

Levi Strauss & Co.'s Privacy Policy

This Privacy Policy was last updated on December 4, 2017.

Levi Strauss & Co. (LS&Co.) is deeply committed to the relationship of trust we have with you - our customers. For more than 160 years we have been creating authentic products by leading with our values. As we continue to innovate in how we bring our products to life online, we'll match cutting-edge technology with your privacy interests.

OUR PILLARS OF PRIVACY

Transparency

We want you to know what and how information is collected when you interact with our website.

Choice

We will offer you choices about how your information can be used by us and our trusted business partners.

Data Integrity

We will take reasonable precautions to protect information we collect about you on our website through the use of secure technologies.

DEFINITIONS OF TERMS USED IN PRIVACY POLICY

Browsing Information

Browsing information is information collected through cookies and web beacons to track what products you viewed and purchased, what areas or pages you viewed on our website, and other information about your browser and browsing behavior. We use browsing information to improve the design and content of our website, to suggest content and products that we think may be relevant to you, and to help us learn things like what pages are most attractive to our visitors and what promotions visitors like to see, and to gauge the success of our advertising campaigns. We also allow third-party advertising companies to collect browsing information for interest-based advertising purposes, as further described below.

Cookies

A "cookie" is a computer file that acts as an identification card for your computer. When you visit our site, unique cookies are placed on your browser. The purpose of the cookie is to distinguish your browser from all other browsers that visit our site. By recognizing your browser, we can serve you better. For example, the cookies allow us to hold the selections in your shopping cart when you navigate away from the order page and then return to complete the

order; because of the cookie, you don't have to start over with your shopping. We can also keep track of what pages of our website your browser visited and whether you purchased a product. That way we can measure such things as how effective our advertising campaigns have been. Working with third-party advertising companies, the use of cookies also enables us to provide you with customized banner ads on different websites, customized content on our website, and customized emails that we think will be more useful than randomly-generated ads and content because they are based on your past purchases and page visits to our website.

Interest-Based Advertising

Interest-based advertising has become commonplace across the Web. It is the term we use for the activity that enables us to tailor ads to your interests and activities. Either LS&Co. or third-party advertising companies we work with may look at your browsing activity, such as the types of content you access, ads you click on, and searches you conduct. We can then infer certain interests you have and place ads and offer you deals that meet your needs. Our goal for interest-based advertising is to show ads to people likely to be interested in the products we offer.

Personal Information

Any information that can be used to identify you is considered Personal Information. This includes your name, physical address, e-mail, phone number, fax number, and credit card information.

Third-Party Advertising Companies

We allow certain companies to collect information from browsers of our website to serve interest-based ads. These companies are usually third-party ad servers, ad agencies, technology vendors or providers of sponsored content. Using cookies, web beacons, and other tracking technologies, these companies collect data from a particular browser or device about a user's web viewing behaviors over time, across unrelated websites, and in some cases combine such data with data collected from other browsers or devices associated with the same user or household, and use such data to predict user preferences and to deliver advertisements to that user which are calculated to target that user's predicted preferences.

Trusted Business Partners

We work with industry-leading business partners who help us operate our website and provide important services to our customers and visitors. Our business partners may change over time but we are committed to building relationships with third parties who are dedicated to providing you a safe and satisfying experience on our website. Our trusted business partners are contractually obligated to collect and use any information collected from you on the website or on behalf of LS&Co. in a manner that is consistent with this privacy policy.

Web Beacons

When you visit our website, web beacons will recognize specific cookies that have been placed on your browser. Web beacons can convey information that a browser with a recognized cookie has accessed a page or a certain part of a page on our website, depending on where the web

beacon is located on the website. For example, a web beacon located on our purchase confirmation page will record that a browser with a recognized cookie accessed that page which means that we can conclude that the browser was used to purchase a product. The web beacon does not, however, tell us that you specifically (by reference to Personal Information) have purchased a product because the cookie only identifies the browser and not you personally.

We use web beacons to suggest content and products that we think may be relevant to you, to measure the effectiveness of our advertising campaigns and to improve our website by recognizing which pages are visited and whether those visits result in purchases. Web beacons also allow third-party advertising companies we work with to select and serve banner advertisements to your browser that you would most likely to be interested in.

INFORMATION COLLECTED AND USED

What Information Do We Collect?

We collect Personal Information at different touchpoints, including when you register with our website, make a purchase through the website, or otherwise use any of our features or services. We combine Personal Information we collect from you on the website with Personal Information and other information we receive from you when you make a purchase in one of our retail stores, as well as Personal Information and other information we receive about you from our wholesale partners and other third parties, such as our trusted business partners and social media platforms.

We automatically collect browsing information when you visit our website. This browsing information is linked to an IP address or another numerical identifier assigned to your browser or device.

We use the Google Maps service on our website. We may use the Google Maps service, and other services, to collect information about your physical location. We use this information to create greater ease of use in our checkout, including to suggest your shipping and billing address, or to help you find the closest store or wholesale seller location. The Google Maps service is governed by Google's privacy policy located at www.google.com/policies/privacy. If for any reason your location information is linked to information that can personally identify you, we'll treat it as Personal Information.

All information that you share about yourself, whether Personal Information or not, in a public open forum, on a social network, in user-generated content elements of our website, etc., will be considered public information for the purposes of this policy. Although we appreciate your input, and at times ask for it, it is better to not post it if you aren't comfortable with it being public.

Who Collects Information?

We collect information from you when you interact with our website. We may also collect information about you from third parties. Our trusted business partners also collect information from you on our behalf in the course of helping us operate our website and provide services of interest to you. Any reference to "we" or "us" may also refer to our trusted business partners. We also permit third-party advertising companies to collect your browsing information and numerical identifiers associated with your browser or device to provide ads on our behalf that are

tailored to your interests. See the “Interest-Based Advertising” Section below for more information on interest-based ads and your choices regarding your information.

When you interact with our website, information may be collected in several different ways. It may be collected in obvious, active ways, such as when you provide your name and address or other information when making a purchase in a store or online, when using the customer service chat feature, when you enter a contest or sweepstakes or if you upload a photo or product review to our site. It may also be collected passively or automatically when you visit and move around on our website through the use of cookies and web beacons that capture your browsing information to enable us and third-party advertising companies to better tailor content and advertising to you.

In general, collection of your Personal Information, browsing information and information you post or provide may vary across our stores and website depending on their purpose, functionality or unique aspects.

Use and Sharing of Collected Information

We use information collected on our website for four primary purposes.

- First, we use information collected to facilitate your online shopping, provide you with services, and to offer you information and promotional material about the products and services you see on our website.
- Second, we use your browsing and other information to help us analyze our website, services and offerings.
- Third, your browsing, shopping, and other information is used to provide you with interest-based advertising.
- Fourth, we may use information you post in public areas to provide you with an interactive social media experience that brings aspects of your social networking community to our website.

We do not share your Personal Information with third parties for their marketing purposes other than as described in this Privacy Policy. Any trusted business partner receiving Personal Information is contractually prohibited from discussing, disclosing or making any use of such Personal Information except as directly necessary to provide us with the services for which we have contracted. We may disclose your browsing information and information that does not include your Personal Information to third parties.

We may share Personal Information and browsing information within our family of brands and with businesses controlling, controlled by, or under common control with LS&Co. If LS&Co. is merged, acquired, or sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer Personal Information and browsing information in connection with such transaction. You will have the opportunity to opt out of any such transfer if, in our discretion, it will result in the handling of your Personal Information in a way that differs materially from this Privacy Policy.

We will get your consent first if at any time we would like to share your Personal Information with other third parties for their marketing purposes or otherwise use your information in a way that is not consistent with this Privacy Policy.

CHOICES REGARDING YOUR INFORMATION

Your Personal Information

With your Personal Information - like the information you give us to fulfill an order or sign up for an online offer or contest - we will always give you the right to change or correct your information and the choice of not receiving marketing from us. There are several ways you can control our use of any submitted Personal Information in connection with promotional communications.

When you set up an account, or click on “Sign In” from any page on the website, 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 in the future from that brand, you can opt out by clicking the “Unsubscribe” link at the bottom of the promotional email.

If you have any difficulty managing your communication preferences, please email MBXLSAprivacy@levi.com.

Interest-Based Advertising

Our systems do not recognize browser “Do Not Track” signals, but several of the third-party advertising companies who utilize cookies on our website to provide interest-based advertising enable you to opt out of those practices. If you would like to learn more about interest-based advertising and see what choices you may have about how companies use your information, please go to aboutads.info or networkadvertising.org. We do not operate or control these sites, and are not responsible for the opt-out choices available there. It is important to note though that in most cases opting out drops an “opt-out cookie” on your browser. As a result, if you delete cookies or use a different computer or browser, you’ll need to renew your opt-out choice.

Another way to opt-out of or control the collection of data for interest-based advertising is to adjust your browser settings to reject cookies or to notify you when a cookie is set, as further described in the “Controlling Cookies” section below.

Please remember, even if you opt out of interest-based advertising on or through these sites and other opt-out sites or services, or by adjusting your browser settings, you may still receive ads from LS&Co., as interest-based ads are only one form of advertising.

Controlling Cookies

Because cookies and web beacons are the technology generally driving collection of browsing information, you can also block cookies to control data collection related to interest-based advertising. You can typically do so through your browser. For instructions, check your

browser's technical information. Preventing your browser from accepting cookies prevents the collection of your browsing information for purposes of delivering interest-based ads. However, it may also disable or interfere with shopping features on our sites and other sites that you may visit. For example, cookies allow us to hold your shopping cart selections when you navigate away and then return to the order page. Cookies also allow us to recognize you as an account holder when you return to our sites. Most browsers accept cookies automatically.

Interacting with Social Media on our Website

Social media provides tools that many of our customers use and enjoy, and we include links to various social media platforms on our website. If you interact with these social media tools through our website, your experience on those social media sites will be governed by the privacy and other policies of those sites. So, the privacy settings you have chosen on those sites will determine the degree to which your information is made public. We encourage you to choose your privacy settings on those sites accordingly.

Links

Our website may contain links to other websites. A link to a third party's website does not mean that we endorse it or that we are affiliated with it. We do not exercise control over third-party websites. You access such third-party websites or content at your own risk. You should always read the privacy policy of a third-party website before providing any information to the website.

Children

Our website is intended for users who are 13 years old or older. We do not knowingly collect Personal Information from children under the age of 13. If we become aware that we have inadvertently received Personal Information from a child under the age of 13, we will delete such information from our records. California users under the age of 18 may request the removal of their content or information publicly posted on our website by e-mailing us at MBXLSAprivacy@levi.com. Please note that most of the user content that appears on our website is stored and controlled by third party providers; thus, complete and comprehensive removal of the content may not be possible.

DATA INTEGRITY

We keep your Personal Information confidential and we require, by contract, that each of our trusted business partners who may have access to any such Personal Information keep it confidential as well. Our trusted business partners, in turn, may share information with their own service providers pursuant to similar confidentiality restrictions.

We will not sell, trade, or otherwise transfer any of your Personal Information to any other outside parties without getting your consent first. "Outside parties" do not include companies owned by LS&Co. or our trusted business partners who help operate and provide services on our website.

Of course, to the extent we reasonably believe that a disclosure is required by law, to enforce our website policies, or to protect your or others' rights, property or safety, we reserve the right to do so.

Safeguarding Your Personal Information

We maintain physical, technical, and administrative safeguards to protect the confidentiality and security of information transmitted to us. However, no data transmission over the Internet or other network can be guaranteed to be 100% secure. As a result, while we strive to protect information transmitted on or through our website, we cannot and do not guarantee the security of any information you transmit on or through our website, and you do so at your own risk.

When you register at our website, we ask you to set up a password that you can use to access your information at our site. If you want to cancel your password or change it, or something happens to your password, click on "Sign In" from any page on our website, and you can access, correct or update your choices and settings from within your account.

We use Secure Socket Layer (SSL) technology to encrypt transmissions of sensitive information from your computer to our servers. However, when you communicate with customer service via email or chat on our website, these communications are handled via unsecured transmissions. Please be aware that information provided (such as email address, payment information, etc.) may be accessible to others. For that reason we ask that you protect yourself and not share sensitive information via these communication channels.

Processing in the United States

Please be aware that your Personal Information, browsing information, and communications may be transferred to and maintained on servers or databases located outside your state, province, or country. If you are located outside of the United States, please be advised that we process and store all information in the United States. The laws in the United States may not be as protective of your privacy as those in your location. By using our website, you are agreeing to the collection, use, transfer, and disclosure of your Personal Information, browsing information, and that communications will be governed by the applicable laws in the United States.

CONTACT US

Contact Us Regarding Your Information

If you have any questions or concerns about Levi Strauss & Co.'s Privacy Policy, please send an email to MBXLSAprivacy@levi.com or call us Toll-Free at 1-866-290-6064.

Online Updates to the Privacy Policy

If we modify this Privacy Policy, we will post the revised Privacy Policy on this website. We also may post a notice on this website or send an email describing the changes if the policy changes in any material way. You should check this website regularly to see if any recent changes to this Privacy Policy have occurred. Changes will go into effect on the last updated date

shown in the revised Privacy Policy. By continuing to use our website, you are consenting to the revised Privacy Policy.