

YOUR PERSONAL INFORMATION – How We Collect, Use and Share; Supplemental Notices

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.