

Tailored Brands Privacy Policy

Effective Date: December 21, 2022

We, Tailored Brands Inc., are the parent Company of popular clothing brands including The Men's Wearhouse, Jos. A. Bank, K & G Fashion Superstore, and Moores, and we provide this Privacy Policy on behalf of these brands and all other Tailored Brands Inc. subsidiaries.

This Privacy Policy sets forth our policies and practices for the collection, use, and disclosure of personal information in all aspects of our customer-facing business operations. This could include, for example, information collected on our website(s), including online orders, in our stores, at bridal shows, or through text, email, or social media. We refer to these collectively as "Services." However, this Policy does not cover the collection, use, or disclosure of information collected by third parties, such as other websites, content, or applications that may link to or be accessible from or through our Services. Further, this Policy does not address personal information collected, used, or disclosed related to an employment relationship with Tailored Brands or one of our brands or subsidiaries. For additional information regarding privacy of employment-related personal information, please refer to our [Workforce Privacy Policy](#).

Please read this Policy carefully. If you do not agree with our policies and practices, your choice is to not use our Services; by accessing or using our Services you agree to this Privacy Policy. If you have any questions regarding this Policy or our use of your information, please contact us using one of the methods detailed below in Section 8.

1. HOW WE COLLECT, USE, AND DISCLOSE PERSONAL INFORMATION

We collect different types of information from or about you depending on how you interact with our Services. Generally, information can be grouped into two types: Personal (information that can be used to identify you as an individual) and Anonymous (information collected about your activities, but that doesn't identify you). To provide clarity, we have outlined the types of information we collect, the collection source(s), our business purpose for collection or use of that information, and to whom that information is shared, sold, or disclosed, if applicable.

<i>Categories of Personal Information Collected</i>	<i>Source of information</i>	<i>Purpose of collection/use</i>	<i>Is it sold or shared?</i>	<i>Is it disclosed for a business purpose?</i>
Identifiers: Real name, alias, postal address, unique personal identifier, online identifier such as social media handle, username, Internet Protocol (IP) address, email address, phone number, account number, Social Security number (SSN), or other similar identifiers.	<ul style="list-style-type: none"> • Directly from you. • IP address is collected from your device as you traverse the internet. • Through social media. • From data brokers 	<ul style="list-style-type: none"> • To perform services for you, such as fulfilling an order, creating and maintaining an account, responding to your request for contact, confirming your identity, or entry into a contest or sweepstakes. • IP address is collected for security and marketing purposes, detailed further below. • SSN is collected only if you are selected as a winner of a contest or sweepstakes, for tax reporting purposes. • To provide you with relevant advertising. 	Yes. Name and contact information may be sold to and/or shared with network advertisers.	Yes. To/for <ul style="list-style-type: none"> • service providers • affiliates • legal compliance • successors
Protected Classifications: Information related to one or more classes of individuals that are afforded special protections under the	<ul style="list-style-type: none"> • From data brokers 	<ul style="list-style-type: none"> • To understand similar attributes of our consumers, which helps 	No, not sold or shared.	Yes. To/for <ul style="list-style-type: none"> • service providers • affiliates

law. Of these groups, we may collect information regarding marital status and gender.		propel our business and marketing strategies		<ul style="list-style-type: none"> • legal compliance • successors
Commercial: Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	<ul style="list-style-type: none"> • Directly from you. • From your device as you interact with our Services. • From data brokers 	<ul style="list-style-type: none"> • To provide historical information regarding prior purchases or items of interest, for ease of future ordering • To provide you with other products and services that we believe would be of interest to you. 	Not sold, but data we collect from you may be shared with network advertisers.	Yes. To/for <ul style="list-style-type: none"> • service providers • affiliates • legal compliance • successors
Internet or Electronic Network Activity: Browsing history, search history, information on a consumer's interaction with a website, email, application, or advertisement. This information is collected via cookies, pixels, software development kits, or web beacons and may be associated with you/your device via IP address.	From your device, as you interact with our Services.	<ul style="list-style-type: none"> • For research, to determine customer interaction with our Services • For security and troubleshooting • To provide you with relevant advertising • To create a Consumer Profile, as discussed below 	Yes. To network advertisers.	Yes. To/for <ul style="list-style-type: none"> • service providers • affiliates • legal compliance • successors
Geolocation: Physical location or movements, specifically IP address which is registered to a geographic location but not a specific residential address.	<ul style="list-style-type: none"> • Directly from you. • From your device as you interact with our Services, 	<ul style="list-style-type: none"> • For security purposes, to ensure that only individuals located in authorized geographical 	Yes. To network advertisers.	Yes. To/for <ul style="list-style-type: none"> • service providers • affiliates • legal compliance

	including in-store Wi-Fi.	<p>locations can access our Services.</p> <ul style="list-style-type: none"> • To show the nearest store to your location. • To provide advertising to customers located in specific geographic regions where offers are currently available or weather appropriate. 		<ul style="list-style-type: none"> • successors
<p>Sensory: Audio, electronic, visual, thermal, olfactory, or similar information. Specifically, voice (audio) as part of a call recording or your likeness (visual) in the form of photos or videos.</p>	Directly from you.	<ul style="list-style-type: none"> • Call recordings are captured for quality assurance and training purposes. • Photos and/or videos are collected 1) in-store as a security measure, 2) for product ratings or reviews, 3) for marketing, if we're tagged on social media and you agree, or 4) as a requirement to participate in select campaigns or contests. 	No, not sold or shared.	<p>Yes. To/for</p> <ul style="list-style-type: none"> • service providers • affiliates • legal compliance • successors
<p>Other Personal Information: Information not</p>	• Directly from you.	• To provide you with products	No, not sold or shared.	Yes. To/for

included in another category, generally relating to financial and medical information, including, as applicable: signature, bank account number, credit card number, debit card number, and product fit-related measurements.	<ul style="list-style-type: none"> • From data brokers. 	<p>that we believe would be of interest to you, such as relevant size suggestions.</p> <ul style="list-style-type: none"> • Credit card, debit card, and bank account information is collected to process payments. • Product fit measurements such as height, weight, pant length and waist, jacket size, and neck size may be collected to ensure proper fitting for rentals or to provide recommended size options. 		<ul style="list-style-type: none"> • service providers • affiliates • legal compliance • successors
Consumer Profile: Inferences drawn to create a consumer profile which reflect a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes. This information may be processed using artificial intelligence (AI).	<ul style="list-style-type: none"> • Directly from you. • From your device as you interact with our Services. • Through social media • From data brokers. 	<ul style="list-style-type: none"> • To provide you with products and services that we believe would be of interest to you. • To understand similar behaviors and trends, of consumers like you, which helps propel our business strategy to assist you in the future. 	Not sold but may be shared with network advertisers.	<p>Yes. To/for</p> <ul style="list-style-type: none"> • service providers • affiliates • legal compliance • successors
Sensitive Personal Information: This category includes	Directly from you.	<ul style="list-style-type: none"> • Your SSN/SIN is collected and used only for 	Not sold or shared.	Yes. To/for

personal information of a more sensitive nature. Of the items included in this category we only collect Social Security Number (SSN), also known as Social Insurance Number (SIN) in Canada.		tax reporting purposes should you be selected as the winner of a contest or sweepstakes.		<ul style="list-style-type: none"> • service providers • legal compliance
We only use or disclose Sensitive Personal Information for purposes allowed by law.				
Anonymous: When you use our Services, we collect data about your activities that <u>does not personally or directly identify</u> you. We may use a variety of technologies that automatically or passively collect aggregate information about how our Services are accessed and used. This may include browser type, device type, operating system, application version, the page served, the time, the preceding page views, and your use of features or applications available on our Services.	From you or your device as you interact with our Services	<ul style="list-style-type: none"> • For security and troubleshooting • For general aggregate visitor analysis and statistical research • To increase visitor satisfaction in their Services experience • To gather marketing insights; engagement with certain Services allows us to understand whether our marketing initiatives are reaching the desired audiences. 	n/a	Yes. To/for <ul style="list-style-type: none"> • service providers • affiliates • legal compliance • successors

2. PERSONAL INFORMATION DISCLOSURE AND SHARING

We may provide each category of personal information set forth in the table in Section 1 with third parties in limited ways that we believe are consistent with your expectations and that are compliant with law.

- **Service providers.** We share your personal information with third parties that provide services to us. We engage these kinds of third parties with contracts that prohibit them from using your personal information for any purpose other than to deliver the services for which we have engaged the third-party. These kinds of third parties may provide business, professional, or technical support functions for us, such as payment processing, billing, shipping orders, quality assurance, and delivering you marketing materials on our behalf.
- **Affiliates.** We share your personal information with the companies and brands that are a part of the Tailored Brands corporate family.
- **Legal compliance.** We disclose personal information to the courts, the government, law enforcement agencies, regulators, litigants, and similar recipients for legal compliance purposes.
- **Successors.** We may disclose personal information to a buyer, potential buyer, or other successor to our business during negotiations of or in connection with a merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Network advertisers.** Limited personal information may be provided to third parties for network advertising purposes. This information may be collected and used by certain third parties who, through the use of cookies, perform behavioral tracking and advertising across multiple web pages and/or social media platforms.

We also may disclose personal information with third parties with your consent or at your direction.

3. PERSONAL INFORMATION SECURITY AND RETENTION

We have reasonable administrative, technical, and physical safeguards designed to protect the confidentiality, integrity, and accessibility of personal data that we maintain. For instance, when you enter certain information (such as credit card information) within our Services, we encrypt the transmission of that information for your security. Furthermore, as it relates to Social Security Numbers, we will (1) protect the confidentiality, (2) prohibit unlawful disclosure, and (3) limit access. We also require that our third-party service providers and contractors implement and maintain reasonable security procedures and practices to ensure that your

information is protected from unauthorized access, use, modification, or disclosure while in their possession.

While we make every effort to help ensure the integrity and security of our network and systems, you should understand that no data storage system or transmission of data over the Internet or any other public network can be guaranteed to be completely secure, accurate, complete, or current. This is particularly true for information collected by third-party resources and links to other external websites. While our intent is to provide links to other quality sites and third-party resources, we cannot guarantee the safety and privacy of the information you provide to others. Any data or personal information you provide to third-party sites may not be protected by the same security protections as information you submit to us; this Policy does not apply, and we are not responsible for protecting the security of such information.

Information is retained only for so long as reasonably necessary for the purposes set out above, in accordance with applicable laws. Generally, this means we will retain your information while you are actively engaged with us, plus 7 years. For example, while you are part of a marketing text message list, an active loyalty program member, or make periodic purchases, we will retain all your information until such time that you stop engaging with us, and then for 7 years after. This additional 7 years ensures that we've met all the legal obligations associated with your latest activity with us, specifically those related to finance and tax, and it also allows us to reactivate information related to your past activity with us should you choose to come back within those 7 years. We believe that this retention period is in our best interest and yours; it is more customer friendly to be able to have your information on file than need to ask you for it again.

4. INTERNATIONAL ORDERS AND USERS

Customers who reside outside of the United States, specifically in the European Union, United Kingdom, and other countries with heightened privacy laws and regulations, may find that their access to our websites and certain ecommerce features are limited or blocked completely. We apologize for your experience, but we have taken this approach to ensure that the customer rights of the country from which you are accessing the Internet are honored to the fullest extent.

In addition, for customers who reside outside of the United States, including Canada, your personal information will be processed in the United States, where our servers are located. By using our Services, you acknowledge that your information is protected by this Privacy Policy, and you consent to the transfer of personal information to the United States.

5. CHILDREN'S PRIVACY

Our Services are not intended for children under 13 years of age. We do not knowingly collect any personal information from individuals under the age of 13. Likewise, we do not knowingly sell the information of consumers who are less than 13 years of age. If you are under the age of 13, do not provide any personal information to us or use any of our Services.

We also do not knowingly sell or share the information of consumers under the age of 16.

If we discover that we have collected information from an individual who is under the age of 13, we will take appropriate action, including deleting their information.

6. INFORMATION FOR CERTAIN STATE RESIDENTS

The following sections apply to those individuals whose state's laws and regulations provide residents with additional rights.

A. YOUR RIGHTS

In general, you have the right to know what personal information we have collected about you, including the categories of personal information, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information, the categories of third parties to whom we disclose personal information, and the specific pieces of personal information that we have collected about you. Most of these information practices have been described thoroughly in previous sections of this Policy.

However, residents of California and Virginia also have the following rights available to them regarding personal information collected from you or collected about you from other sources. You, or your designated authorized agent, may elect the following:

- Request that we provide you with specific pieces of personal information we have collected about you.
- Request that we disclose to you the categories of information we collected about you, who we collected that information from, how we used it, who we have sold or shared it with, and who we have disclosed it to for a business purpose.
- Request the deletion of personal information we collected about you, which we will comply with unless it is necessary for us to retain the information, in accordance with exceptions provided by law.
- Request that we correct any inaccurate information we have about you.

To make any of the above requests, please click [here](#) or call us at 888-528-8502. Parents may act on behalf of their children under 13, although this should be unnecessary as we do not collect information for children under the age of 13. Consumers over the age of 13 must submit their own requests.

Before granting your request, we will verify your identity or ensure that the individual making the request on your behalf has your legal authorization to do so. In general, your request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We will conduct email authentication to ensure that requests were not made by a robot. If there is a need to further verify your identity prior to releasing information in accordance with your request we will contact you via email, through our consumer rights request portal, or at the phone number you provided in your request submission. At that time, we will conduct additional knowledge-based authentication or request certain documentation to ensure that only those people who have a legal right to obtain information can do so.

B. ADDITIONAL RIGHTS AND CONSIDERATIONS

Your personal information may be sold or shared with network advertisers. You may learn more and opt out of the sale or sharing of your personal information by visiting the Do Not Sell or Share My Personal Information links in the footer of the respective brands with which you engage.

K&G

[Jos. A. Bank](#)

[Men's Wearhouse](#)

[Men's Wearhouse Tuxedo Rental](#)

[Jos. A. Bank Tuxedo Rental](#)

This opt-out request can also be submitted by calling the number provided below, in Section 8.

Tailored Brands does not discriminate and will take no action against you if you choose to exercise any rights prescribed to you by law. Residents of Virginia are entitled to file an appeal should their request for any of the above rights be denied. Requests for appeal can be communicated through the portal where your initial rights request decision was provided by following the instructions in your initial rights response declination.

7. YOUR CHOICES

A. COOKIES AND TRACKING OPTIONS

Cookies: *Certain parts of our websites use cookies and related technologies. Cookies are a technology storage mechanism. Specific pieces of information, some of which may be personal, such as IP address, are contained within a cookie. Most often though, the cookie will contain an anonymous unique identifier given to your web browser by a web server. The browser stores the cookie on your device. The cookie, and any information contained within it, is sent back, via a web beacon, to the server each time your browser requests that site. The information collected by or through the cookie might be about you, your preferences, or your device, but mostly cookies are used to make the sites work as you would expect.*

We use both essential and nonessential cookies. These cookies are bucketed into four categories:

- *Necessary: These cookies are necessary for the website to function and cannot be switched off in our systems. They do not store any personally identifiable information.*

- *Performance:* These cookies allow us to count visits and traffic to our sites so we can improve site performance. All information contained in these cookies are aggregate and anonymous. These cookies cannot be turned off.
- *Functional:* These cookies allow our website to provide you with customized services or personalization and increase the quality of your online experience while on our websites. These cookies may be set by us or a third party on our behalf. Any personally identifiable information collected and stored by these cookies is for our internal business purposes only.
- *Targeting:* Third parties may use cookies to recognize your device and display relevant advertisements on other sites. Personally identifiable information collected and stored by these cookies may be sold or shared to one or more third parties. Where legally required, your consent will be required before allowing these cookies to be active.

You are free to set your device or Internet browser settings to limit certain tracking or to decline nonessential cookies, but by doing so, you may not be able to use certain features on our website or take full advantage of all our offerings. Essential cookies cannot be declined because they are required for the website to function properly and for us to ensure the security of the website. Please refer to your device's settings or your Internet browser's "Help" section for more information on how to delete and/or disable your device or browser from receiving cookies or controlling your tracking preferences. Please note that your browser settings only apply to the web browser you use at the time of making those setting choices, so you must adjust the setting of each web browser on each computer you use. Once you opt out, if you delete your browser's saved cookies, you will need to opt out again.

Do Not Track and Opt-Out Preference Signals: Historically, some mobile and web browsers transmitted "do-not-track" signals. Because of differences in how web browsers incorporate and activate these features, it is unclear whether users intend for these signals to be transmitted, or whether they even are aware of them, therefore, we do not act in response to these signals. However, new technology, typically referred to as an "opt-out preference signal" or Global Privacy Control (GPC), has been developed. The purpose of an opt-out preference signal is to provide consumers with a simple and easy-to-use method by which consumers interacting with businesses online can automatically exercise their right to opt out of sale/sharing of their personal information. Through an opt-out preference signal, a consumer can opt out of sale and

sharing of their personal information with all businesses they interact with online without having to make individualized requests with each business. To learn more about opt-out preference signals, please visit [Global Privacy Control – Take Control Of Your Privacy](#).

We will honor the opt-out preference signal in a frictionless manner as it pertains to targeted marketing cookies. This means that when we are alerted to the presence of an opt-out preference signal on your device browser, we will automatically disable all targeted marketing cookies. (Please note, like cookies described above, your election only applies to the web browser you use at the time of making those setting choices, so you must adjust the setting of each web browser on each computer or device you use.) However, we are not yet able to honor and apply an opt-out preference signal to the offline sharing of personal information for an identified consumer. Therefore, if we note that you have opt-out preference signal enabled, we will display a popup box to advise you how you can further opt out of the sharing of your personal data in our systems for all cross-contextual targeted marketing. Please note that this processing may take up to 15 days to take effect.

We will not discriminate against you for exercising your rights and choices, although some of the functionality and features available on the Service may change or no longer be available to you. Any difference in the Services is related to the value provided.

B. INTEREST-BASED ADVERTISING CHOICES

We work with third parties such as advertising networks and companies that use their own tracking technologies (including cookies and pixel tags) on our website(s) in order to provide you with tailored advertisements across the Internet. These companies may collect information about your activity on our website(s) and third-party websites (such as web pages you visit and your interaction with our advertising and other communications) and use this information to make predictions about your preferences, develop personalized content and deliver ads that are more relevant to you on third-party websites. This information may also be used to evaluate the effectiveness of our online advertising campaigns.

To understand your choices for receiving more relevant advertising provided on our website, or across other websites and online services, please review the information below:

- To learn more about such interest-based advertising, and to opt out of such collection and use for interest-based advertising by the Digital Advertising Alliance (DAA) participating companies, please visit <http://www.aboutads.info/choices/> or <http://youradchoices.ca/choices>.*
- To opt out of the use of information about your online activities for interest-based advertising by Network Advertising Initiative (NAI) member companies, please visit: <http://www.networkadvertising.org/choices/>.*
- To opt out of the use of your mobile device ID for targeted advertising, please visit: <http://www.aboutads.info/appchoices>.*
- On your mobile device, you may also adjust your privacy and advertising settings to control whether you want to receive more relevant advertising.*

Even if you opt out, you still may receive advertising from us based solely on your use of our Services, or advertising from other third parties if they are not a DAA or NAI participating company.

C. ANALYTICS

We may use a third party such as Google Analytics to help us gather and analyze information about the areas visited on our websites (such as the pages visited, time spent, search terms and other engagement data) in order to evaluate and improve the user experience and the site. These third parties may use cookies and other tracking technologies. For more information about Google Analytics or to prevent the storage and processing of this data (including your IP address) by Google, you can download and install the browser plug-in available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. You can also obtain additional information on Google Analytics' data privacy and security at the following links:

- <https://policies.google.com/technologies/partner-sites>*
- <https://support.google.com/analytics/topic/2919631>*

D. OTHER CHOICES CONCERNING THE USE AND DISCLOSURE OF YOUR INFORMATION

You may be entitled, in accordance with applicable law, to request access to, deletion, and portability of your information, or to receive more details about our information practices. Requests should be submitted as set out in Section 8. If you become aware of changes or inaccuracies in your information, you should inform us of such changes so that the information may be updated or corrected. Many changes, such as name, contact information, rental fit, event information, and payment details can be made by you, if you have an ecommerce user account with us. For other updates, or for those who do not have an account, please contact us via one of the methods outlined in Section 8. Once we receive your request, we will attempt to verify it. You may be entitled, in accordance with applicable law, to submit a request through an authorized agent. However, we may require written proof that the agent is authorized to act on your behalf and require that you verify your identity.

If you have any questions, comments, or concerns, or if you prefer to opt-out of having information used for purposes not directly related to placement, processing, fulfillment, or delivery of a product order, including loyalty rewards earned from orders or purchases, you may contact us as set forth in Section 8.

E. CHOICES REGARDING MARKETING COMMUNICATIONS

To stop receiving mobile (SMS) messages at any time, text STOP to the short code you received a message from. We may operate multiple mobile programs, as indicated by the short code. Opting out of one mobile message program will not opt you out of other mobile message programs, or any other communications from us. You may also call us anytime at 888-528-8502 to be removed from any mobile messaging program. For more details regarding our mobile messaging programs, please review each brand's Mobile Messaging Terms & Conditions, available on the brand's respective website.

You also have the option of opting out of receiving future email marketing messages from us by clicking on the "unsubscribe" link at the bottom of an email marketing message. As each of our four brands, outlined above, have separate email marketing campaigns, you will need to select "unsubscribe" for each brand that you receive emails from. Please allow 10 business days for each unsubscribe request to take effect. Please note that you will continue to receive email communications related to order placement, processing, fulfillment, delivery, and loyalty rewards earned from

purchases, as well as legal notices and updates as these messages are considered transactional messages and not marketing.

8. CONTACT INFORMATION

If you have questions about this Policy or about our privacy practices, or if you wish to exercise the rights conferred upon you under applicable law, you may contact us directly by using one of the methods set forth below.

- *Call: 888-528-8502*
Hours of Operation:
Monday-Friday: 9:00 a.m. to 6:00 p.m. CST
Saturday: 9:00 a.m. to 6:00 pm CST
Sunday: 9:00 a.m. to 6:00 pm CST
- *Email us at corporaterelations@tailoredbrands.com*
- *Write us at:*
Tailored Brands
6380 Rogerdale Rd
Houston, Texas 77072
Attn: Customer Relations
- *For California and Virginia residents, submit an [Online Form](#)*

9. CHANGES TO THIS PRIVACY POLICY

We will update this Policy from time to time to ensure it accurately describes how we use your information. When we do so, we will update the “Last Revised” date at the end of the Policy. We recommend that you review this Policy from time to time for the latest information. If we change our practices in a material way, we will provide appropriate notice to you, usually through an email message or through a banner or pop-up within our Services.

Last Revised: December 21, 2022