

U.S. Cookie Collection Notice

EFFECTIVE AS OF JANUARY 1, 2020.

American Eagle Outfitters, Inc. and our affiliates and subsidiaries (collectively "AEO", "we", "us", or "our") permit service providers and trusted partners to collect and receive your personal identifiers (such as device identifiers), Internet activity information (such as browsing history), and inference data (such as inference product preferences) through our emails and platforms (including our websites, mobile applications and other AEO-controlled properties that display or link to this notice) (collectively, the "Platforms") through cookies, pixels, or similar technology and from us so they may provide services to us and you, as detailed in this Cookie Collection Notice (this "Notice"). To learn generally how AEO processes your personal information, please visit our United States [Privacy Notice](#).

We use our own cookies, pixels, or similarly technology to make sure that the Platforms function properly (e.g. for login or registration purposes, language preferences, shopping baskets, etc.), and for statistical, social, targeting and commercial purposes. Additionally, we permit other parties to collect information in a similar manner, to perform services for you and us.

We permit service providers to collect personal information directly from you when you use our Platforms and when we provide your information to them; they are permitted to use the information only to provide their services to us. Those services include providing certain functionality (such as videos, social media, and product reviews), analyzing the usage of our Platforms so we can improve them, and customizing content and advertising on the Platforms. You can see more detailed information in the table farther below.

When we permit other trusted partners that are not service providers to use cookies, pixels, or similar technology to collect or receive personal information about you, they will use the information to provide their services to you and us, but they may also use the information for their own business purposes as explained in their privacy notices. Those services include analyzing the usage of our Platforms so we can improve them and customizing content and advertising on the Platforms. You can see more details about them in the table directly below and view how to restrict their collection and use of your information.

Our service providers and trusted partners may collect and combine information collected on our Platforms with other information about your online activities over time, on other devices, and on other websites or applications, if those websites and apps also use the same service providers and trusted partners.

TRUSTED PARTNERS (NOT SERVICE PROVIDERS)

By clicking "Accept" in the Privacy Settings Pop-Up when you visit the Platforms, you are directing us to use the following trusted parties to provide their services to us, to you, and to allow them to use cookies, pixels, or similar technology to collect and receive personal information about you and/or your device(s). You may limit AEO's use of trusted partners by clicking the "Do Not Accept" option on the Privacy Settings Pop-Up, which can be accessed from the Privacy Settings link on the www.ae.com footer.

Please note that these trusted partners maintain their own policies/notices that apply to the information they receive, which we encourage you to check regularly. You may use the privacy notice and opt-out links listed below to learn more about our trusted partners and opt-out of their collection of your personal information. Please note that if you opt-out, the Platforms may not work as well and the content and advertising you see may not be as tailored to you. Even if you opt-out, you may still see online advertising from AEO on the Platforms and on other websites and online services.

Cookie	Purpose/Reason	Privacy Notice	Opt-Out
Amazon Ad System	Used to Amazon Advertising to register user actions and target content on the website based on ad clicks on a different website.	Privacy Notice	Opt-Out
AppsFlyer	Used to measure how inbound traffic and app installs via our marketing channels for analytics and attribution.	Privacy Notice	Opt-Out
Bing Ads	Used to enable behavioral advertising and analytics on the Bing Ads platform.	Privacy Notice	Opt-Out
Criteo OneTag	Used to advertise online and remarket.	Privacy Notice	Opt-Out
Facebook	Used to enable behavioral advertising and analytics by	Privacy Notice	Opt-Out

	Facebook.		
Pinterest	Used to deliver a series of advertisement products on Pinterest.	Privacy Notice	Opt-Out
SnapChat	Used to show relevant advertising based on user's movement on Snapchat.	Privacy Notice	Opt-Out
Twitter	Used for behavioral advertising and analytics by Twitter.	Privacy Notice	Opt-Out
Yahoo Conversion	Used for behavioral advertising and analytics on the Yahoo platform.	Privacy Notice	Opt-Out
Yahoo - Remarketing	Used for behavioral advertising and analytics on the Yahoo platform.	Privacy Notice	Opt-Out

SERVICE PROVIDERS

Regardless of your selection in the Privacy Settings Pop-Up when you visit the Platforms, we and our service providers will continue to collect and receive personal information about you and/or your device(s). These service providers are listed below.

Cookie	Purpose/Reason	Privacy Notice
Adobe Analytics	Used to collect information about how visitors use our Sites. We use the information to help us improve our site through the collection of anonymized information. (e.g. number of visitors to Site and where visitors have come to the Site from)	Privacy Notice
Adobe Target	Used to customize content and offers to make them more relevant to visitors.	Privacy Notice
Bazaarvoice	Used to enable product customer review functionality.	Privacy Notice
DoubleClick (Google Display Network)	Used to advertise across the Internet. AdWords remarketing will display relevant ads tailored to you based on what parts of the website you have viewed by placing a cookie on your internet browser.	Privacy Notice
Experian CheetahMail	Used to link online consumer interest categories, or segments traditionally used for offline direct marketing.	Privacy Notice
Feed.fm	Used for online radio stream for mobile devices.	Privacy Notice
Google Analytics	Used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and	Privacy Notice

	blog, where visitors have come to the website from and the pages they visited.	
Gift Now (Loop Commerce)	Used to send electronic gift cards and gifts.	Privacy Notice
LiveRamp Smart Reach	Used for targeted Ad Network for digital media vendors.	Privacy Notice
Olapic	Used to collect user-generated content.	Privacy Notice
Oracle Service Cloud Chat	Used for customer service support chat.	Privacy Notice
PayPal	Used to process payment.	Privacy Notice
Qualtrics Site Intercept - Feedback	Used to enable collection of customer feedback via website surveys	Privacy Notice
Slyce	Used for visual search on mobile devices.	Privacy Notice
Smarter HQ	Used to support advertising, promotional, and other marketing-related functions.	Privacy Notice
SyPI (Synchrony)	Used for native credit feature that allows cardholders to easily shop, redeem rewards, and securely manage and make payments to their accounts with their smartphones.	Privacy Notice
Talkable	Used for referral marketing and refer-a-friend.	Privacy Notice
Urban Airship	Used for push notifications on mobile devices.	Privacy Notice
YouTube (Google)	We sometimes embed YouTube videos using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode.	Privacy Notice

PERSONALIZATION

If you would prefer not to accept cookies, most browsers will allow you to: (i) change your device browser settings to notify you when your device receives a cookie, which lets you choose whether or not to accept it; or (ii) set your device browser to automatically reject any cookie. AEO does not respond to "do-not-track" settings in your web browser. Removing or rejecting browser cookies does not necessarily affect third party flash cookies used in connection with our Platforms. To delete or disable flash cookies, please visit the following link (<http://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>) for more information.

However, please be aware that if you disable or reject cookies, pixels, and similar technology, some features and services on our Platforms may not work properly, because we and our service providers and trusted partners may not be able to recognize you. Please note, even if you choose to restrict or modify your settings, you may still see or receive AEO advertisements via our Platforms and on other sites, but such advertisements will not be personalized based upon your browsing history.

You can learn more about cookies by visiting <http://www.allaboutcookies.org/>, which includes additional useful information on cookies and how to block cookies using different types of browsers.

Your device may include a feature (“Limit Ad Tracking” on iOS or “Opt Out of Interest-Based Ads” on Android) that allows you to opt-out of having certain information collected through apps used for interest-based advertising purposes. When you opt-out of personalized advertising, you may continue to see online advertising on the Platforms and/or our ads on other websites and online services. Since this opt-out relies on cookies, if you delete your cookies, you will need to opt-out again.

You may also be able to opt-out of receiving personalized advertisements on this browser or device from advertisers, or other advertising networks who are members of the Network Advertising Initiative or who subscribe to the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising, by visiting the opt-out options of each of those organizations. Links to those sites are here:

- Network Advertising Initiative: [Browser Opt-Out](#);
- Digital Advertising Alliance: [Browser Opt-Out](#); and
- Both Network Advertising Initiative and Digital Advertising Alliance: [App Opt-Out](#).

You can learn more about how to manage cookies on the most popular browsers (including deactivating them) at the following links:

- Chrome [\(desktop\)](#) [\(mobile\)](#);
- Safari [\(desktop\)](#) [\(mobile\)](#);
- Internet Explorer [\(desktop\)](#) [\(mobile\)](#);
- Firefox [\(desktop\)](#) [\(Android\)](#);
- Android Browser: Click on top right corner of the app (labelled with “More” or three dots) → Settings → Privacy; and
- Opera [\(desktop and mobile\)](#).