

AD & COOKIE POLICY

OUR USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES AND ONLINE ADVERTISING

(EFFECTIVE DATE: JANUARY 19, 2021)

When you visit or interact with TravisMathew and our websites, mobile applications and other Online features and services (“Sites”), we and our service providers, including third party advertising and analytics companies, may use several common tracking tools that collect information, including personal information, about you and your use of the Sites, over time and across different websites.

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TRACKING TOOLS WE USE.

We use the following methods to automatically collect information from visitors to our Sites:

Cookies. Cookies are small data files that download onto your computer or other device when you visit the Site or otherwise access our Online content on certain websites. Cookies may be used for many purposes. We use both session cookies (which are deleted when you close your browser) and persistent cookies (which remain on your computer after the browser has been closed).

To learn more, visit www.allaboutcookies.org or www.youronlinechoices.eu/

Web Beacons. Small graphic images or other web programming code called web beacons (also known as “pixel tags,” “1x1 GIFs,” or “clear GIFs” may be included in our web pages and email messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or email can act as a web beacon. Web beacons and similar technologies may be used for a number of purposes, including, without limitation, to count visitors to the Sites, to monitor how

users navigate the Sites, to count how many emails that were sent were actually opened or to count how many particular links were actually viewed.

Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Sites, such as the links you click on. The code is temporarily downloaded onto your device from our server or a third-party service provider, is only active while you are connected to one of the Sites, and is deactivated or deleted thereafter.

WE USE TRACKING TECHNOLOGIES FOR A VARIETY OF REASONS.

We may use the information collected automatically through the Sites in order to:

- Track visitors to our websites.
- Recognize past visitors and customers and remember preferences.
- Store your password if you are registered on our site.
- Integrate with third party social media websites.
- To store your password if you are registered on our website.
- To serve you with advertising content in which we think you will be interested (see below for more information).
- Prevent you from seeing the same advertisements too many times.
- To combine information we have collected about you from multiple sources.
- So we can better understand our audience, our customers, our website visitors, and their respective interests.

WE ENGAGE IN INTEREST-BASED ADVERTISING.

We and our partners display interest-based advertising using information gathered about you over time across multiple websites or other platforms (including websites and apps). Third parties, including advertising and analytics companies, set their own cookies and similar tracking technologies on the Sites. We and third parties might link information automatically through cookies and other tracking technologies to your name or email address or other information, including past purchases made offline or Online.

Interest-based advertising or “Online behavioral advertising” includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your browsing habits or Online activities. These ads might be served on third-party websites or on apps. They might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies’ products.

THIRD PARTIES WHO SET COOKIES AND OTHER TRACKING TECHNOLOGIES THROUGH THE SITES.

The third parties who may use tracking technologies on the Sites include:

BazaarVoice: We use BazaarVoice to allow show customer reviews on our product detail pages.

Bing Ads: Bing Ads allows us to have our advertisements appear at the top of the results page for certain search engines. This helps us direct users to our website.

Bloomreach: We use Bloomreach to personalize your experience within site search and product listing pages.

Criteo: We use Criteo for dynamic retargeting to remarket our ads to users who have engaged with TravisMathew.

CrowdTwist: We use CrowdTwist to power the TMRewards loyalty program. For example, awarding and redeeming loyalty points on purchase.

Drawbridge: We use Drawbridge to capture information about users by tracking web activity across devices. Drawbridge compiles information it receives about you with information from other sources to help us better understand your interests.

Dynamic Yield: We use Dynamic Yield to personalize your experience onsite based on your preferences.

Facebook Connect: We use this technology to allow users to share their experiences with our apps and websites on Facebook. For example, we may collect your browser information, demographic data, and interaction data.

Facebook Custom Audience and Facebook Pixel: We use Facebook Custom Audience and Pixel to deliver ads on Facebook to a certain group of users.

Facebook Impressions: We use Facebook Impressions to track the number of people that interact with our content on Facebook.

FitAnalytics: We use FitAnalytics to collect customer data regarding size and fit which is then compared to our product fit to better recommend correct item sizing.

Forter: We use Forter to help us prevent fraudulent transactions.

Google AdWords Conversion: We use conversion tracking to help us understand how effective our digital campaigns are.

Google Analytics: We use Google Analytics to collect information about how visitors use our website. Google Analytics uses cookies and similar technologies to collect and

analyze information about the use of the Sites and report on activities and trends. For example, we collect details of the site where the visitor has come from and the total number of times a visitor has been to our website. Google Analytics may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going to google.com/policies/privacy/partners, and opt out of them by downloading the Google Analytics opt-out browser add-on, available at tools.google.com/dlpage/gaoptout.

Impact: We use Impact to collect customer data and to track new and repeat users of our site. This allows us to capture and report on the actions of users who visit our website after viewing or clicking on one of our publishers ads. This allows us to determine the effectiveness of our publishers in terms of both sales and user activity on our sites.

LinkedIn: We use LinkedIn conversion event and impression tracking to track the number of users who engage with links, add to cart and purchase from LinkedIn.

Listrak: We use Listrak to personalize communication based on behavior and tracks user activity across the website and emails.

LiveIntent: We use LiveIntent to display relevant and personalized ads through email to better serve our customers and get them to drive action.

LiveRamp: We use LiveRamp to activate our audiences across a wide range of online and offline channels, adtech destinations, and mar-tech technologies, so we can create more personalized and engaging customer experiences. We also use LiveRamp data marketplace to activate across technology and media platforms.

MediaMath: We use MediaMath to optimize the effectiveness of our advertising.

MovableInk: We use MovableInk to personalize the user experience in email through personalized images, infographics, and products based on user information.

Narvar: We use Narvar to provide real-time delivery status tracking to provide greater transparency to when your items will arrive through email.

OneTrust: We use OneTrust to manage cookie consent for website visitors from California. This allows users to opt out of 3rd party cookies.

Outbrain: We use Outbrain to utilize targeted advertising to expand our audience and show our products to consumers on an open web network.

Pinterest: We use Pinterest for direct advertising through headlines, descriptions, and supplemental image or “pin” driving consumers directly to the TM website to make a purchase.

Qualtrics: We use Qualtrics to collect customer data and feedback through surveys to improve the user experience on our website. **SteelHouse Media:** We use SteelHouse to build, manage and optimize our display advertising activities.

Reddit: We use Reddit conversion event and impression tracking to track the number of users who engage with links, add to cart and purchase from Reddit.

Rockerbox: This is our multi-touch attribution platform in which we can track customer actions throughout the buyer journey.

Snapchat: We use Snapchat conversion tracking to track the number of people that interact with our content, add to cart and purchase from Snapchat.

Statlas: We use the Status pixel to track user behavior within a specialized data analytics tool.

SteelHouse Media: We use SteelHouse to build, manage and optimize our display advertising activities.

Taboola: We use Taboola for native advertising and marketing our products to users across the web.

Tatari: We use Tatari for streaming TV and linear TV advertising.

Teads: We use Teads for native advertising and marketing our products to users across the web.

Tik Tok: We use TikTok’s conversion event and impression tracking to track the number of users that interact with content, engage with links, add to cart and purchase from TikTok.

Twitter Conversion Tracking Pixel: We use Twitter conversion tracking to track the number of people that interact with our content and purchase from Twitter.

Yahoo DOT Tags: We use Yahoo DOT Tags to track performance and optimize our Yahoo search, native and display campaigns.

YOU CAN CONTROL CERTAIN TRACKING TOOLS.

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To find out more about how to enable, disable, or delete cookies from your web browser, please visit [here](#). To control flash cookies, which we may use on certain websites from time to time, you can go [here](#). Why? Because flash cookies cannot be controlled through your browser settings.

Our Do Not Track Policy: Some browsers have “Do Not Track” features that allow you to tell a website not to track you. There is no standard definition or application of “Do Not Track” at this time. travisMathew uses commercially reasonable efforts to detect and process “Do Not Track” signals, but may not respond to “Do Not Track” signals except as specifically required by law. To find out more about “Do Not Track,” please visit www.allaboutdnt.com.

If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

Certain options you select are browser and device specific.

For information on opting out from certain third party uses of your information for Online advertising purposes please see the section below.

YOU CAN OPT-OUT OF ONLINE BEHAVIORAL ADVERTISING.

While we may use a variety of service providers to perform advertising and analytics services, some of these companies are members of the Network Advertising Initiative (“NAI”) or the Digital Advertising Alliance (“DAA”) Self-Regulatory Program for Online Behavioral Advertising, which provides consumers with the ability to opt-out of having their Online behavior recorded and used for advertising purposes. You can visit [here](#) which provides information about targeting advertising and the “opt-out” procedures of NAI members. You may also visit [here](#) which provides information about targeted advertising and offers an “opt-out” by participating companies in the DAA Self-Regulatory Program. You may also learn more and make choices about interest-based advertisements from participating third parties in jurisdictions outside of the United States at the Canadian DAA choice page at [here](#) and the European DAA Online choice page at [here](#) and the Australian DAA Online choices page at [here](#).

For mobile apps, you may be able to limit certain advertising practices using the settings on your phone, tablet, or other mobile device. Also, on most mobile devices, you can install the DAA’s AppChoices app to make choices about cross-app interest-based advertisements from participating parties. You may review additional information on opting out of mobile devices at [here](#).

If you are a California resident, please see our **“California Privacy Notice”** regarding additional rights you may have.

Please note that opting out through these mechanisms does not opt you out of being served advertising. You will continue to receive generic ads while Online.