

COOKIES, TRACKING AND ADVERTISING; THIRD PARTY LINKS

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.