COOKIES NOTICE

EFFECTIVE AS OF December 6, 2018.

This Cookies Notice (this "**Notice**") describes the way American Eagle Outfitters, Inc. (**"AEO"**, **"we"**, **"us"**, or **"our"**) use cookies and other similar technologies to collect information on www.ae.com (the **"Website"**) and/or other technology platforms such as our interactive features and applications (**"Other Platforms"**). Please note, AEO is a United States of America entity and part of a larger group of companies. For additional information on how AEO uses, stores and shares your information, please visit our Global Privacy Notice.

1. HOW AEO AUTOMATICALLY COLLECTS INFORMATION.

a. **Usage Information**. Whenever you visit or interact with the Website and/or Other Platforms, we, as well as third-party advertisers and/or service providers, use a variety of technologies (including cookies, as explained in **Section 2** below) that automatically or passively collect information about how the Website and/or the Other Platforms are accessed and used (collectively, **"Usage Information"**). Usage Information is browser type, device type, operating system, application version, the page served, the time, your geolocation, the preceding page views, and your use of various features, how you interact with the Website or Other Platforms and/or applications. This information helps us keep our Website and/or Other Platforms fresh, relevant and interesting to our visitors and allows us to tailor content to a visitor's interests.

b. **Device Identifiers**. We or our service providers automatically collect your IP address or other unique identifiers (**"Device Identifier"**) for the device you use to access the Website and/or Other Platforms (*e.g.*, computer, mobile phone, tablet or other device) (each, a **"Device"**). A Device Identifier, which is part of the Usage Information, is a number that is assigned to your Device when you access a website or its servers. Our systems identify your Device by its Device Identifier. We use a Device Identifier to administer the Website and/or Other Platforms, help diagnose problems with our servers, analyze trends, track users web page interactions, help identify you (including your shopping cart), and gather broad demographic and related information.

c. **Cookies and Pixel Tags**. The technologies used on the Website and/or Other Platforms to collect Usage Information (including Device Identifiers) are cookies (described in further detail in **Section 2** below), mobile analytics software and pixel tags (transparent graphic image, sometimes called a web beacon or tracking beacon, placed on a web page or in an email, which indicates that a page or email has been viewed). We also use cookies to associate you with social networking sites like Facebook and Twitter and, if you so choose, enable interaction between your activities on the Website and/or Other Platforms, and your activities on such social networking sites. We, or our vendors, place cookies or similar files on your Device for various purposes (please see below), including for security purposes, to facilitate site navigation and to personalize your experience, while visiting our Website and/or Other Platforms (such as allowing us to select which ads or offers are most likely to appeal to you, based on your interests, preferences, location, or demographic information). Please note that, technically, a pixel tag may tell your browser to get content from another server; in case you access servers out of our control we cannot guarantee the integrity of that connection.

2. COOKIES.

a. Cookies are tiny text files that are stored on your Device when you visit our Website and/or Other Platforms. Cookies enable us to recognize your Device when you revisit the Website and/or Other Platforms.

b. We use cookies to help us monitor and improve the security, functionality and usage of the Website and/or Other Platforms and your experience (for example by enabling us to keep track of what you've bought from us and what you've done on the Website and/or Other Platforms).

c.   We use both **session cookies** (which expire once you close your web browser) and **persistent cookies** (which stay on your Device until you delete them).

d.   You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note, if you refuse the use of cookies you may not be able to use the full functionality of the Website and/or Other Platforms. By using the Website and/or Other Platforms, you consent to the processing of data about you by in the manner and for the purposes set out herein.

e.   Additionally we've put our cookies in the following categories, to make it easier for you to understand why we need them:

   a.   **Functional Cookies:** Functional cookies are cookies that make sure that the website functions properly (e.g. for login or registration purposes, language preferences, shopping baskets, etc.). Logically, functional cookies are first-party cookies.

Site	Cookie
.ae.com	BIGipServerpool_ae.com & BIGipServerpool_es.ae.com (Akamai)
.ae.com	JSESSIONID (session cookie)
.ae.com	ae_i18n (International preferences)
.ae.com	ae_lang (Language preference)
www.ae.com	aeo_profile (user profile data)
www.ae.com	aeoetoken
www.ae.com	aeortoken (refresh token)
www.ae.com	aeoscope (access scope token)
www.ae.com	aeotoken (access token)
www.ae.com	akavpau_prod_vp_waiting_room (Akamai prioritization cookie)
.ae.com	hasShownUKPrivacyModal
.ae.com	hasShownEmailSignUpModal
.ae.com	DYN_USER_ID (logged in user)
.ae.com	DYN_USER_CONFIRM
.ae.com	aeo_cart (anonymous user)
AEO App	Fabric.io (internal site)
AEO App	Crashlytics
AEO App	Firebase (Google)
AEO App: US only	SyPi (Synchrony login redirect)
.ae.com	sr_token (ShopRunner)
.ae.com	sr_is_member (ShopRunner)
www.ae.com	sr_movThreshold (ShopRunner)
Analytics.ae.com	Adobe Analytics
AEO App, www.ae.com	New Relic

- **Non-Functional Cookies:** Non-functional cookies are cookies that can be inserted for statistical, social, targeting and commercial purposes. They have nothing to do with the purely technical support of the website. Cookies that serve statistical purposes can be used to examine which pages of the website you visit, where your computer is located, etc. Cookies that serve social purposes enable the user to share the content of the website visited with others directly via social media. Cookies that serve targeting purposes can be used to build up a profile on the basis of your surfing behavior so that the adverts shown are geared to your interests. Cookies that serve commercial purposes record how many and which advertisements are shown to a user. Non-functional cookies may be first-party or third-party cookies.

Site	Cookie
www.ae.com	Google Universal Analytics (analytics.js)
www.ae.com	sr_browser_id (ShopRunner)
www.ae.com	sr_pik_session_id (ShopRunner)
content.shoprunner.com	sr_analytics_session_cookie
.shoprunner.com	srdomain_browser_id
AEO App, .ae.com	TLTSID (Tealeaf, temporary browser session cookie)
AEO App, .ae.com	TLTUID (Tealeaf, user persistent cookie)
AEO App, www.ae.com	- Acxiom LiveRamp - Adobe- Target - BazaarVoice - Bing Ads - BloomReach (BloomSearch) - CJ Affiliate by Conversant - Conversant - Criteo - DoubleClick Floodlight - Experian CheetahMail - Facebook Pixel - Google AdWords - Google Analytics - Google Ads - LiveClicker - LiveIntent - Marin - Oracle Service Cloud Chat - Pinterest - Site Intercept - SmarterHQ - SnapChat - Twitter Universal Website Tag (UWT) - Yahoo Gemini

AEO App, www.ae.com	AppsFlyer
.ae.com	AMCVS_ED5901AC512D2A7C0A490D4C%40AdobeOrg (Adobe)
.ae.com	AMCV_ED5901AC512D2A7C0A490D4C%40AdobeOrg (Adobe)
.ae.com	_br_uid_2 (BloomReach)
.ae.com	_ga (Google Analytics)
.ae.com	_gid (Google Analytics)
.ae.com	cto_lwid
.ae.com	_media_split_segmentation
.ae.com	s_pers
.ae.com	s_sess
.ae.com	s_vi
.ae.com	WCXSID
AEO App	Facebook SDK
AEO App	FeedMedia (radio, US only)
.ae.com	Mbox
www.ae.com	QSI_HistorySession (Qualtrics)
.ae.com	_msuuid_25366o9r42807
.ae.com	_scid
.ae.com	s_cc (Adobe Marketing Cloud)
.ae.com	s_sq (Adobe Marketing Cloud)
.ae.com	_sctr
.ae.com	smtrrmkr
.ae.com	_uetsid
.bing.com	MUID
.bat.bing.com	MR
.bat.bing.com	MUIDB
.ae.com	eid
.ae.com	uid
.ae.com	fr
.marinsm.com	_msuuid
.mookie1.com	id
.mookie1.com	mdata
.rlcdn.com	ck1 (Rapleaf)
.rlcdn.com	rlas3
.rlcdn.com	rtn1-z
.twitter.com	guest_id
.twitter.com	personalization_id

.yahoo.com	B
AEO App: camera & photos	Olapic
AEO App: shared location services	ShopKick (BeaconSDK)
AEO App: camera & photos	Slyce
AEO App: push notifications	Urban Airship
AEO App: Store Locator, shared location services	Yext (LocationSDK)

f.   Additional Information Regarding our Use of Third Party Cookies.

i.   We collaborate with other companies who provide us with different services using cookies to technically enable certain services. For example, we use social media cookies to help facilitate your engagement with us through social media channels directly from our Website and/or Other Platforms.

ii.   **The use of cookies, pixel tags, or similar technologies by these providers is subject to their own privacy policies, cookies notices and terms of use, not ours.** Please, note that these third parties maintain their own policies/notices, which we encourage you to check regularly.

iii.   The following non-profit organizations offer additional information, including central management of opting-out of cookies.

- Network Advertising Initiative
- Digital Advertising Alliance
- European Interactive Digital Advertising Alliance

iv.   Below is a list of service providers serving cookies through our Website and/or Other Platforms. If a service provider is hyper-linked in the list below, then it is serving a third-party cookie. Please click the hyper-links to learn more about opting-out of receiving such third party cookie.

Acxiom LiveRamp	BazaarVoice
Bing Ads	BloomReach
CJ Affiliate by Conversant	Conversant Media (formerly Dotomi)
DoubleClick (Google)	Experian CheetahMail
Google Analytics	LiveClicker
Marin	Pinterest
New Relic	Oracle Service Cloud Chat
ShopRunner	ShopRunner
SmarterHQ	Twitter
Yahoo	

g.   A Third Party Cookie Example: Google Analytics.

i.   Google Analytics, a web analytics service provided by Google, Inc., ("Google"), is one example of a third party which uses cookies on our Website and/or Other Platforms. Google uses its own cookies to help us analyze how you, a Device and other users use the Website and/or Other Platforms.

The information generated by the cookies, including usage of the Website and/or Other Platforms (which may include IP addresses, the internet browser, language use, preferences, the date and hour of access, the pages visited, etc.), will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use or a Device's use of the Website and/or Other Platforms, compiling reports on website activity for website operators and providing other services relating to website activity and Internet usage.

ii.   You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note, if you refuse the use of cookies you may not be able to use the full functionality of the Website and/or Other Platforms. By using the Website and/or Other Platforms, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

iii. To opt out of being tracked by Google Analytics, visit
      a.   [Google Analytics](https://tools.google.com/dlpage/gaoptout/) at https://tools.google.com/dlpage/gaoptout/

3. YOUR CONSENT TO OUR USE OF COOKIES.

a.   Subject to applicable law, we may need to ask for your consent to the use of cookies set out in this Notice when you first access the Website and/or Other Platforms, or if we introduce any new cookies to the Website and/or Other Platforms. If so, when you first visit the Website and/or Other Platforms, a box/banner will appear asking you to accept the cookies that we set on the Website and/or Other Platforms.

   i.   You can also set your browser to warn you when a cookie is being sent or to remove or reject cookies. For more information on how to set your browser to disable cookies, please keep reading and see Section 3(b) below.

   ii. **If you agree to cookies** from the Website or Other Platforms, we will set cookies on your Device. If you wish to delete such cookies, please refer to your browser "Help" menu.

b.   **How to Set your Browser to Disable Cookies.**

   i.   You web browser allows you to:

      •   change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; or

      •   Set your browser to automatically reject any cookies.

   ii. Each browser is different, so look at your browser "Help" menu to learn the correct way to modify your cookie settings. If you choose to remove or reject cookies, it will affect many features or services on our Website and/or Other Platform.

   iii. Please note, if you disable or reject technical cookies, some features and services on our Website and/or Other Platforms may not work properly because we may not be able to recognize and associate you with your Account.

   iv. **Please note, in case you have enabled "Do Not Track" (or DNT) in your browser, AEO does not respond to the "Do Not Track" setting in users' web browsers at this time.**

   v.   You can learn more about opting-out of cookies by visiting www.allaboutcookies.org which includes additional useful information on cookies and how to block cookies using different types of browsers.

4. CHANGES TO THIS COOKIES NOTICE.

    a.   We may change this Notice from time to time by updating this page in order to reflect changes in the law and/or our cookie practices.

    b.   We encourage you to check this Notice for changes when you revisit the Website and/or Other Platforms.

5. CONTACT US.

If you have any questions about this Notice, please contact us at privacy@ae.com.