

NORTH AMERICAN COOKIES NOTICE

EFFECTIVE AS OF 10 JULY 2017

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 part of the American Eagle Outfitters, Inc. (a United States of America entity) group of companies. For additional information on how AEO uses, stores and shares your information, please visit our [North American 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, and 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 are 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 that if you do this 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:

- i. **Strictly Necessary:** these cookies are strictly necessary for the Website and/or Other Platforms to work properly. They are needed to allow you to move around the Website and/or Other Platforms and use our features. The following Strictly Necessary cookies are used:

.ae.com	__utma
.ae.com	__utmb
.ae.com	__utmc
.ae.com	__utmt
.ae.com	__utmz
.ae.com	_utag_cid
.ae.com	_utag_vid
www.ae.com	JSESSIONID

- ii. **Functional:** these cookies enable technical performance of our Website and/or Other Platforms and allow us to remember the choices you make and your preferences. These cookies are linked to the browser instance, not user profile. The following Functional cookies are used:

www.ae.com	Test
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- iii. **Performance/Analytical:** these cookies allow us to collect certain information about how you navigate the Website and/or Other Platforms. They provide insight into the number of visitors, the amount of time spent on each page, the path users take through the website. This helps us to understand which parts of our Website and/or Other Platforms are interesting to you as well as what we can do to improve them. The following Performance/Analytical cookies are used:

.ae.com	mbox
.ae.com	s_cc
.ae.com	s_fid
.ae.com	s_vi
.ae.com	utag_main

.ae.com	_ukp_view
.ae.com	s_sq
.ae.com	_cp_view
www.ae.com	SOASTA mPulse
www.ae.com	Google Universal Analytics (analytics.js)
www.ae.com	New Relic
www.ae.com	Tealium
www.ae.com	TLTSID = short term session based cookie
www.ae.com	TLTUID = long term user based cookie

- iv. **Targeting/Advertising/Marketing:** these cookies are used to deliver advertisements relevant to an identified Device or otherwise identifiable person, which are tailored to interests associated with website activity. For example, if a cookie on a third party website recognizes that a particular product was purchased from a particular Device, that cookie may “talk to” marketing cookies on our Website and/or Other Platforms to ensure advertisements about similar products displayed on our Website and/or Other Platforms are accessible from that Device. These cookies are also used to limit the number of times a user sees an advertisement as well as to help measure the effectiveness of an advertising campaign. They may also remember that the Website and/or Other Platform has been visited from a Device and share that information with marketing organizations. These cookies on our Website and/or Other Platforms are operated by third parties with our permission and are used to monitor from which advertising source a Device was directed towards our Website and/or Other Platforms so that we know whether it is worth us investing in that particular advertising source as well as re-market to you based on these results. The following Targeting/Advertising/Marketing cookies are used:

.1rx.io	_rxuuid
.adnxs.com	anj
.adnxs.com	sess
.adnxs.com	uuid2
.adtechus.com	CfP
.adtechus.com	JEB2
.casalemedia.com	CMDD
.casalemedia.com	CMID
.casalemedia.com	CMPS
.casalemedia.com	CMRUM3
.casalemedia.com	CMSC
.casalemedia.com	CMST
.contextweb.com	pb_rtb_ev
.contextweb.com	sto-id-20480-bh
.contextweb.com	V
.criteo.com	acdc
.criteo.com	udc
.criteo.com	uei

.criteo.com	uic
.criteo.com	uid
.doubleclick.net	id
.doubleclick.net	IDE
.iesnare.com	token
.ih.adscale.de	tu
.lijit.com	_lijit_retarget_rtb_99aeb0cb-c...
.lijit.com	_lijit_retarget_rtb_9a70f103-c...
.lijit.com	_ljtrtb_9
.lijit.com	ljt_reader
.lijit.com	_lijit_retarget_rtb_285c78a8-b...
.lijit.com	_lijit_retarget_rtb_4b9eec4d-2...
.lijit.com	_lijit_retarget_rtb_afcc44e6-8...
.lijit.com	_lijit_retarget_rtb_e0125432-e...
.lijit.com	_lijit_retarget_rtb_ead2805c-3...
.lijit.com	_ljtrtb_21
.network.bazaarvoice.com	BVID
.network.bazaarvoice.com	BVSID
www.ae.com	Moxie Live Chat
.openx.net	i
.pixel.rubiconproject.com	rpx
.pubmatic.com	KRTBCOOKIE_244
.pubmatic.com	PUBMDCID
.pubmatic.com	KRTBCOOKIE_255
.pubmatic.com	KRTBCOOKIE_745
.pubmatic.com	KRTBCOOKIE_752
.pubmatic.com	KRTBCOOKIE_854
.pubmatic.com	KRTBCOOKIE_97
.rubiconproject.com	khaos
.rubiconproject.com	put_2138
.rubiconproject.com	put_2148
.rubiconproject.com	put_2149
.rubiconproject.com	put_2261
.rubiconproject.com	put_2263
.rubiconproject.com	put_2616
.rubiconproject.com	put_2622
.rubiconproject.com	rpb
.rubiconproject.com	put_2054
.rubiconproject.com	put_2262

.rubiconproject.com	put_2554
.rubiconproject.com	put_2556
.rubiconproject.com	put_2588
.rubiconproject.com	put_3896
.smartadserver.com	csync
.smartadserver.com	pid
.smartadserver.com	TestIfCookieP
.yieldlab.net	id
1rx.io	_rxuuid
ad.360yield.com	tuuid
ad.360yield.com	um
ad.360yield.com	umeh
pixel.rubiconproject.com	c
www.ae.com	BIGipServerpool_aeo.co.uk
www.ae.com	360Yield
www.ae.com	AdTech
www.ae.com	AdScale
www.ae.com	Adobe SiteCatalyst
www.ae.com	Adobe Test&Target
www.ae.com	AppNexus
www.ae.com	Criteo
www.ae.com	DoubleClick
www.ae.com	Facebook Social Plugins
www.ae.com	Google Adwords Conversion
www.ae.com	Google Adwords Remarketing
www.ae.com	Google Classic Analytics (ga.js)
www.ae.com	IPONWEB
www.ae.com	Index Exchange
www.ae.com	Lijit
www.ae.com	OpenX
www.ae.com	PubMatic
www.ae.com	PulsePoint
www.ae.com	Rubicon Project
www.ae.com	Smart AdServer
www.ae.com	Yahoo Advertising Solutions
www.ae.com	Yieldlab
www.ae.com	Yieldlab

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.

BazaarVoice	BloomReach
CheetahMail (Experian)	Click Meter
Conversant (Commission Junction)	Criteo
Dotomi	Facebook Custom Audience
Google AdWords Conversion	Google Dynamic Remarketing
Google Universal Analytics	LiveRamp
New Relic	Media Optimizer (Adobe)
Moxie Chat	Offerpop (Wyng)
Olapic	Omniture (Adobe Analytics)
Opinion Lab	Perfect Audience (Marin Software)
Pinterest	Polyvore (Yahoo)
Shopzilla	SOASTA MPulse
Tealium	Twitter
Yahoo Analytics	Xaxis

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 that if you do this 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 Google Analytics 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. Your 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 that 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 that, 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 cookies 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 or

- United States +1.724.779.5599
- Mexico +52.55.1102.9491
- Canada +1.289.562.7907