

# St. John Knits Privacy Policy – Your Privacy Rights

Last Updated July 1, 2020

This Privacy Policy describes how we collect, maintain, use, disclose or sell information (which may include personal information) we collect from you, or that you provide to us both online and offline, and your rights regarding your personal information. Please read this Privacy Policy carefully to understand how we will treat your information.

We use your information based on your consent to our practices. Your use of this website indicates that you agree to our collection, disclosure and use of your information as described in this Privacy Policy.

The basic terms of this Privacy Policy cover all of St. John Knits, Inc.'s consumer facing operations in the United States, Canada, the United Kingdom and European Union.

## Types and Categories of Information We Collect

**We collect contact information.** This includes but may not be limited to name, address, telephone number, or email address. For example, we collect your name and email address if you sign up for an online account or call our Client Services group. We may also collect contact information if you make a purchase in a store or online, fill out a customer information card, or purchase alterations services. We will also collect contact information to process a return or exchange.

**We collect demographic and location information.** This may include gender and your birthday on customer information cards. We may also collect your zip code or postcode. We might collect this when you engage with our stores, websites or contact us.

**We collect payment information.** We, or our third party payment processors, collect your payment card information if you make a purchase on our site or in our stores.

**We collect information you submit or post.** We collect the information you post in a public space on our site. We also collect information when you contact us.

**We collect preference data.** We collect information about your preferences when you shop in our stores or on our website or use our products and services.

**We collect other usage and device location information.** We may collect information about the browser you're using or your IP address. We might also collect device identifiers. We might look at what site you came from, or what site you visit when you leave us. We may collect page interaction information and methods used to browse away from the page. We may also collect information about your location. This may include your precise location. We may collect this using different types of technologies, including GPS and Wi-Fi. We collect this information using the tracking tools described below.

## How We Collect Your Information

**We collect information directly from you.** We collect information if you create an account with us, if you sign up for our emails, or if you make a purchase in-store or online. We also collect information if you contact us.

**We collect information through your interactions with us.** We use tracking tools like browser cookies and web beacons to collect information from and about you. We collect information about users over time when you use this website, interact with our social media sites, and read our emails. We may have third parties collect personal information this way. Learn more about these tools, how we use them, and how you can control them, [here](#). We also use a variety of technologies in our stores, such as in-store cameras or RFID tracking to protect against theft and fraud.

**We collect information about you from third parties.** We get information from business partners, service providers, and vendors. These third parties might also include advertising and analytics providers.

**We combine information.** For example, we may combine information that we have collected offline with information we collect online. Or we may combine information we get from a third party with information we already have.

## How We Use Your Information

**We use information to provide you with your products or services and to operate our business.** We use your information to ship products to you and to send you a receipt of purchase, for example. We also use your purchase history information for internal business purposes like accounting and financial reporting.

**We use information to respond to your requests or questions.** For example, we may contact you about your account or your purchases. We also use your information to create and administer your account.

**We use information to improve our products and services.** We may use your information or feedback to make our website and products better. We might use your information to customize your experience with us.

**We use information to administer our site and services and for internal operations.** This may include troubleshooting, data analysis, or testing. We might also use information for research, statistical, and survey purposes.

**We use information for security purposes.** We may use information to protect our company or other third parties. These third parties may include other customers or business partners. We also use information to protect our websites or our services, as well as to detect and investigate activities that may be illegal or prohibited.

**We use information for marketing purposes.** For example, we might provide you with information about new products and special offers. We might also use your information to serve you ads about products and offers. We might tell you about new features or services. You may opt-in to receive our emails about news, access to exclusive events, and special offers. To learn about your choices for these communications, read the ["Your Choices About How We Use Your Information"](#) section below.

**We use information to communicate with you.** For example, we will communicate with you about your account or our relationship. We might also contact you about this Privacy Policy or our website Terms.

**We use information as otherwise permitted by law or as we may notify you from time to time.**

## How We Share Information

We have disclosed or sold customer contact information, demographic and location information, payment information, and usage and device information to third parties for business purposes in the preceding 12 months.

We do not have actual knowledge that we sell the personal information of minors under 16 years of age.

**We will share information within our family of companies.** The St. John Knits International, Incorporated's family of companies includes, but is not limited to, St. John Knits, Inc., St. John Canada Corporation, St. John Asia Limited, St. John China Limited, and St. John (Shanghai) Trading Co. Limited.

**We will share information with third parties who perform services on our behalf.** For example, we will share information with vendors who send emails for us, and who help us fulfill customer orders. We also share information with companies that help us manage and operate our sites. We also share information with third parties like advertisers and advertising networks that assist us in our marketing and advertising of our products and services. We may also share information with analytics and search engine providers. You can contact us if you want to learn more about how our service providers use your information.

**We may share information with our business partners, including for marketing purposes.** These third parties may include companies in whose products or services we believe you may be interested. These third parties may also share your information with others. These third parties may use the information for their own marketing purposes or the marketing purposes of others. This may include the delivery of interest based advertising. These third parties may also send you information about events or products by mail or email. They may share your information with other third parties.

**We will share information if we think we have to in order to comply with the law or to protect ourselves, our customers, and others.** For example, we will share information to respond to a court order or subpoena. We may also share information if a government agency or investigatory body requests it. This includes sharing your information with the U.S. government. We may share your information in order to enforce our agreements, and to protect the rights of others. We might also share information when we are investigating potential fraud. This might include fraud we think has happened during a sweepstakes or promotion. If you are the winner of a sweepstakes or contest, we may also share your information with anyone who requests a winner's list.

**We may share information with a successor to all or part of our business as permitted by law.** For example, if part of our business is sold, we may include user information as part of that transaction. We may also share your information if there is a similar change to our corporate structure. We may also share your information with others as they conduct diligence of our corporate changes. Where legally required, we will give you prior notice and, if you have the legal right to do so, allow you to object.

**We may share information for other reasons we may describe to you from time to time as permitted by law.**

## Your Rights Regarding Your Personal Information

You have the following rights regarding your personal information. Each of these rights are subject to various exceptions and limitations.

1. **The right to know:** You have the right to request that we disclose the personal information we have collected, used, disclosed, or sold about you. You have the right to request that we disclose any of the following: (1) the categories of personal information we have collected about you, (2) the categories of sources from which your personal information is collected, (3) the business or commercial purpose for collecting or selling your personal information; (4) the categories of third parties with whom we have shared your personal information, and (5) the specific pieces of personal information we have collected about you.
2. **The right to delete:** This is also known as "the right to be forgotten" and, in simple terms, enables you to request that we delete your personal information collected by us where there's no compelling reason for us to keep using it. This is not a general right to deletion; there are exceptions.
3. **The right to opt-out:** You have the right to request, at any time, that we stop selling your personal information to third parties.
4. **The right to non-discrimination:** You have the right to not receive discriminatory treatment by us for the exercise of your privacy rights.

5. **The right to data portability:** You have the right to request a copy of the specific personal information we have collected about you within the previous 12 months.

## Submitting Privacy Requests

You may exercise your rights and submit requests by email to [privacy@sjk.com](mailto:privacy@sjk.com) or by calling 877-750-1171. When submitting your requests, please provide us your name, email, phone number, type of request you are making, and preferred method of contact.

You can also write to us at:

St. John Knits, Inc.  
Attn: Privacy  
17522 Armstrong Avenue  
Irvine, CA 92614

In addition to the above methods to submit privacy requests, you may submit a Request to Opt-Out by clicking the link [Do Not Sell My Personal Information](#).

You may submit a Request to Know twice in a 12-month period. However, we have the right to deny any subsequent Requests to Know within a 12-month period. The 12-month period runs from the date we receive the request.

To stop receiving our promotional emails, email us at [clientservices@sjk.com](mailto:clientservices@sjk.com) or follow the instructions in any promotional message you get from us. Even if you opt out of getting marketing messages, we will still send you transactional messages. These include responses to your questions.

## Verifying Privacy Requests

When you submit a privacy request, we are obligated to verify your identity to ensure you are the consumer that is the subject of the request. Whenever feasible, we will ask you to identify information that may match the personal information we may already have on file. Depending on the sensitivity of the information that is the subject of the request, our verification process will differ and the amount of data points we ask to you match will change.

## Requests Submitted by Authorized Agents

You have the right to authorize a person or business entity to act on your behalf when submitting privacy requests.

When an authorized agent submits a privacy request on your behalf, please instruct them to provide proof of authorization in the request. Proof of authorization can be in the form of proof of written and signed permission by you, direct confirmation by you that you have provided the authorized agent permission to submit the request, verification of your identity with us, or proof that you have provided the agent with power of attorney. Please note, we have the right to deny a request from an authorized

agent if they do not submit proof that they have been authorized by you to act on your behalf, and we may require the agent to verify their own identity directly with us.

Please note your rights in relation to your personal data are not absolute. We may, for example, deny you access to your personal data when required or authorized by law, or if granting access would have an unreasonable impact on another individual's privacy.

We will retain and use your personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## Your Choices About How We Use Your Information

**You can opt out of receiving our marketing emails.** To stop receiving our promotional emails, email us at [clientservices@sjk.com](mailto:clientservices@sjk.com) or follow the instructions in any promotional message you get from us. Even if you opt out of getting marketing messages, we will still send you transactional messages. These include responses to your questions.

**You can control cookies and certain tracking tools.** We collect information about users over time and across different websites and devices. To do this, we and our vendors use several common tracking tools, such as browser cookies, web beacons, and similar technologies. To learn how to manage how we – and our vendors – use cookies and other tracking tools, and to read our Do Not Track policy, please click [here](#).

**Information transfer and storage.** Our websites may be operated in the United States and other countries located outside of the European Economic Area ("EEA"). Please be aware that information you provide to us may be transferred to or processed in the United States or other countries located outside of the EEA. The standard of data protection in the United States and in certain other countries where we may process your information is considered by the European Commission to be not adequate when compared to the data protection standards of the EU and EEA. Please also be aware that by using our website and giving us your information, you consent to such transfer.

## Your California Privacy Rights

If you reside in California, you have the right to ask us one time each calendar year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please send us an email at [privacy@sjk.com](mailto:privacy@sjk.com) or write to us at St. John Knits, Inc., Attn: General Counsel, 17522 Armstrong Avenue, Irvine, CA 92614. Indicate in your letter or in the email subject line that you are a California resident making a "Shine the Light" inquiry.

## Our Site is Not Intended for Children

Our site where this Policy is found is meant for adults. We do not knowingly collect personally identifiable information from children under 13 without permission from a parent or guardian. If you are a parent or legal guardian and think your child under 13

has given us information, you can email us at [privacy@sjk.com](mailto:privacy@sjk.com). You can also write to us at the address listed at the end of this policy. Please mark your inquiries "COPPA Information Request." Parents, you can learn more about how to protect children's privacy on-line [here](#).

## Your EU and Other Privacy Rights

As detailed below, where provided under applicable law, you may request information about the personal information about you that we hold, and you may ask about all recipients of the information, the purpose of the processing, request the correction of incorrect information, and request the blocking, deletion and portability of such information by contacting us at [privacy@sjk.com](mailto:privacy@sjk.com) or at 877-750-1171. We will require you to prove your identity with approved identification if you request this information.

**Lawful basis for processing your personal data.** We process on the following legal bases:

1. **Contract:** We are permitted to process your personal data if it is necessary for our performance of the contract you have agreed to enter with us. If you do not provide your personal data to us, we will not be able to carry out our obligations under the terms of the contract.
2. **Legitimate Interests:** We are permitted to process your personal data if it is based on our legitimate interests. In relation to general inquiry and complaints you send us, our legitimate interest is to provide you with information you have requested and to provide customer support. You can opt out of the processing that we carry out on the grounds of legitimate interests. See the section "[Your Rights Regarding Your Personal Information](#)" above to find out how.
3. **Consent:** Where you have given us consent to do so, we provide you, or permit third parties to provide you, with information about goods or services which we feel may interest you. You have the right to withdraw your consent. See the section "[Your Rights Regarding Your Personal Information](#)" to find out how.
4. **Legal Claims:** We may need to process your personal data to defend or establish a legal claim. For example, this may include claims relating to the sale of our goods and services under contract law.

## We Use Standard Security Measures

The Internet is not 100% secure. We cannot promise that your use of our sites or services will be completely safe. Any transmission of your data to our site is at your own risk. We encourage you to use caution when using the Internet. This includes not sharing your passwords. We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

