and use this information only in

a de-identified fashion and will not attempt to re-identify such information, except as permitted by law.

YOUR CHOICES

We believe in giving you choices about how your Personal Information is used. Below are some ways that you may exercise these choices, including how to change or correct your Personal Information and how to unsubscribe from marketing communications from us.

We encourage you to review this entire Privacy Notice to fully understand the choices you may have, such as allowing or blocking cookies, online behavioral tracking and advertising, asking for your Personal Information to be deleted, or asking what Personal Information we have collected from you. Review the "**SUPPLEMENTAL NOTICES**" section below for additional information about choices that may apply based on your location.

When you set up an account, sign in or log in on one of our Platforms, you can access, correct, or update your choices and settings. If you receive email marketing communications from us on behalf of any of our brands and want to opt out of receiving such communications from that brand in the future, you can opt out by clicking the "Unsubscribe" link at the bottom of the promotional email. Similarly, if you receive direct mail from us and no longer want to receive it, you can opt out of future mail by e-mailing us at privacy@levi.com. Please be sure to include your full name, mailing address and e-mail address along with the types of information you do not want to receive. It may take up to 8 weeks to process an opt-out from direct mail.

Some services will allow you to accept or reject use of geolocation technologies but, if you don't accept, you may not be able to enjoy certain features on our Platforms (such as the full "find a store" option).

Unless otherwise explained to you in advance, you are not obligated to provide your Personal Information to us. If you decide not to provide your Personal Information, we might, in some instances, not be able to provide you with a product or service. Additionally, if you have opted out of certain services, such as marketing communications, you may still hear from us for other purposes such as needed to fulfill your orders or responding to Customer Service inquiries.

SECURITY AND DATA RETENTION

Safeguarding Your Personal Information

We care about protecting your Personal Information, so we employ reasonable physical, technical, and administrative safeguards designed to help keep it safe, including encryption and in some cases techniques that reduce the ability to identify an individual. Personal Information may be accessed by persons within our organization, our third-party service providers, or the other persons

described in this Privacy Notice who require such access to carry out the purposes described in this Privacy Notice or that are otherwise permitted or required by applicable law. Unless otherwise noted, including in our “**SUPPLEMENTAL NOTICES**”, Personal Information we collect for North and South America is managed from our headquarters in San Francisco.

No data collection, storage, or transmission, including over the Internet or other network can be guaranteed to be 100% secure, so despite our efforts we cannot and do not guarantee the security of any data you transmit to us, including on, or through, our Platforms. When you communicate with Customer Service via email or chat, we ask that you not share sensitive Personal Information via these communication channels. You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

When you register on one of our Platforms, you will need to set up a password to access your information on our site. Note that we don’t ask customers to confirm account or credit card details by email – if you receive an email claiming to be from us and asking for this information, don’t respond.

We store your Personal Information on the basis of applicable law and retain it as required to satisfy the purpose for which the data is processed, unless a longer period is required for purposes such as complying with retention obligations, record keeping or other commercial requirements.

COOKIES, TRACKING AND ADVERTISING

Cookies, Tracking Technologies and Interest-Based Advertising

We may place, or allow to be placed, cookies, pixels, web beacons, SDKs, APIs, and similar technologies (“**Tags**”) on our Platforms to give you the best experience, perform analytics, analyze traffic, personalize content, offer a range of features and functionality and offer ads that match your interest (as discussed above). Tags may be placed on the site by parties such as Google Analytics, Amazon and Meta, as well as other providers.

Tags are the technologies generally driving collection of browsing information. A "**Cookie**" is a computer file that acts as an identification card for your computer. When you visit a site, unique Tags are placed on your browser. The purpose of the Tag is to distinguish your browser, and associated activities, from all other browsers. “**Web beacons**” interact with Cookies to read the information contained on them. When you visit a site, web beacons recognize specific Cookies that have been placed on your browser. By recognizing your browser, the site owner can serve you better. While we may recognize your browser through the Tags on our Platforms, that does not mean that we can identify you by reference to your name, email or other specifically identifiable Personal Information.

We and our partners use Tags, device identifiers and other technologies to collect information when you use our Platforms such as your IP address, web browser, mobile network information, browsing and conversion information help to create an improved shopping experience – for example, allowing us to recognize you as an account holder when you return to our sites. We consider these types of Tags to be valuable for the successful operation of our business and providing you with a positive experience. Our use of Tags changes regularly depending on our business needs and operations.

You can usually adjust your browser settings to remove or reject some or all browser Cookies. Please be aware that blocking or deleting Tags may also disable or interfere with shopping features on our sites and other sites that you may visit, such as our ability to hold your shopping cart selections.

Behavioral or Interest Based Advertising

We work with trusted business partners and third-party advertising companies (including ad servers, ad agencies, technology vendors, or providers of sponsored content) to help us develop advertising content that is tailored to your interests. These entities may use tracking technologies to collect information about your use of our Platforms and other websites and mobile apps, including your IP address, web browser and mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information is used to deliver advertising targeted to your interests including on other companies' sites or mobile apps, and to analyze and track data, determine the popularity of certain content, and better understand your activity. If you take steps to block advertising Cookies or opt out of interest-based advertising, this does not mean that you will no longer receive ads from LS&Co., they just will not be tailored to present the content likely to be of the most interest to you. Interest-based ads are only one form of digital advertising.

In addition to Cookie-based ad targeting, we may disclose identifiers, such as your email address 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.

Opting In/Opting Out/Blocking Interest Based Ads:

You can block or opt out of Cookies or collection of data for interest-based advertising by adjusting settings within some browsers. For instructions, check your browser's technical information. If you are using a mobile device, your device may also include a feature ('Tracking' settings on iOS or 'Opt Out of Ads Personalization' on Android) that allows you to opt out of having certain information collected through mobile apps used for behavioral advertising purposes. If you make changes at a browser level and then use a different computer or browser to access our platforms, you should review your settings again.

The activities described in this section may be subject to additional requirements by law depending on where you are located. These may include requiring us to share specific technical information, requiring you to opt in to their use, or supporting specific mechanisms for you to opt out.

THIRD PARTY LINKS

Social Media and Third Party Links

For your convenience and information, we may provide links to other sites or add on features powered by third parties to our website or app, which may have privacy policies that differ from our own. We identify features and links that are provided by third parties but are not responsible for the content or practices of any linked site. Social media provides tools that many of our consumers use and enjoy, and we include links to various social media platforms as part of our digital offerings. We recommend that you review the privacy policy of any site or feature that you access through our platforms before sharing your Personal Information and understand your privacy settings which will determine the degree to which your Personal Information is used, shared, or made public.

INTERNATIONAL PROCESSING

Transfers and Processing

Please be aware that your Personal Information may be transferred to and maintained on servers or databases located outside your state, province/territory, or country. If you are located outside of the United States, please be advised that as a global business we may we process, share and store Personal Information in countries other than your country of residence, including the United States.

By using our Platforms and unless such consent is prohibited by law, you are agreeing to the collection, use, transfer, and disclosure of your Personal Information, browsing information, and that communications will be subject to the applicable laws in the United States.

We comply with laws governing the international transfer of Personal Information typically through the execution of legally required data protection agreements incorporating, where applicable, standard contractual clauses approved for use by the European Union or regulators of other jurisdictions, or other instructions that may be specified, updated, amended, replaced, or superseded from time to time by the applicable regulatory authority. Where relevant, you may request access to information about any safeguard we use to transfer your personal information by contacting us at privacy@levi.com.

PRIVACY RIGHTS UNDER CERTAIN U.S. STATE PRIVACY LAWS

This section applies solely to residents of the States of California, Colorado, Connecticut, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Oregon, Montana, Texas, Utah, and Virginia who have interacted with us in the ways described in the introduction of this Privacy Notice, and who have certain privacy rights under the applicable laws in their state (“**State Privacy Laws**”). This section serves as our California notice at collection.

Personal Information We Collect, Use, and Disclose

To review the types of Personal Information we collect, the sources of this information and how we use and disclose this information, read the section of our Privacy Notice titled “**YOUR PERSONAL INFORMATION**”. We will not collect additional categories, or use the Personal Information we collected, for materially different, unrelated, or incompatible purposes without providing you notice.

Sensitive Personal Information

As described in our Privacy Notice, we may offer features that collect precise geolocation data that can be enabled with your consent (*e.g.*, finding the nearest Levi’s store through our mobile app). This information is considered sensitive Personal Information under State Privacy Laws. We do not use or disclose this information to infer characteristics about you and we do not “sell” or “share” sensitive Personal Information.

Sharing, Selling and Targeted Advertising

As described in the “**YOUR PERSONAL INFORMATION**” and “**COOKIES, TRACKING AND ADVERTISING**” sections of our Privacy Notice, we disclose certain categories of Personal Information for a variety of business purposes including to show you targeted ads on third-party properties (*e.g.*, other websites or platforms). These disclosures may be considered “sales,” “sharing,” or use of Personal Information for “targeted advertising” as defined under State Privacy Laws. The definition of “sale” of personal data refers to the disclosure of that information in exchange for valuable consideration. In some states the consideration may be things other than money. What is considered “valuable consideration” may be hard to interpret and could cover many common business activities. LS&Co. does not sell your Personal Information for money to third parties for their independent business use, for example for their own marketing and advertising purposes.

In the last 12 months, we disclosed the following categories of Personal Information to advertising and marketing networks and to social networks:

- Contact Information and Identifiers (*e.g.*, email addresses, device identifiers)
- Online and Technical Information (*e.g.*, browsing data, advertising id’s, cookie id’s)
- Inferred and Derived Information (*e.g.*, approximate location derived from IP address or information drawn about your preferences based on your behavior)

To opt out of “sales,” “sharing,” or targeted advertising, follow the instructions in the “**YOUR PRIVACY RIGHTS**” section below. We do not knowingly “sell” or “share” the Personal Information of consumers under 18 years of age.

YOUR PRIVACY RIGHTS

State Privacy Laws provide specific rights regarding your Personal Information. A full description of these rights and how to exercise them is included below. Only you, or someone legally authorized to act on your behalf and with written permission, may make a verifiable consumer request related to your Personal Information.

Opt Out of Sales, Sharing and Targeted Advertising

You may opt out of having your Personal Information sold, shared, or used for targeted advertising as those terms are defined by State Privacy Laws by clicking this link: [Do Not Sell or Share My Personal Information](#) or in the website footer.

When opting out of cookie-based ad targeting, you may need to renew your opt-out choice if you use a different browser or device to access our Platforms, or if you clear your cookies.

Where we are required to honor these signals by law, you can also opt out by visiting our Platforms with a legally recognized universal choice signal enabled (such as the Global Privacy Control). If you are not logged into an account with us, our processing of this signal will be limited to cookie-based sales, sharing and targeted advertising for the specific browser or device that you are using.

Right To Know, Access, Correct, Delete

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, you can submit your request by calling us at 1-800-872-5384, speaking with an onsite store manager at one of our U.S. store locations, or by clicking on this link: [Exercise Your Consumer Privacy Rights](#).

To authenticate your request, you must provide, at a minimum, your name and an email address and respond to a confirmation email that will be sent to that address.

We will process your request in accordance with State Privacy Laws, including any exceptions that may apply in fulfilling your request. For example, we may not be able to fulfill your request if we cannot verify your identity.

Authorized Agents

If you are an authorized agent seeking to make an opt-out request for a consumer, please submit a request here: [Do Not Sell or Share My Personal Information](#).

If you reside in California, you may also designate an authorized agent to submit an access, deletion, or correction request on your behalf. You may also make a verifiable consumer request on behalf of your minor child. 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 use the following link: [Authorized Agent Privacy Rights Request](#).

Additional Methods for Exercising Your Rights

- To initiate these rights in one of our U.S. store locations, speak with an onsite store manager
- You may also call us toll-free at 1-800-872-5384
- If you wish to obtain the results of a Request to Know inquiry in hard copy (paper) format, please contact Customer Service at 1-800-872-5384 to submit your request.

Right To Appeal

If we were unable to fulfill your request, we will notify you. You may appeal our decision by emailing us at privacy@levi.com within fourteen calendar days, including “Appeal Request” in the subject line, with a detailed reason for your appeal, as well as your state of residence. If you are dissatisfied with our decision on your appeal, you may contact your applicable state Attorney General.

Non-Discrimination

We will not discriminate against you for exercising any of your privacy rights.

Notice of Financial Incentives – California & Colorado Consumers

We may offer discounts, rewards, coupons, exclusive offers, and other benefits to customers who join our loyalty program or participate in certain promotional campaigns. These offerings may constitute “financial incentives” or “bona fide loyalty programs” under State Privacy Laws (for simplicity, we refer to these offerings as financial incentives throughout this Privacy Notice).

Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time. You can opt in to, or opt out of, our financial incentive programs at any time through the same means they are offered, or by contacting us through the contact methods described in the “CONTACT US” section. If you request that we delete Personal Information that is essential to providing you with the financial incentive, we will not be able to provide you with

such benefits going forward. For example, if you ask us to delete your email address, we will no longer be able to email you discounts, coupons, or other exclusive offers or benefits.

The details of each financial incentive program are contained in the program offering. Our current programs can be found here. The financial incentives offered by LS&Co. from time to time in exchange for consumers' Personal Information, such as identifiers (typically a promotional discount in exchange for an email address or for joining a member rewards program) are commonly percentage discount codes to be applied to a single purchase. The discounts may result in a range of savings to the consumer, depending on the details of the purchase, and are primarily offered to consumers as a way of introducing them to the LS&Co, product and brand, following which we are confident the quality of our products and service will turn a first-time purchaser into a loyal and delighted long term LS&Co. consumer.

Incentives are not directly tied to, or exclusively based upon, a set value of any individual element of consumer data, but are reasonably based in good faith on the following considerations:

- Most individuals first experience our brand online and offering an incentive provides a unique opportunity for them to explore our products.
- The majority of LS&Co.'s marketing and advertising activities are done online, and email communications are a key part of reaching existing and potential consumers in a manner which they both expect and that allows for them to exercise choices about how or whether or not to be contacted.
- Discounts may also be affected by factors such as performance targets, geographic location, seasonality, and market trends.

The potential value to our business of any individual consumer's Personal Information is dependent on a number of factors, including the ability to combine this information with a broader set of other consumers' Personal Information, whether, and to what extent, a consumer takes advantage of or opts out of any offerings, and whether we are able to use the data as described here. Our ability to create any value from financial incentive programs is heavily based on the quantity of data ingested through these proprietary programs, and our ability to leverage it. The value of your Personal Information is reasonably related to the value of the offer or discount presented.

DATA RETENTION

We store your Personal Information as described in the "**SECURITY AND DATA RETENTION**" section of this Privacy Notice.

CONTACT US

If you have any questions or concerns about the Levi Strauss & Co. Privacy Notice, please send an email to our Chief Privacy Officer at privacy@levi.com or you may call us toll free at 1-800-872-5384 (Levi's). You may write to our Chief Privacy Officer at Levi Strauss & Co., Attn:

Privacy, 1155 Battery Street, San Francisco, CA 94111. If you prefer to exercise any of your choices or rights in this Notice by mail, you must send your request to the Privacy Office at the above address unless a local contact is provided in the Privacy Notice, including any Supplemental Notice, available on the levi.com site in the country where you live.

To request a copy of the most recently replaced version of our Privacy Notice, send an email to privacy@levi.com.