

PRIVACY POLICY

Effective Date: May 25, 2018

Last Modified: May 23, 2017

Contact dataprivacy@redwingshoes.com for archived policies.

WE WANT YOU TO UNDERSTAND THE TYPES OF INFORMATION WE COLLECT.

Red Wing Shoe Company, Inc. and its subsidiaries respect your privacy and are committed to protecting it through our compliance with this policy. We collect information to better serve our customers by looking for areas we may be underserving and to guide us to what advertising you will find most useful. The information Red Wing Shoe Company, Inc. collects and how such information is used depends on:

- How you interact with us. For example, online.
- How you use our services. For example, purchasing work boots.
- How you manage your privacy controls.

PERSONAL INFORMATION YOU PROVIDE TO US.

When you buy shoes, apparel, or accessories from us, you provide some of your personal information to us. For example, we may collect your name, shoe or apparel sizes, your address, your email address, and your phone number. By using one of our websites, we may collect information regarding your apps, browsers, and devices, which help us to understand you better and provides us direction on what products may be of most interest to you.

The information we collect includes unique identifiers, browser settings, device settings, and operating systems. We also collect information about the interaction of your apps, browsers, and devices with our services such as our websites, including IP address, and the date, time, and referrer URL of your request. We may collect information about your location when you interact with our websites or retail stores, which helps us offer features like locating your nearest Red Wing Shoes® store. The types of location data we collect depend in part on your device and account settings. You may change your account settings to control our collection of location data.

We may collect information about you from trusted business partners, including marketing partners who provide us with information about potential customers of our products and security partners who provide us with information to protect against abuse. We also receive information from advertisers to provide advertising and research services on their behalf.

We use various technologies to collect, store, and process information, including cookies, pixel tags, and databases.

WE USE DATA TO BETTER SERVE OUR CUSTOMERS.

We use the information we collect for the following purposes:

- To maintain and improve our websites and advertising materials.
- To develop new products and services.
- To provide personalized services, such as website content and advertising.
- To carry out our obligations and enforce our rights arising from any contracts between you and us, including for billing and collection.
- To fulfill any other purpose for which you provide it.

Depending on your settings, we may also show you personalized ads based on your interests. You can control what information we use to show you ads by changing your ad settings.

We do not collect sensitive personal data, such as race, religion, sexual orientation, or health; however, in some cases we may collect your shoe or apparel size. We don't share information that personally identifies you with advertisers, such as your name or email, unless you ask us to.

WE USE DATA TO MEASURE OUR PERFORMANCE.

We use data for analytics and measurement to understand how our products and services are used. For example, we analyze data about your visits to our websites to do things like optimize product design and design ads you interact with to help advertisers understand the performance of our ad campaigns. We use a variety of tools to do this, including Google Analytics.

WE USE DATA TO COMMUNICATE WITH YOU.

We use information we collect, like your email address and social media usernames, to interact with you directly.

We will ask for your consent before using your information for a purpose that is not covered in this Privacy Policy.

YOU CONTROL YOUR PRIVACY SETTINGS.

You Have Choices Regarding the Information We Collect and Process.

You can manage, review, and update your information. When you go to one of our websites you will be offered an opportunity to choose the information we collect and use.

You may contact dataprivacy@redwingshoes.com to get a copy of your information, to change your information, or to delete your information.

You have other ways to control the information we collect about you, including:

- Changing your browser settings to show when we set a cookie in your browser or configure your browser to block all cookies from our domain or all domains. Please note that our websites rely on some cookies to function properly.
- Changing your device-level settings may allow you to control what information we collect about you.

WE MAY SHARE YOUR INFORMATION UNDER CERTAIN CIRCUMSTANCES.

We do not share your personal information with companies, organizations, or individuals outside of Red Wing Shoe Company, Inc. except in the following circumstances:

With your consent. We will share personal information outside of Red Wing Shoe Company, Inc. when we have your consent. We will ask for your explicit consent to share any sensitive personal information.

For external processing. We will provide personal information to our trusted partners to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

For legal reasons. We will share personal information outside of Red Wing Shoe Company, Inc. if we have a good-faith belief that collection, access, processing, preservation, or disclosure of the information is reasonably necessary to comply with any applicable law, regulation, legal process, or enforceable governmental request; to detect, prevent, or address fraud, security, or technical issues; and to protect against harm to the rights, property or safety of our employees, our customers, or the public as permitted by law.

Where information is anonymized or pseudonymized. We may share information publicly and with our trusted business partners when the data is de-identified in a manner which prevents others from using the information to link data to an individual.

For our legitimate business interests. We may collect and use personal information that is necessary to further our legitimate business interests, except where such interests are overridden by your interests or fundamental rights and freedoms.

WE ARE COMMITTED TO PROTECTING YOUR INFORMATION.

We work hard to protect you and Red Wing Shoe Company, Inc. from unauthorized access, alteration, disclosure, or destruction of the information we control and process. For example, we use encryption to keep your data private while in transit. We audit our information collection, storage, and processing practices, including physical security measures, to prevent unauthorized access to our systems. We restrict access to personal information to Red Wing Shoe Company, Inc. employees, contractors, and agents who need your information to process it. Anyone with this access is subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

CHILDREN UNDER 13

Our websites are not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the websites. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any personal

information on our websites. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at dataprivacy@redwingshoes.com.

THIS PRIVACY POLICY MAY CHANGE.

We may change this Privacy Policy from time to time. We will not reduce your rights without your explicit consent. We will indicate the date the last changes were published, and we will offer access to archived versions for your review. If changes are significant, we will provide you a prominent notice.