

PRIVACY RIGHTS UNDER CERTAIN U.S. STATE 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.