

## California Consumer Privacy Notice and Rights

EFFECTIVE AS OF OCTOBER 7, 2020

Under the California Consumer Privacy Act (“CCPA”), California consumers have the right to request:

- The deletion of the Personal Information (as defined in the CCPA) we have about them;
- Additional information about whether and how we have collected, used, disclosed and sold Personal Information about them;
- The specific pieces of Personal Information we have about them; and
- The opt-out of the “sale” of Personal Information.

California consumers also have the right not to receive discriminatory treatment if they exercise the rights list above.

When you make a request, we may require that you provide information and follow procedures so that we may verify the request and your jurisdiction before responding to it. The verification steps we take may differ depending on the request you make. We will 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 identity, we will begin to process it. If we cannot verify your identity, we may ask you for additional information to help us verify your request. If we still cannot verify your identity, we will notify you with further explanation.

We will respond to your request within the 45-day time period required by applicable law. However, we may not always be able to fully comply with your request, and we will notify you in that event.

To make requests, California consumers may call us at 1 (888) 232-4535, email us at [customer@ae.com](mailto:customer@ae.com), or contact us through our web form. Consumers will be required to submit their name, email address, and request-related information. We may also ask you to confirm information from your order history, account settings, or government identification so that we may verify the request. Please provide as much of the requested information as possible to help us verify your identity. We will use information received in a request only for the purposes of responding to your request.

The CCPA permits California consumers to use an authorized agent to make privacy rights requests. We require the authorized agent to provide us with proof of the California consumer’s written permission (for example, a signed document addressing this topic or a power of attorney) that shows the authorized agent has the authority to submit a request for the California consumer. If the authorized agent is an entity, it must be registered with the California Secretary of State. An authorized agency must follow the process described above to make a request, and we will additionally require you and your authorized agent to verify his/her own identity. Additionally, we may confirm the agent’s authority with the California consumer about whom the request was made.

We do not sell (as “sell” is traditionally understood) Personal Information. That means, we do not provide your name, email address or other Personal Information to third parties in exchange for money. But under California law, sharing Personal Information for certain marketing and advertising purposes may be considered a “sale.” In the last 12 months, we have shared Identifiers and Commercial Information with providers of advertising insights to help us tailor and target our marketing and advertising efforts in a

manner that may be considered a “sale.” We do not knowingly “sell” Personal Information of individuals under the age of 16.

California consumers have the right to opt out of this “selling” of Personal Information, and they can do that by emailing us at [accountrequest@ae.com](mailto:accountrequest@ae.com), or contacting us through our [web form](#). Opting-out of “sales” will not stop marketing and advertising, but it may be less tailored and useful for you. Even after you opt-out, we will continue to share Personal Information with our service providers.

### **California Shine the Light**

Under California Civil Code §1798.83, if you are a California resident and have an established business relationship with us, you can request a notice disclosing the categories of personal information we have shared with third parties for the third parties’ direct marketing purposes during the preceding calendar year. To request a notice, please submit your request to [privacy@ae.com](mailto:privacy@ae.com). Please allow 30 days for a response.