

Minecraft x Crocs Privacy Policy
Last Updated April 2023

Crocs Retail, LLC (“Crocs,” “we,” “us,” “our”) takes privacy matters seriously. This Privacy Policy describes the types of information Crocs collects from and about you when you visit our website and use our Services (“Services”). This Privacy Policy also explains how we may use or share your information, and your choices about that use.

When you use the Services, or share your information with us, you agree to let Crocs use your information as described in this Privacy Policy. If you do not agree, please do not use the Services.

Minecraft is used with permission by Microsoft Corporation and Mojang AB. Microsoft Corporation and Mojang AB are not part of Crocs Retail, LLC and are not the provider of the Minecraft x Crocs experience and Services. Crocs will not be sharing any Personal Information (defined below) with Microsoft Corporation and Mojang AB as part of the Minecraft x Crocs experience and Services.

California Notice at Collection

We collect the categories of Personal Information (as defined in the California Consumer Privacy Act (CCPA)) listed in the table below.

Category of Personal Information Collected	Sold or Shared
Identifiers , including Full name, billing address, your IP address, and other data that identifies your online activity.	No
Commercial Information , including purchase history, products you’ve considered.	No
Online Activity , including how you found our website (e.g., advertisements, search engines, bookmarks), how you interact with our website (e.g., pages you’ve viewed on our site, items you’ve searched for or added to your cart while on our site), the type of device and browser you’re using.	No
Financial Information , including your credit or debit card numbers.	No
User-Generated Content , including pictures you take on the Site and Avatars you create.	No

As further described in the “Types of Information We Collect” section below, we generally collect and use the above-listed categories of Personal Information to provide and manage the Services and achieve legitimate business or commercial purposes.

As noted in the table above, we do not “sell” or “share” (as these terms are defined in the CCPA) Personal Information.

We retain each category of Personal Information that we collect for as long as necessary to fulfill the purposes described in this Privacy Policy, including to satisfy legal or reporting requirements.

More information, including a description of your legal rights, can be found below in the “California Privacy Choices” section.

This Privacy Policy covers:

1. [Types of Information We Collect](#)
2. [How We Collect Your Information](#)
3. [How We Use Your Information](#)
4. [How We Share Your Information](#)
5. [Your Choices](#)
6. [California Privacy Choices](#)
7. [How We Protect Your Information](#)
8. [Links to Other Sites](#)
9. [Children's Privacy](#)
10. [Privacy Policy Changes](#)
11. [Transferring Data Abroad](#)
12. [Contacting Crocs](#)

1. Types of Information We Collect

When you use our Services, we collect different types of information from and about you. This information includes:

- **Identifiers:** Information that identifies you directly.
 - Examples: Full name, your IP address, and other data that identifies your online activity.
- **Commercial Information:** Information about your purchases.
 - Examples: Purchase history, products you've considered.
- **Online Activity:** Limited information about how you use our Services.
 - Examples: How you found our website (e.g., advertisements, search engines, bookmarks); how you interact with our website (e.g., pages you've viewed on our site, items you've searched for or added to your cart while on our site); the type of device and browser you're using.
- **User-Generated Content:** Information you post on the Site.
 - Examples: Pictures you take on the Site and Avatars you create.

2. How We Collect Your Information

We collect the information described above from many different sources. Sometimes, we collect information from you directly, like when you enter your name or give us your credit card information to make a purchase. Other times, we collect information from third parties. The following explains a little more about how we get this information.

- **Information You Give Us.** If you enter your name on our Service, use our Service, or make a purchase, you give us identifiers, user-generated content, and/or financial information. Sometimes, you can choose not to give us information.
- **Information We Collect Automatically.** When you use our Services, we automatically collect some information, such as identifiers, commercial information, and online activity. We collect some of this information using analytics cookies. These are small data files that your computer stores with information about your online activity and how you use the Services. Sometimes we collect this information from your browser to help improve your experience with the Services. You may have options to change your browser settings to choose how we can collect some of this information.
- **Information from Third Parties.** We use Google Analytics to better understand how you use our Services. For more information, [click here](#). Other third parties also give us information about your online activity, and some identifiers.

3. How We Use Your Information

We use identifiers, commercial information, online activity, user-generated content, and financial information we collect for the following business purposes:

- Tailoring Your Experience with the Services
- Customer Service
- Getting Your Feedback
- Improving Our Services
- Security or Fraud Prevention

We may also use the information we collect through the Services for other purposes, with your consent.

4. How We Disclose Your Information

We disclose the information we collect with different third parties for different purposes. We disclose identifiers, commercial information, and limited online activity with the following third parties:

- **Analytics Partners.** To perform analytics services when you visit our Site.
- **Storage Providers.** We store some of the information we collect from you with third-party storage providers.
- **Affiliates and Subsidiaries.** To allow you to access the benefits of loyalty, cashback, or other rewards sites you may be using.

We disclose identifiers and financial information with the following types of entities:

- **Payment Processors.** To help process your payments.
- **Subsidiaries.** To process orders with our subsidiaries.
- **Storage Providers.** We store some of the financial information we collect from you with third-party storage providers.

When you post user-generated content, other users will be able to see that information.

We may share your information with another business if we choose to sell, buy, or otherwise reorganize our business. We may also share your information with government officials, as necessary, to comply with legal requirements. We may also share your information with other third parties, when you have given your consent.

5. Your Choices

You have some choices about how we collect or use your information. The following explains some of those choices.

- **Interest-Based Advertising:** We not engage in Interest-Based Advertising from this website, but you may be able to opt out of receiving interest-based advertising, in general, using the browser opt-out tools and consumer choice mechanisms provided by interest-based advertising self-regulatory groups by following the links below:
 - Digital Advertising Alliance (DAA): <http://www.aboutads.info/choices>
 - European Interactive Digital Advertising Alliance (EDAA): <https://youonlinechoices.eu/>
 - Network Advertising Alliance (NAI): <http://www.networkadvertising.org/choices/>
- **Analytics Opt-Outs.** If you want to stop Google Analytics from collecting information about your visits, you can download the browser add-on available [here](#). Crocs will still receive information about your use of the Services. If you want to limit how your online activity information is shared with us or other websites, [click here](#). Not all third parties will participate in this opt out mechanism. The opt out only applies to the device and browser that you are using when you opt

out, so you will have to repeat the process for each of your devices or when you use a different browser.

Depending on applicable law in your state, you may have certain rights in relation to your Personal Information, including the right to:

- Request confirmation as to whether we are processing your Personal Information, and if so, to request access to the Personal Information and details regarding our processing;
- Request correction of inaccurate or incomplete Personal Information that we hold about you;
- Request deletion of your Personal Information (subject to applicable exceptions);
- Object to our processing of your Personal Information under certain circumstances;
- Request that we restrict our processing of your Personal Information in certain circumstances;
- Request that we transmit your Personal Information to a third party (where technically feasible);
- Withdraw the consent you have provided us to process your Personal Information (without affecting the lawfulness of any processing carried out before you withdrew your consent); and

If you are interested in exercising any of the above-listed rights, you can do so by emailing us at privacy@crocs.com, completing and submitting the form available [here](#), calling us at [1-866-306-3179](tel:1-866-306-3179), or writing to us at the address included in the “Contacting Crocs” section below.

In order to protect your privacy and confirm that you are entitled to exercise the above-listed rights, we may need to request specific information from you to help us confirm your identity. Where applicable, we will use the requested information for verification purposes only.

6. California Privacy Choices

California residents have specific rights regarding their information. This section describes those rights and how to exercise them.

The following chart details which categories of Personal Information we have collected from and about California residents in the past twelve (12) months, the source(s) of each category of information, the categories of third parties to whom we have disclosed each category of information for a business purpose, and the categories of third parties to whom we have “sold” or with whom we have “shared” each category of information (as such terms are defined in the CCPA) (where applicable). Please note that the first column in the chart lists by category the types of information described in the “What information does Crocs collect” section above, as required by the CCPA.

Category of Personal Information	Categories of Sources	Disclosures of Personal Information for a Business Purpose	Sale or Sharing of Personal Information
Identifiers , including Full name, billing address, your IP address, and other data that identifies your online activity.	Directly from individuals Through automated means	We have disclosed this category of information for a business purpose in the past 12 months to the following categories of third parties: <ul style="list-style-type: none">● Our Affiliates and Subsidiaries● Our Storage Providers	

		<ul style="list-style-type: none"> ● Our Analytics Providers ● Our Payment Processors 	
Commercial Information , including purchase history, products you've considered.	Directly from individuals	<p>We have disclosed this category of information for a business purpose in the past 12 months to the following categories of third parties:</p> <ul style="list-style-type: none"> ● Our Affiliates and Subsidiaries ● Our Storage Providers ● Our Analytics Providers 	
Online Activity , including how you found our website (e.g., advertisements, search engines, bookmarks), how you interact with our website (e.g., pages you've viewed on our site, items you've searched for or added to your cart while on our site), the type of device and browser you're using.	Through automated means	<p>We have disclosed this category of information for a business purpose in the past 12 months to the following categories of third parties:</p> <ul style="list-style-type: none"> ● Our Affiliates and Subsidiaries ● Our Storage Providers ● Our Analytics Providers 	
Financial Information , including your credit or debit card numbers.	Directly from individuals	<p>We have disclosed this category of information for a business purpose in the past 12 months to the following categories of third parties:</p> <ul style="list-style-type: none"> ● Our Payment Processors ● Our Affiliates and Subsidiaries ● Our Storage Provide 	
User-Generated Content , including pictures you take on the Site and Avatars you create.	Directly from individuals	<p>We have disclosed this category of information for a business purpose in the past 12 months to the following categories of third parties:</p> <ul style="list-style-type: none"> ● Our Storage Providers 	

Purposes for Collecting Personal Information

As described in more detail in the “How We Use Your Personal Information” section above, we collect Personal Information to provide and manage the Services and achieve a variety of legitimate business or commercial purposes.

Disclosures of Personal Information

As detailed in the “How We Disclose Personal Information ” section above, we disclose Personal Information to fulfill the purposes described above. We will also disclose certain categories of Personal Information to competent governmental and public authorities and other third parties as necessary or appropriate, including when we have a legal or contractual obligation to disclose the information.

Sale and Sharing of Personal Information

We do not “sell” and “share” (as such terms are defined in the CCPA) certain categories of Personal Information to and with third parties. Additionally, as detailed in the chart above, we have not “sold” and “shared” certain categories of Personal Information in the past twelve (12) months for any purposes. Please refer to the chart above for additional details.

We do not “sell” or “share” the Personal Information of minors under the age of 16.

You have the right to request that we:

- Disclose to you the following information covering the twelve (12) months preceding your request:
 - the categories of Personal Information we have collected about you and the categories of sources from which we collected such information;
 - the specific pieces of Personal Information we have collected about you;
 - the business or commercial purposes for collecting, selling, or sharing your Personal Information;
 - the categories of third parties to whom we disclosed such Personal Information; and
 - if we sold, shared, or disclosed your Personal Information for a business purpose, two separate lists disclosing:
 - sales and shares, identifying the Personal Information categories that each category of recipient received; and
 - disclosures for a business purpose, identifying the Personal Information categories that each category of recipient obtained.
- Delete the Personal Information that we have collected from you, subject to certain exceptions.
- Correct inaccurate Personal Information that we maintain about you, taking into account the nature of the Personal Information and the purposes of the processing.

We will not discriminate against you if you decide to exercise your rights under the CCPA.

If you are interested in exercising any of the above-listed rights, you can do so by emailing us at privacy@crocs.com, completing and submitting the form available [here](#), calling us at [1-866-306-3179](tel:1-866-306-3179), or writing to us at the address included in the “Contacting Crocs” section below.

To protect your privacy, we will require the matching of up to three pieces of Personal Information provided with your request with information we maintain to verify that it is you making the request. Where applicable, we will use the requested information for verification purposes only. Please note that

we may decline a request where we are unable to verify your identity and confirm the Personal Information we maintain relates to you.

Authorized Agent

You may authorize someone to submit a privacy rights request on your behalf (an “authorized agent”). An authorized agent will need to demonstrate that you’ve authorized them to act on your behalf, unless you have provided the agent with power of attorney pursuant to applicable probate law. Depending on the evidence provided, we may also contact you to verify your identity with us or request confirmation from you that the agent is authorized to submit the request on your behalf.

Exercising Your Sale and Sharing Opt-Out Right

As detailed in the chart above, we do not “sell” and “share” Personal Information to and with third parties.

Where available, you can use certain preference signals to exercise your sale and sharing opt-out right automatically with all businesses that you interact with online, including Crocs. If you enable a browser-based opt-out preference signal that complies with the CCPA, such as Global Privacy Control (GPC), upon receipt or detection, we will treat the signal as a valid request to opt out of the sale or sharing of Personal Information linked to that browser and any consumer profile we have associated with that browser. Please note that if you use different browsers or browser profiles, you will have to enable the signal on each one that you use.

An authorized agent may also use the methods described above to submit a request to opt out on your behalf if you provide the agent with signed permission to do so. Please note that we may request from the agent documentation demonstrating that they have your authority to act on your behalf.

7. How We Protect Your Information

We use reasonable administrative, physical, and technological measures to protect your personal information’s confidentiality and security as required by law. We cannot promise that your personal information is 100% secure. You use the Services at your own risk. If we share information with a third party, we will use all reasonable efforts to make sure those third parties keep this information secure and only use it in the same way as we have described in this Privacy Policy.

8. Links to Other Sites

You may be able to access other sites from our Services. We recommend reading the privacy policies of these sites before using them. This Privacy Policy only applies to our Services.

9. Children’s Privacy

We do not knowingly collect, use, or disclose information from or about visitors under 13 years of age.

10. Privacy Policy Changes

When we make any updates to our privacy practices, we will update this Privacy Policy. We recommend reviewing this Privacy Policy regularly. If you do not agree to any changes we make to this Privacy Policy, do not use our Services. We will notify you if we make any material changes to this Privacy Policy. We may have other campaigns or promotions where other privacy practices or policies apply. We recommend reviewing these practices and policies before participating in these campaigns or promotions.

11. Transferring Data Abroad

If you visit the Services from a country other than the United States, you consent to us collecting, using, processing, storing, and transferring your personal information across international boundaries.

12. Contacting Crocs

If you have questions about our Privacy Policy, please email us at privacy@crocs.com, or contact us at:

Privacy Manager

Crocs Retail, LLC

13601 Via Varra

Broomfield, CO 80020

[\(303\) 848-7000](tel:(303)848-7000)

You can also access our [Help Center](#), or email one of our Customer Service Specialists at customerservice@crocs.com.