

DRY GOODS, LLC. PRIVACY POLICY

Last revised May 26, 2026

This Privacy Policy (this "Policy") sets forth what types of Information (defined below) Dry Goods, LLC. ("Dry Goods," "we," or "us") collects, how we use it, how we protect it, and the choices you have in protecting and limiting the use of your Information. California consumers may read the Notice at Collection in [Section 10: Your California Privacy Act of this Policy](#). By visiting DryGoodsUSA.com (our "Website"), you accept the terms described in this Policy. Updates to this Policy will be published on our website.

1. CATEGORIES OF INFORMATION WE COLLECT, SELL, SHARE AND DISCLOSE

As used in this Policy, "Personal Information" means any information relating to an identified or identifiable natural person or household. As used in this Policy, "Sensitive Personal Information" means but is not limited to debit or credit card numbers in connection with a required security or access code, a consumer's precise geolocation, and a consumer's race or ethnic origin. When referring to both Personal Information and Sensitive Personal Information, this Policy will use the term "Information".

We may collect, and you consent to provide, the categories of Information set forth below to allow us to provide products and service to you, or because we are legally required to collect this Information. We may collect, sell, share, and disclose the following:

Category	Examples	Collected	Sold	Shared	Disclosed
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES	NO	NO	NO
B. Information categories listed in the California Customer Records statute (Cal. Civ. Code §1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some Information included in this category may overlap with other categories.	YES	NO	NO	NO
C. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES	YES	NO	NO

D. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO	NO	NO	NO
E. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES	YES	NO	NO
F. Geolocation data.	Physical location or movements.	YES	YES	NO	NO
G. Sensory Data.	Audio, electronic, visual, thermal, olfactory, or similar information.	NO	NO	NO	NO
H. Professional or employment-related information.	Current or past job history or performance evaluations.	NO	NO	NO	NO
I. Professional or employment - related information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g. 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO	NO	NO	NO
J. Inferences drawn from other Information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES	NO	NO	NO

*This list includes all the categories of personal information we have collected, sold, shared, and disclosed in the past 12 months for a business purpose.

Dry Goods retains consumer information for an indefinite amount of time. The criteria that are used to determine each period of time is dependent on the relationship with each consumer. Mainly, Dry Goods retains consumer information for as long as the consumer relationship lasts. Dry Goods does not retain information for longer than is necessary for the purposes we have disclosed in this policy.

2. SOURCES OF INFORMATION COLLECTED

The following are sources from which Dry Goods may collect, sell, share, and disclose your personal information:

- Register for an account on our Website
- Place an order
- Purchase or return merchandise
- Request communications with us
- Apply for a charge account
- Participate in promotional programs
- Contact us with a comment or question
- Complete a transaction, whether online or in the store

When completing a transaction using a debit card, credit card, charge card, or personal check, it will include your card number or bank account number. When opening a charge account, we collect additional information, including your social security number. We only collect and use the minimum information necessary to complete a transaction.

3. INFORMATION COLLECTED AUTOMATICALLY

Dry Goods automatically collects information that may be Information by means of software tools. We use these technologies to enhance your experience and make our future service and marketing efforts more efficient and personalized for you. Information obtained through cookies and tags may be shared with our service providers on our behalf.

(a) Log Files.

The information inside log files includes internet protocol (“IP”) addresses, browser type, Internet Service Provider, date/time stamps, referring/exit pages, clicked pages, and any other information your browser may send to us.

(b) Cookies

We use cookies to make interacting with our Website easy and meaningful. When you visit our Website, our servers may send a cookie to your computer. Standing alone, cookies do not personally identify you; they merely recognize your web browser. We may use cookies that are session-based or persistent. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you close your browser or turn off your computer. We use cookies that personalize your experience through webpage design, products, services, advertising campaigns, and to remember you if you register for an account. If you do not want our Website to deploy cookies in your browser, you can set your browser to reject cookies or notify you when our Website tries to put a cookie in your software browser. Rejecting cookies may affect your ability to use some of our Website, products, and services.

(c) Do Not Track Signals.

Dry Goods may track users over time and across third-party websites to provide targeted advertising. Accordingly, we do not currently respond or take any action with respect to web browser “do not track” signals or other mechanisms that provide consumers the ability to exercise choice about the collection of Information about an individual consumer’s online activities over time and across third-party websites or online services.

(d) Analytics Service.

We may use third-party analytics services to improve the functionality, features, or delivery of our Website and our products to you. We may also use the analytics services to record mouse clicks, mouse movements, scrolling activity, as well as any text that you type. For example, we may use Google Analytics on our Website to track user trends and usage. For more information on Google Analytics' processing of Information as it relates to us, please see: <http://www.google.com/policies/privacy/partners>. By using a browser plugin provided by Google, you can opt out of Google Analytics.

(e) Other Tracking Technologies.

We collect Information about consumers over time and across different websites, apps, and devices when you use our Website. Our service providers may also collect Information this way on our website. We use several common tracking tools. Our service providers may also use these tools. These tools may include browser cookies, beacons, flash cookies, and other tracking technologies on our Website. We may also use web beacons alone or in conjunction with cookies to compile information about your usage of our Website and interaction with emails from us. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as cookies, when you view a particular site tied to the web beacon. We may use web beacons to operate and improve our Website. When you visit our Website, we may collect your IP address.

We use tracking tools to recognize new or past users; store your password if you have registered on our Website; improve our Website; provide you with interest-based or targeted advertising about us; observe your behaviors and browsing activities over time across multiple websites or other platforms; and better understand your interests as a customer and Website visitor.

(f) Mobile Information and SMS Communications

We may offer mobile applications that allow you to shop from a mobile device. All Information collected by the Dry Goods mobile application is covered by this Policy. When you use our mobile application or visit our Website on a mobile device, we may determine your location from data received from the mobile device. We may also update mobile applications through automatic "push" notifications. If you have questions about location and notification privacy please contact the mobile service provider or the manufacturer of the mobile device to adjust the settings.

If you provide your mobile phone number and opt in to receive SMS/text messages from Dry Goods, we will use your mobile information solely to deliver the requested communications and related customer service. Mobile information will not be shared or sold with third parties or affiliates for their own marketing or promotional purposes. We may share mobile information with service providers solely to perform services on our behalf (such as message delivery, customer support, or platform management), and such providers are contractually restricted from using the information for any purpose other than providing services.

(g) Employment Applications.

If you apply for employment on our Website, you will be asked to provide Information and other types of information you voluntarily provide to us, such as a résumé or cover letter. We may gather this information through a third-party service provider who may also maintain and process your information on our behalf. We may also use other service providers to assist us in the employment application process. The information you provide us will be used to consider your application for employment and we may retain your application for employment and the information from our interview process for a reasonable period of time in accordance with applicable law. If you are offered employment, your Information will be used for our employment purposes. We restrict access to your Information to those persons who are involved in the employment application process. We may use your Information to contact you regarding your employment application or for employment opportunities. We may disclose your Information if required by law. By applying for employment on our Website you authorize us to use your Information for employment purposes.

(h) In-Person or Phone-Based Customer Service.

To better serve you, sales associates working in our stores may ask you for your name, address, phone number, email address, and other Information. Dry Goods sales associates may use your Information to allow them to serve you in a professional manner. This may include letting you know when new products have arrived that may be of interest to you, notifying you about products and prices, and thanking you for your business with Dry Goods. All Dry Goods associates are required to use your Information only in a professional, ethical, and appropriate manner.

4. THE PURPOSES FOR WHICH WE USE YOUR INFORMATION

The following is a list of business or commercial purposes for why we may collect or sell your personal information:

- Complete shopping transactions on our Website or in our stores
- Provide you with information on new products, events, informative emails, or the status of your order(s)
- Respond to inquiries or requests
- Notify you of product recalls or other information about your purchases
- Provide you with personalized marketing and special offers
- Thank you for shopping with Dry Goods
- Improve your overall shopping experience
- Provide, analyze, administer, improve, and personalize (a) your interactions with our Website and (b) customer service to you
- Contact you in connection with our relationship with you or notifications, events, programs, or offerings that you may have registered for
- Send you updates and promotional materials
- Provide personalized advertising to you
- Identify and authenticate your access to the parts of our Website that you are authorized to access
- For recruiting and human resources administration purposes
- Protect our rights and property and ensure the technical functionality and security of our Website

5. HOW WE DISCLOSE YOUR INFORMATION

Dry Goods shares your Information with third parties that help our business perform essential analytical functions. California law may consider our sharing of specific categories of your Information to personalize products or services we offer you or to support our marketing efforts, as a sale. When we disclose Information for a business purpose, we enter into a contract that describes the purpose and requires the recipient to both keep that Information confidential and not use it for any purpose except performing the contract with us. The CCPA prohibits third parties who receive Information we disclose for business purposes from reselling it unless you have received explicit notice and an opportunity to opt-out of further sales.

(a) Our Third-Party Service Providers.

We disclose Information to our third-party service providers to perform tasks on our behalf and to assist us in providing customer service, marketing, and products to you. All such transfers are for a business purpose. We may also use third-party service providers for technical and customer support, tracking and reporting functions, quality assurance, and other services. We may share your Information with service providers that assist us in marketing our products and services in a personalized manner. Third parties who perform services on our behalf are contractually restricted from using your Information in any manner other than assisting us to provide you with the products and services for business purposes.

(b) Advertisers.

We may use advertising service providers to assist us with our advertising and marketing. Those services may target advertisements on third-party websites based on cookies or other information indicating previous interactions with us.

We may engage in interest-based advertising. We and our service providers may display interest-based advertising using information gathered about you over time across multiple websites, devices, or other platforms. Interest-based advertising or “online behavioral advertising” includes ads served to you after you leave a website, encouraging you to return to our Website. These ads may be served after you leave our website, or after you leave the websites of third parties. They also include ads we think are relevant based on your browsing habits or online activities. These ads might be served on other parties’ websites. We or our service providers may serve these ads about our products.

To decide what is relevant to you, we and our service providers use information you make available when you interact with us, our affiliates, and other third-party service providers. This information is gathered using the tracking and other tools described above. For example, we and our service providers might look at your purchases or browsing history. We and our service providers might look at these activities on our web platforms or the web platforms of others. We may work with service providers who help gather this information. These service providers might link your name or email address to other information they collect for our business purposes. This might include past purchases made offline or online, and it might include online usage information.

We do not provide any Information to advertisers or to third-party sites that serve our interest-based ads. However, advertisers and other third parties (including the ad networks, ad-serving companies, and other service providers they may use) may assume that users who interact with or click on a personalized ad or content are part of the group that the ad or content is directed towards (for example, consumers who bought or browsed for hiking boots). Also, some third parties may provide us with information about you (such as the sites where you have been shown ads or demographic information) from offline and online sources that we may use to provide you with more relevant and useful advertising.

Other advertisers (not Dry Goods) or ad companies working on their behalf sometimes use technology to serve the ads that appear on our Website directly to your browser. They automatically receive your IP address when this happens. They may also use cookies to measure the effectiveness of their ads and to personalize ad content. We do not have access to or control over cookies or other features that other advertisers and third party sites may use. The practices of these advertisers and third party websites are not covered by this Policy. Please contact them directly for more information about their privacy practices.

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, click [here](#).

Some of the tracking technologies we use do not participate in the Self-Regulatory Program for Online Behavioral Advertising. This means you will not be opted out by following the instructions above. Instead, click here: <https://app.adroll.com/optout> to get more information about how to opt out of AdRoll’s tracker cookies.

The Digital Advertising Alliance also offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise choices for the companies participating in this tool, download the AppChoices app here: <https://youradchoices.com/appchoices> Some choices you make are both browser and device specific.

(c) In the Event of a Merger, Sale, or Change of Control.

We may transfer or assign this Policy and any Information to a third-party entity that acquires or is merged with us as part of a merger, acquisition, sale, or other change of control (such as the result of a bankruptcy proceeding).

(d) Other Disclosures.

We may disclose Information about you if we have a good faith belief that disclosure of the information is helpful or reasonably necessary to: (i) comply with any applicable law, regulation, legal process, or governmental request; enforce our Terms of Use, including investigations of potential violations thereof; (ii) detect, prevent, or otherwise address fraud or security issues; or (iii) protect against harm to the rights, property, or safety of Dry Goods, our users, or the public.

(e) Social Media.

Dry Goods invites you to socialize and share your finds and purchases with your friends using social media such as Facebook, Twitter, Pinterest, LinkedIn, YouTube, TikTok, and Instagram. If you choose to use social media sites, you may be sharing certain profile information, including your comments. This sharing is subject to each social media site's privacy policy. We also use social media to share information and activities. Dry Goods does not control content on any social media sites. Facebook may show your "likes" on our product pages. We may allow you to sign into our Website using social media sites. If you choose to do this, we may collect Information from the social media site if your privacy settings on the social media site allow it. We will use this information only to create and facilitate bringing you products, services, and promotions from Dry Goods. Dry Goods will always comply with our own Privacy Policy and the social media site's terms regarding the use of profile information. You must be at least 13 to participate in our social media sites.

(f) Categories Disclosed.

In the preceding 12 months, Dry Goods has disclosed the following categories (set forth above) of Information for a business purpose (Categories refer to the table above):

- Category A
- Category B
- Category C
- Category E
- Category F
- Category G
- Category H

We may disclose Information for a business purpose to the following categories of third parties:

- Our service providers
- Our affiliates
- Internet cookie data recipients, like Google Analytics
- Social media companies

6. RETENTION OF INFORMATION

Dry Goods retains personal information only for as long as necessary to fulfill the purposes described in this Policy, including maintaining our relationship with you, complete transactions, comply with legal obligations, and resolve disputes. Retention periods vary depending on the nature of the information and applicable legal requirements.

7. DATA SECURITY

Privacy and security of Information are important to us. Dry Goods has adopted and maintains physical, electronic, and procedural safeguards to protect the Information we collect from you. These measures include technical and procedural steps to protect your information from misuse, unauthorized access or disclosure, loss, alteration, or destruction. However, no method of transmission over the Internet, or method of electronic storage, is entirely secure. Therefore, while we strive to use commercially acceptable means

to protect Information, we cannot guarantee its absolute security.

8. CHILDREN'S PRIVACY

We do not knowingly collect, disclose, or sell Information from children under age 16. If we become aware that an individual under age 16 has submitted information to us for any purpose, without prior verifiable parental consent, we will delete this information from our files. Our Website does not sell products for purchase by children. When a consumer discloses Information to us, the consumer is representing to us that he or she is at least 16 years old. If you are under 13, you may only use our Website under the supervision of a parent or guardian.

9. EMAIL AND CONTACT COMMUNICATIONS

You may choose not to receive future promotional or advertising emails from us by selecting an unsubscribe link at the bottom of each email that you receive from us. Please note that even if you opt out of receiving emails, we may still send you a response to any "Contact" request as well as administrative, maintenance, and operational emails (for example, in connection with a password reset request).

You may decide whether to proceed with any activity that requests your Information. You can always choose not to provide your Information. However, not providing the requested information may prevent you from completing a transaction or participating in certain activities with us. Dry Goods provides a number of ways for you to "opt-out" of receiving additional information from us or to update or correct your Information.

- **Customer Preferences.** If you do not want to receive promotional mail or other communications from Dry Goods or wish to change your communication preferences at any time, you may contact us using one of the options below:
 - Postal Address:

Dry Goods
Attn: Advertising—Website Privacy Policy
6565 Brady Street
Davenport, IA 52806
 - Phone: (563) 388-2200
 - Toll free: (877) 866-6287
 - Email: privacy@drygoodsusa.com
- **Emails.** If you receive promotional emails from us, you may unsubscribe at any time by editing your preferences located in the footer of the email or clicking to unsubscribe.

We make a sincere effort to respond to your requests to update or correct your Information. If you believe that Dry Goods does not have your current Information, you can update it by using one of the other communication channels referenced above.

10. INFORMATION FOR CALIFORNIA RESIDENTS

This section provides the Notice at Collection required by California Civil Code section 1798.100 and applicable regulations. Dry Goods's entire Privacy Policy may be viewed by clicking [here](#).

If you reside in California, you have the right to ask us once each year if we have shared Information with third parties for their direct marketing purposes. To make a request, please contact us as described in the How to Contact Us section below. Indicate in your email or letter that you are a California resident making a "California Shine the Light" inquiry.

California Consumer Privacy Act of 2018 and the California Privacy Rights Act. Effective January 1, 2023, if you reside in California, then you have the following rights:

- **Right to Request.** You have the right to request the specific pieces of personal information that Dry Goods has collected about you.
- **Right to Know.** You have the right to know the following information which is listed in this policy:
 - The categories of personal information and sensitive personal information the business has collected, sold, shared, and disclosed about consumers.
 - The purposes for which the categories of personal information are collected or used.
 - The categories of sources from which personal information is collected, sold, shared, and disclosed.
 - The business or commercial purpose for collecting, selling, or sharing personal information.
 - The categories of third parties to whom the business discloses personal information.
 - That consumers have a right to request specific pieces of personal information the business has collected about that consumer.
 - A list of the categories of personal information it has sold or shared about consumers in the preceding 12 months by reference to the enumerated category or categories in subdivision (c) that most closely describe the personal information sold or shared, or if the business has not sold or shared consumers' personal information in the preceding 12 months, the business shall prominently disclose that fact in its privacy policy.
 - A list of the categories of personal information the business has disclosed about consumers for a business purpose in the preceding 12 months by reference to the enumerated category in the CPRA that most closely describes the personal information disclosed (note: if the business has not disclosed consumers' personal information for a business purpose in the preceding 12 months, the business must disclose that fact).
 - The length of time the business intends to retain each category of personal information, including sensitive personal information, or if that is not possible, the criteria used to determine that period provided that a business shall not retain a consumer's personal information or sensitive personal information for each disclosed purpose for which the personal information was collected for longer than is reasonably necessary for that disclosed purpose.
- **Right to Delete.** You have the right to request that Dry Goods delete any Personal Information about you listed in the categories above that we have collected.
- **Right to Correct Inaccurate Information:** If Dry Goods has maintained your Personal Information inaccurately, you have the right to request that Dry Goods correct the inaccurate Personal Information.
- **Right to Opt-Out:** If Dry Goods sells or shares your Personal Information with third parties, you have the right to direct us not to sell or share your Personal Information. If you would like to exercise your right to opt-out, please click [here](#).
- **Right to Limit the Use and Disclosure of Sensitive Personal Information:** If Dry Goods collects your Sensitive Personal Information, you have the right, at any time, to direct us to limit the use of this Sensitive Personal Information to those uses that are necessary to perform the services or provide the goods reasonably expected by an average customer who requests those goods or services. Sensitive Personal Information that is collected or processed without the purpose of inferring characteristics about a consumer is not subject to these requirements.
- **Right to Nondiscrimination:** Under the CCPA and CPRA, you have the right to equal service and price, meaning that Dry Goods will not discriminate against you because you have exercised any of the rights previously mentioned.

To exercise your right to request information under this section, to submit a "Do Not Sell or Share My Personal Information" request, please personally, or through an authorized agent, provide the following information and contact us through one of the designated methods by clicking [here](#). Any request you send to us should clearly allow us to identify you, indicate which rights you wish to exercise, clearly indicate the information you are seeking from us, and be signed by you. We will make every effort to respond within a commercially reasonable time and will respond within the time required by law. Any request via authorized agent will require that you provide the appropriate legal documentation demonstrating that authority to Dry Goods. With regard to

Sections 1798.110 and 1798.115 of the CPRA, Dry Goods need only comply with verified requests for applicable information twice within a 12-month period.

We will not discriminate against you because you exercised your rights under this section of the Privacy Policy.

For purposes of exercising your rights above, please note that we use this information for the purposes set forth in Section 4 of this Policy.

You may only make a verifiable consumer request twice within a 12-month period. A verifiable consumer request must:

- Provide sufficient information for us to verify that you are the person about whom we collected Information or that person's authorized representative, which should include, at minimum:
 - Your name
 - Your address
 - Additional information to verify your identity depending upon the type of request and the sensitivity of the information
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it

We cannot respond to your request or provide you with your Information if we cannot verify your identity or your authorization to make the request and confirm the Information relates to you.

Making a verifiable consumer request does not require you to create an account with us. However, we will consider requests made through a password protected account sufficiently verified when the request relates to Information associated with that specific account, provided the functionality is available. We will only use Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Notice of Right to Opt-Out of Sale of Personal Information

You may exercise your right to opt-out of the selling or sharing of your personal information by clicking [here](#).

Response Timing and Format

We will endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time, we will inform you of the reason and extension period in writing. If you have an account with us, we may deliver our written response to that account, provided that such functionality is available. If you do not have an account with us, or the functionality is not available to respond through your account, we will deliver our written response by mail or email, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

11. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. If we make material changes, we will post the updated policy on our website and update the effective date. Your continued use of our Website after the posting of changes constitutes your acceptance of all changes.

12. CONTACTING US

Any comments, concerns, or questions about this Privacy Policy or any of the rights set forth herein may be directed to:

- (877) 866-6287
- Email: privacy@drygoodsusa.com