

Our Privacy Policy

Last Updated: December 16, 2022

Please click [here](#) for a printable PDF version of this PRIVACY POLICY.

Welcome to [SPANX.COM](#). Your trust is one of our most important assets. Spanx ("Spanx", "we", "our", or "us") take seriously the protection and proper use of the personal information (as defined below) you supply to us. Our Privacy Policy ("Privacy Policy") explains what information we collect, why we use it, who we share it with, and how we protect it. This Privacy Policy applies to the data collection and privacy practices of Spanx when we collect personal information through your use of [www.spanx.com](#) and any other Spanx-owned domain and Spanx mobile applications (collectively, the "Site"), as well as your interactions and communications with our customer service team, our social media pages that we control, and email or text messages that we may send to you. Please note, this Privacy Policy applies to any personal information collected when you visit one of our stores or directly purchase from us through the Site.

Our Privacy Policy covers the following topics:

- [SITE TERMS OF USE](#)
- [INFORMATION WE COLLECT](#)
- [HOW WE USE PERSONAL INFORMATION WE COLLECT](#)
- [COOKIES AND SIMILAR TECHNOLOGIES](#)
- [WHEN YOU CHOOSE TO NOT PROVIDE PERSONAL INFORMATION](#)
- [HOW WE SHARE PERSONAL INFORMATION THAT WE COLLECT](#)
- [PRIVACY RIGHTS](#)
- [YOUR MARKETING CHOICES](#)
- [LINKS TO OTHER WEBSITES](#)
- [HOW WE PROTECT PERSONAL INFORMATION](#)
- [CHILDREN'S PRIVACY](#)
- [CROSS-BORDER TRANSFER OF DATA](#)
- [DATA RETENTION](#)
- [PRIVACY POLICY MODIFICATIONS](#)
- [HOW TO CONTACT US](#)
- [JURISDICTION SPECIFIC NOTICES](#)

Please familiarize yourself with our privacy practices. As one of our customers or as a visitor to the Site, you understand and agree that we collect, use and disclose your information in accordance with this Privacy Policy.

If you have any questions or comments about this Privacy Policy, please submit a request to CONTACTUS@SPANX.COM.

In addition to this Privacy Policy, certain residents, including California, Colorado, Connecticut, and Virginia residents, may have certain rights with respect to their personal information. Please review the Jurisdiction-Specific Notices at the end of this Privacy Policy for more information.

SITE TERMS OF USE

By accessing or using the Site in any manner, you also agree to be bound by Spanx's Terms of Use. Please read the Terms of Use carefully. If you do not accept the Terms of Use, please do not use the Site.

INFORMATION WE COLLECT

We collect information, including personal information, to provide better services to all our customers and Site visitors. As used in this Privacy Policy, the term "personal information" means information that relates to an identified or reasonably identifiable natural person.

We collect personal information from you when you:

- Register, subscribe, or create an account with Spanx and share your first and last name, email address, password and shipping address(es);
- Contact customer service or otherwise make use of our customer support tools, including, but not limited to, the content of voice, messaging, SMS, or chat, including through our help center pages;
- Connect, link, message, or "share" our Site via social networking sites;
- Post comments in public areas of our Site, including the content of such comments;
- Provide a product review, including the content of such review;
- Sign up for notifications, including your *personal identifiers* (such as your email address)
- Report a problem or have a question about our Site or products, you may provide us with *personal identifiers*, such as your name, and *contact information*, such as a phone number or email address;
- Purchase a product or sign up for an account on spanx.com or in our stores, we may collect:

- Your *billing information*, such as billing name and address, shipping address, other contact address, and credit card number or debit card number;
- *Commercial information*, including about your shopping preferences, products purchased, and the stores or website pages you have visited;
- Your *demographic information*, such as your date of birth and gender;
- *Audio and visual information*, including when you call us, visit premises that we are responsible for safeguarding, or attend meetings either online or in-person and with your consent we may record online meetings; and
- Use our Site or open our emails, we automatically collect *Internet or other electronic network activity information* about your device and your usage of our websites or emails through cookies, web beacons or similar technologies, such as Internet Protocol (IP) addresses or other identifiers, which may qualify as personal information under applicable law; please see the "Similar Technologies" section below for more information; and
- Voluntarily submit certain information to our Site, such as filling out a survey about your experience or entering a contest, sweepstakes, or promotion, we collect the information you have provided as part of that request, including *personal identifiers* (such as your name and email address).

Social Networking: Certain social media features available on our Site may be hosted by third party sites. For example, some social networking services allow you to share products and services from our Site via your social networking profile. If you choose to make use of third-party social media services (such as Facebook or Twitter), we may receive personal information about you, such as your *personal identifiers* (e.g. your name and email address), that you have made available through those services. We encourage you to visit those third-party social networking services' privacy policies and review your privacy settings directly on those services.

Information About Friends or Family: In certain limited circumstances, we may collect information about people you know. For example, when you purchase a gift order for a friend or family member, we ask for the gift recipient's email address in order to process the gift order. Our Site also may include a "Refer a Friend" feature that allows you to easily forward information about Spanx to friends or family. If you elect to refer a friend or family member to our Site, we will ask for that person's email address. We also may send that friend or family member a message on your behalf. We may store this information for the purpose of sending this message and to manage and improve our "Refer a Friend" program. You are responsible for notifying and, where necessary, obtaining the consent of your family member or friend before providing us with their information.

If you provide us or our service providers with any personal information relating to other individuals, you represent that you have the authority to do so and acknowledge that it will be used in

accordance with this Privacy Policy. If you believe that your personal information has been provided to us improperly, or to otherwise exercise your rights relating to your Personal Information, please contact us by using the information set out in the “How to Contact Us” section below.

Business Contacts: We may receive your contact information, such as your *personal identifiers* (including your name, telephone number, and email address) and/or *professional or business-related information* (including your business address), through our online or offline interactions with you, such as when we work together on a project or discuss opportunities to work together. We may send you emails or call you with information about our business dealings, news, or marketing information to communicate with you for business purposes.

Other Sources: We may also collect information about you, including personal information, from third-party sources. For example, we collect certain personal information about you from marketing research firms and data brokers in order to improve our future marketing efforts and make them more efficient. This information may include *personal identifiers* (such as your name), interests, and *inferences* (such as publicly-observed data like shopping behavior). We may combine this information with the personal information we collect from you. We will treat any combined information as personal information pursuant to this Privacy Policy.

HOW WE USE PERSONAL INFORMATION WE COLLECT

We use your personal information in ways that are compatible with the purposes for which it was collected or authorized by you, including for the following purposes:

- To present, operate or improve the Site, including analysis of Site activity;
- To inform you about products or promotions available from Spanx;
- To fulfill your order;
- To authorize access to our Site;
- To validate your identity or verify communications from you;
- To offer and administer programs;
- To customize or tailor your experience of the Site;
- To manage, store and enhance your data and preferences;
- To communicate about, and administer your participation in, special programs, surveys, contests, online campaigns, online programs, sweepstakes, prize draws and other offers or promotions, and to deliver pertinent emails;
- To send you confirmations, updates, security alerts, and support and administrative messages and otherwise facilitate fulfillment of your order;

- For marketing purposes, including but not limited to, facilitating interest-based advertising, creating customer profiles, creating custom audiences to target online and mobile advertising, sending integrated marketing messages across channels and devices, personalizing email and SMS marketing that we send to you, sending you other promotional materials, and notifying you about special promotions, offers, events or opportunities that may be of interest to you or to the extent that you have provided prior consent;
- To improve our customer service, conduct customer satisfaction, market research, and quality reviews;
- To process applications for employment that you submit through the Site;
- To administer general recordkeeping;
- To comply with all applicable legal requirements;
- To manage our contractual relationship with you;
- To investigate possible fraud or other violations of our Terms of Use or this Privacy Policy; and
- For any other purpose that is disclosed to you at the point of collection of the personal information, for any purpose for which you provide your prior consent, or for any other lawful purpose.

COOKIES AND SIMILAR TECHNOLOGIES

We and our partners use various technologies to collect and store information when you visit one of our Sites or our services, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store *personal identifiers* (such as your IP address), *Internet or other electronic network activity information* (such as your browser characteristics, device IDs and characteristics, operating system version, and language preferences) and information concerning your usage of our Site (including the link you used to reach a given webpage) when you interact with our Site or services from our partners, such as advertising services. Our third-party advertising and analytics partners include Google, Adobe and similar partners. Please see our [COOKIE POLICY](#) for more details.

We collect information about your interaction with the Sites or our services, including the resources that you access, pages viewed, how much time you spent on a page, and how you reached our website. We also log the details of your visits to our website and information generated in the course of using our website, such as mouse movements, clicks, page visits, text entered, how long you spent on a page, and other details of your actions on our website.

The technologies we use for this automatic data collection may include:

Cookies. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our services. For more information about our use of cookies, including details on how to opt-out of certain cookies, please see our [COOKIE POLICY](#).

Web Beacons. Pages of our services or our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Clickstream Data. Clickstream data is information collected by our computers when you request web pages from the Site. Clickstream data may include information such as the page served, the time spent viewing the page, source of the request, type of browser making the request, the preceding page viewed and similar information. Clickstream data permits us to analyze how visitors arrive at the Site, what type of content is popular, what type of visitors in the aggregate are interested in particular kinds of content on the Site.

Session Information. We also log the details of your visits to our website and information generated in the course of using our website, such as mouse movements, clicks, page visits, text entered, how long you spent on a page, and other details of your actions on our website.

WHEN YOU CHOOSE TO NOT PROVIDE PERSONAL INFORMATION

Your provision of personal information is required in order to use certain elements of the Site. In some instances, if you fail to provide such personal information, you may not be able to access and use our Site or order our products.

HOW WE SHARE PERSONAL INFORMATION THAT WE COLLECT

Spanx may disclose your personal information to commercial providers for a business purpose, which include verifying your identity when making a payment. When we disclose personal information for these reasons, we enter into a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except for the purposes set forth in the contract.

We disclose your personal information for a business purpose to the following categories of third parties:

- *Service Providers.* We may share your information with service providers and other third parties we use to support our business, including without limitation those performing core services (such as billing, credit card processing, customer support services, customer relationship management, accounting, auditing, processing insurance claims, administering sweepstakes, surveys, advertising and marketing, analytics, email and mailing services, data storage, and security) related to the operation of our business or the Site, the processing and fulfillment of your orders, and making certain functionalities available to our customers;
- *Analytics Providers.* We partner with analytics providers, who collect information via tracking technologies on our websites to assist us with measuring visits and traffic on our websites so we can measure and improve the performance of the sites.
- *Advertising Partners.* We partner with third parties who assist us in serving advertising regarding the our services to others who may be interested in the services, or who use cookies to display interest-based advertising to you on the services. These third parties may use tracking technologies on our Site to collect or receive information from the Site and elsewhere on the internet and use that information to provide measurement services and target ads. Third parties may allow other companies to access information about you so that they may market other products you may be interested in.
- *Social Media Providers.* If you interact with us on social media platforms, the platform may be able to collect information about you and your interaction with us. If you interact with social media objects on our services (for example, by clicking on a Facebook “like” button), both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- *Affiliates.* We share information with other entities in our corporate family (subsidiaries of Spanx, LLC), for purposes consistent with this Privacy Policy.
- *Corporate Events.* We reserve the right to transfer information in order to facilitate a business transfer, such as to a buyer or other successor in the event of merger, acquisition, consolidation, divestiture, change in control, dissolution or other sale or transfer of some or all of Spanx's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Spanx about its customers and users will be among the assets to be transferred, and any such successor may use your information for the same purposes set forth in the Privacy Policy;
- *Legal.* We share information where necessary to comply with applicable law, to respond to requests from law enforcement agencies or other government authorities or third-parties, as

permitted by law and without your consent when it is necessary to protect our customers, employees, or property; in emergency situations; or to enforce our rights under our terms of use and policies. We will also share personal information with companies, organizations or individuals outside of Spanx if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to detect, prevent, or otherwise address fraud, security or technical issues, protect against harm to the rights, property, assets or safety of Spanx, our customers or the public, content found on the Site, or to protect the Site from unauthorized use or misuse, as required or permitted by law;

- *Commercial Partners.* We share information with strategic business partners who provide goods, services and offers that enhance your experience with our Site and our products, or that we believe will be of interest to you.
- *Merger, sale, or other asset transfers.* If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another provider, your personal information may be shared with the other parties and advisors involved under an obligation of confidentiality in connection with the negotiation of such transaction, and your personal information may be transferred as part of such a transaction (subject to compliance with applicable laws).

We attempt to notify you about legal demands for your personal information when appropriate in our judgment, unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, in our discretion, that the requests are overbroad, vague or lack proper authority, but we do not promise to challenge every demand.

PRIVACY RIGHTS

Certain jurisdictions have specific legal requirements and grant privacy rights with respect to personal information, and we will comply with restrictions and any requests you submit as required by applicable law. For example, you may have the right to: (1) obtain a copy of personal information we maintain about you in a portable format; (2) correct inaccuracies or incompleteness in your personal information; (3) object to the continued processing or use of your personal information; or request that personal information be deleted. In addition, if you believe that personal information we maintain about you is inaccurate, subject to applicable law, you may have the right to request that we correct or amend the information by contacting us as indicated in the “How to Contact Us” section below. You may also have the right to not be discriminated against for exercising your privacy rights. If you are a California, Colorado, Connecticut, Virginia, EEA, or UK resident, see our “Jurisdiction-Specific Notices” section below for additional information as to how to exercise rights under the laws of those jurisdictions. If you are located outside that jurisdiction and seek to exercise

your rights under the law of another jurisdiction, please contact us by emailing CONTACTUS@SPANX.COM.

To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to the information. When you make a request, we may require that you provide information and follow procedures so that we can verify your identity (and the applicable jurisdiction). The verification steps we take may differ depending on your jurisdiction and the request. Where possible, we will attempt to match the information that you provide in your request to information we already have on file to verify your identity. If we are able to verify your request, we will process it. If we cannot verify your request, we may ask you for additional information to help us do so.

We will respond to your request within the time period required by applicable law. However, we may not always be able or required to comply with your request, in whole or in part, and we will notify you in that event.

YOUR MARKETING CHOICES

You may have certain choices when it comes to how we use your data and we want to provide you with information to make the choices that are right for you.

- **Interest-Based Ads and Other Online Advertising.** Visit [HTTPS://THENAI.ORG/OPT-OUT/BROWSER-OPT-OUT/](https://thenai.org/opt-out/browser-opt-out/) or [HTTPS://YOURADCHOICES.COM/](https://youradchoices.com/) to learn more about your options for opting out of interest-based advertising. We do not guarantee that all of the third parties we work with will honor the elections you make using those options. Please also keep in mind that even if you opt-out of receiving ads tailored to your apparent interests, you will continue to see online ads, but the ads that you see therefore may be less relevant to your interests.
- **Email and SMS Marketing.** You can opt-out of receiving marketing emails or SMS messages from us by sending us an email stating your request to CONTACTUS@SPANX.COM or by replying STOP to the SMS message. If we or one of our service providers acting on our behalf have sent you a promotional email, you may use the “unsubscribe” link or send us a return email asking to be omitted from future email distributions. Please keep in mind that opting out of marketing emails may impact our ability to allow you access to certain offers, benefits and features. Please also note that even if you opt out of receiving certain marketing emails, that opt-out may not apply to other transactional or legal communications that you may continue to receive from us, such as customer service messages, messages about your account or transactions with us, notices

about our policies and terms, and emails responding to your communications with us or requests for information that we receive from you.

LINKS TO OTHER WEBSITES

The Sites may contain links to webpages operated by parties other than Spanx. We do not control such websites and are not responsible for their contents or the privacy policies or other practices of such websites. Spanx strongly recommends that you review the third party's terms and policies. Our inclusion of links to such websites does not imply any endorsement of the material on such websites or any association with their operators. Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you, or other sites linked from our Sites or our services.

If you have any questions about the privacy practices of other websites, you should contact the parties controlling these websites for more information.

HOW WE PROTECT PERSONAL INFORMATION

Spanx maintains administrative, technical and physical safeguards designed to protect your personal information and other information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

Although we take reasonable steps designed to protect your personal information, please be advised that no security system or means of transmitting data over the Internet can be guaranteed to be entirely secure (including without limitation with respect to computer viruses, malicious software and hacker attacks). We cannot and do not guarantee or warrant the security of your personal information or any information you disclose or transmit to us. We are not responsible for the acts of those who gain unauthorized access, and we make no warranty, express, implied or otherwise, that we will prevent such access, and we are not responsible for any damages or liabilities relating to any such incidents to the fullest extent permitted by law. Where required under law, we will notify you of any such loss, misuse or alteration of personal information that may affect you so that you can take the appropriate actions.

For your own privacy protection, we urge you to keep all passwords confidential. We also recommend that you do not include sensitive information such as passwords or payment information, in any emails that you send to us. If you become aware of any breach of the terms of this Privacy Policy or of the security of our services, please notify us by email at CONTACTUS@SPANX.COM.

CHILDREN'S PRIVACY

The Sites and our services are not designed or intended to be used by anyone under the age of 18. If you are under the age of 18 (or a minor in the jurisdiction in which you are accessing our Sites or our services), do not use the Site, or make purchases via the Site, use any interactive features of the Site, or post any personal information to our Site. We do not knowingly or intentionally gather personal information about children who are under the age of 16. If a child has provided us with personal information, a parent or guardian of that child may contact us to have the information deleted from our records. If you believe that we might have any information from a child under age 16, please contact us CONTACTUS@SPANX.COM. If we learn that we have inadvertently collected the Personal Information of a child under 16, or equivalent minimum age depending on jurisdiction, we will take steps to delete the information as soon as possible and cease the use of that information in accordance with applicable law.

CROSS-BORDER TRANSFER OF DATA

If you use our Site or our services outside of the United States, you understand that we may collect, process, and store your personal information in the United States and other countries. The laws in the United States regarding personal information may be different from the laws of your state or country. Any such transfers will comply with safeguards as required by relevant law. By using the Site or our services, you consent to the collection, international transfer, storage, and processing of your data.

DATA RETENTION

As a general rule, we keep your data for only as long as it is needed to complete the purpose for which it was collected or as required by law. We may need to keep your data for longer than our specified retention periods to honor your requests, including to continue keeping you opted out of marketing emails, or to comply with legal or other obligations.

PRIVACY POLICY MODIFICATIONS

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are material, we will provide a more prominent notice (including, for certain services or programs, email notification or privacy policy changes) for a reasonable period of time. Nevertheless, you should review this Privacy Policy from time to time to be sure you are aware of the most recent version.

HOW TO CONTACT US

If you have any questions, comments or concerns about this Privacy Policy, or if you would like to exercise the choices discussed above, please contact us:

Via e-mail: CONTACTUS@SPANX.COM

By writing to us:

Spanx, LLC

Attn: LEGAL - Privacy Policy Inquiry, 3035 Peachtree Road NE, Suite 200

Atlanta, GA 30305

Jurisdiction Specific Notices

California Residents

INFORMATION COLLECTED RELATED TO CALIFORNIA RESIDENTS

During the last twelve (12) months, we have collected the following categories of personal information from consumers.

Please see our [COOKIE POLICY](#) for information about the collection and use of personal information by third-parties who process information collected by cookies and related technologies that we permit them to use on the Site. Except as indicated below in the "California Job Applicants" section, we do not seek to collect any additional "sensitive personal information" (as defined in the California Consumer Privacy Act, as amended by the California Privacy Rights Act (the "CCPA")).

Category	Examples	Sold or Shared	Criteria used to determine retention periods	Disclosed to
Personal Identifiers	First and last name, postal address, unique personal identifier, account number, Internet Protocol address, email address.	Not sold or shared	The duration of our relationship with you; the length of time necessary to complete a transaction; whether your personal information is a sensitive type; whether you specifically consented to retain the data; and our legal, contractual or similar obligations to retain or delete the data.	Service providers and affiliates
Personal information categories	A name, address, telephone number, credit card	Not sold or shared	Same as above.	Service providers and affiliates

listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	number, debit card number, or any other financial information.			
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Not sold or shared	Same as above.	Service providers and affiliates
Internet or other similar network activity	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Sold and shared	Same as above.	Service providers, affiliates, analytics providers, advertising partners, and social media providers
Geolocation information	Physical location	Sold and shared	Same as above.	Service providers, affiliates, analytics providers, advertising partners, and social media providers
Audio, electronic, visual, thermal, olfactory, or similar information	Audio, electronic, visual, thermal, olfactory, or similar information.	Not sold or shared	Same as above.	Service providers and affiliates
Inferences drawn from other personal information	Profile reflecting a person's preferences, behavior, and attitudes.	Sold and shared	Same as above.	Service providers, affiliates, analytics providers, advertising

				partners, and social media providers
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CALIFORNIA RESIDENTS THAT ARE JOB APPLICANTS

When you apply for a job with Spanx, information may be collected about you in multiple ways: you may provide it to us in connection with your application; we may make observations in the application process or collect information from public information sources; or you may authorize us to collect information from other sources, such as a former employer or reference.

The following table describes our practices with regard to information submitted in the job application process. If you use our website in the job application process, additional information may be automatically collected, as described above.

Category (*may constitute "sensitive personal information" under the CCPA)	Examples	Sold or shared	Criteria used to determine retention periods	Disclosed to
Personal Identifiers*	name, email address, phone number, and contact address, username, social media handle	Not sold or shared	The duration of our relationship with you; the length of time necessary to complete a transaction; whether your personal information is a sensitive type; whether you specifically consented to retain the data; and our legal, contractual or similar obligations to retain or delete the data.	Service providers
Protected Classifications*	gender, race and ethnicity, date of birth	Not sold or shared	Same as above.	Service providers
Geolocation Information*	Coarse information (e.g., ZIP code, IP address)	Not sold or shared	Same as above.	Service providers
Professional or employment-related information.	employer's name, employer's address	Not sold or shared	Same as above.	Service providers
Education Information	institutions attended, degrees and certifications attained	Not sold or shared	Same as above.	Service providers

In certain circumstances, you may submit your application for employment through a third-party service that displays our job posting. We do not control the privacy practices of these third-party services. Please review their privacy policies carefully prior to submitting your application materials.

RIGHT TO OPT OUT OF SELLING AND SHARING OF PERSONAL INFORMATION TO THIRD PARTIES

California residents have the right to opt out of the sale or sharing of their personal information by Spanx to third parties. To exercise your right to opt out of the sale or sharing of your personal information, please visit our [“DO NOT SELL OR SHARE MY PERSONAL INFORMATION”](#) page.

OTHER PRIVACY RIGHTS SPECIFIC TO CALIFORNIA RESIDENTS

Under the CCPA, California residents have specific rights regarding their personal information. This section describes Californians’ rights and explains how California residents can exercise those rights.

A California consumer has the following rights: (1) to request additional information about our data collection, use, disclosure, and sales practices in connection with the consumer’s personal information; (2) to request the specific personal information collected about the consumer during the previous 12 months; (3) to request the deletion of the personal information we have about the consumer; (4) to request a restriction on certain processing of personal information; and (5) to request correction of inaccurate information. A California consumer may not be discriminated against for exercising the consumer’s California privacy rights.

EXERCISING PRIVACY RIGHTS

If you are a California resident who chooses to exercise your rights, you can:

- Submit a request via the online request [FORM](#); or
- Call 1-888-806-7311 to submit your request.

You may also designate an agent to exercise your privacy rights on your behalf. In order to designate an authorized agent to make a request on your behalf, you must provide a valid power of attorney, the requester’s valid government-issued identification, and the authorized agent’s valid government issued identification.

Please note that we may ask you to verify your identity and request before taking further action on your request. We may respond to your request by letter, email, telephone or any other suitable method.

California residents are also entitled to contact us to request information about whether we have disclosed personal information to third parties for the third parties' direct marketing purposes. Under the California "Shine the Light" law, California residents may opt-out of our disclosure of personal information to third parties for their direct marketing purposes. You may choose to opt-out of the sharing of your personal information with third parties for marketing purposes. To make such a request you should send (a) an email to PRIVACY@SPANX.COM with the subject heading "California Privacy Rights," or (b) a letter addressed to Spanx, Attention: PRIVACY, 3035 Peachtree Road NE, Suite 200, Atlanta, GA 30305. In your request, please attest to the fact that you are a California resident and provide a current California address for our response. Please be aware that not all information sharing is covered by the California privacy rights requirements and only information on covered sharing will be included in our response. We reserve our right not to respond to requests submitted to addresses other than the addresses specified in this paragraph.

Colorado Residents

Colorado residents have certain rights around Spanx's collection, use, and sharing of their personal information. Spanx does not sell your personal information and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. Similarly, Spanx does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. Spanx engages in "targeted advertising" as that term is defined in the Colorado Privacy Act ("CPA").

Spanx collects various categories of personal information when you use the services. A more detailed description of the information Spanx collects and how we use it is provided above in the section titled "Information We Collect." In the section titled "How We Share Personal Information that We Collect" describes the categories of third parties with whom we share personal information, and what information may be shared under different circumstances. If you are a resident of Colorado, starting July 1, 2023 you have the right to: (1) request to know what personal information has been collected about you, and to access that information; (2) request to correct inaccuracies in your personal information; (3) request deletion of your personal information, subject to exceptions; and (4) obtain a copy of your personal information. Also, a Colorado consumer may not be discriminated against for exercising the consumer's Colorado privacy rights. You can submit a data rights request via the online request [FORM](#).

Connecticut Residents

Connecticut residents have certain rights around Spanx's collection, use, and sharing of their personal information. Spanx does not sell your personal information and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. Similarly, Spanx does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. Spanx engages in "targeted advertising" as that term is defined in the Connecticut Data Privacy Act ("CTDPA").

Spanx collects various categories of personal information when you use the services. A more detailed description of the information Spanx collects and how we use it is provided above in the section titled "Information We Collect." In the section titled "How We Share Personal Information that We Collect" describes the categories of third parties with whom we share personal information, and what information may be shared under different circumstances. If you are a resident of Connecticut, starting July 1, 2023 you have the right to: (1) request to know what personal information has been collected about you, and to access that information; (2) request to correct inaccuracies in your personal information; (3) request deletion of your personal information, subject to exceptions; and (4) obtain a copy of your personal information. Also, a Connecticut consumer may not be discriminated against for exercising the consumer's Connecticut privacy rights. You can submit a data rights request via the online request [FORM](#).

Nevada Residents

Nevada residents have the right to opt out of the sale of certain pieces of their information to third parties who will sell or license their information to others. If you are a Nevada resident and would like to make such a request, please email PRIVACY@SPANX.COM.

Virginia Residents

Virginia residents have certain rights around Spanx's collection, use, and sharing of their personal information. Spanx does not sell your personal information and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. Similarly, Spanx does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. Spanx engages in "targeted advertising" as that term is defined in the Virginia Consumer Data Protection Act ("VCDPA").

Spanx collects various categories of personal information when you use the services. A more detailed description of the information Spanx collects and how we use it is provided above in the section titled "Information We Collect." In the section titled "How We Share Personal Information that We

Collect" describes the categories of third parties with whom we share personal information, and what information may be shared under different circumstances. If you are a resident of Virginia, starting January 1, 2023 you have the right to: (1) request to know what personal information has been collected about you, and to access that information; (2) request to correct inaccuracies in your personal information; (3) request deletion of your personal information, subject to exceptions; and (4) obtain a copy of your personal information. Also, a Virginia consumer may not be discriminated against for exercising the consumer's Virginia privacy rights. You can submit a data rights request via the online request [FORM](#).