

At Genesco, we take your privacy seriously and are committed to protecting your personal information in accordance with applicable laws, including the California Consumer Privacy Act (CCPA), Virginia Consumer Data Protection Act (VCDPA), Colorado Privacy Act, and Connecticut Privacy Act. This general privacy policy applies to all our individual brands and the personal information that we collect through our websites. More detail and information can be found in our individual brands' privacy policies.

1. Categories of Personal Information Collected: We may collect the following categories of personal information from you:

- a. Identifiers: This may include your name, address, phone number, email address, and payment information.
- b. Commercial Information: This may include details of products you have purchased, transaction information, and purchase history.
- c. Internet and Electronic Activity: This may include information about your device, browser type, IP address, website activity, and cookies.
- d. Geolocation Information: This may include information about your physical location, such as your zip code.

2. Sources of Personal Information: We may collect personal information from the following sources:

- a. Directly from You: We may collect personal information when you provide it to us through our website, in-store purchases, or customer service interactions.
- b. Automatically: We may collect certain information automatically through your use of our website, such as your IP address and browsing activity.
- c. Third Parties: We may receive personal information from third-party sources, such as social media platforms and advertising networks.

3. Use of Personal Information: We may use your personal information for the following purposes:

- a. Providing Services: We use your personal information to fulfill your orders, provide customer support, and respond to your inquiries.
- b. Marketing: We may use your personal information to send you marketing communications about our products and services.
- c. Analytics: We use your personal information to analyze how our customers use our website and improve our products and services.
- d. Compliance: We use your personal information to comply with legal obligations and protect our rights and interests.

4. Sharing of Personal Information: We may share your personal information with the following entities:

- a. Service Providers: We may share your personal information with third-party service providers who help us deliver our services.
- b. Affiliates: We may share your personal information with our affiliates, who may use it for their own marketing purposes.
- c. Legal Requirements: We may share your personal information in response to a court order or other legal obligation.
- d. Business Transfers: If we sell or transfer our business, we may transfer your personal information to the new owner.

5. Your Rights: Under applicable laws, such as the CCPA, VCDPA, Colorado Privacy Act, and Connecticut Privacy Act, you may have the following rights:

- a. Right to Know: You have the right to request that we disclose what personal information we collect, use, and disclose about you.
- b. Right to Delete: You have the right to request that we delete the personal information we have collected about you.
- c. Right to Opt-Out: You have the right to opt-out of the sale of your personal information.
- d. Right to Access: You have the right to request access to your personal information.
- e. Right to Correct: You have the right to request that we correct any inaccurate or incomplete personal information we have about you.
- f. Right to Data Portability: You have the right to request that we provide you with a copy of your personal information in a portable and readily usable format.
- g. Right to Non-Discrimination: You have the right not to be discriminated against for exercising your privacy rights.

To exercise your rights, please contact us at the email address provided below.

- 6. Individual Brand Privacy Policies: Please note that each of our individual brands has its own privacy policy, which provides additional detail and information about the personal information they collect and how it is used. Please review the privacy policy of the specific brand you are purchasing from for more information.

- Journeys: <https://www.journeys.com/customer-service/privacy>
- Johnston & Murphy: <https://www.johnstonmurphy.com/privacy-policy.html>

- Schuh: <https://www.schuh.ie/help/privacy-and-cookie-policy/>
 - Little Burgundy: <https://www.littleburgundyshoes.com/pages/privacy-policy>
7. Contact Us: If you have any questions or concerns about this privacy policy or our practices, please contact us at privacy@genesco.com.
 8. [Genesco Privacy Portal](#)

Last updated: [insert date]