

PRIVACY & SECURITY

PRIVACY STATEMENT

VictoriasSecret.com collects customer information to enhance your shopping experience. This privacy policy is intended to assist you in understanding what information we gather about you when you visit this Web site, how we use that information, and the safeguards we have in place for that information.

This Privacy Statement applies only to the information collected online at VictoriasSecret.com.

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INFORMATION WE COLLECT ONLINE

1. General Browsing Information

VictoriasSecret.com gathers navigational information during each visitor's use of our Web site. In the process of gathering navigational information, non-personally identifiable information (i.e. domain type, browser version, service provider and IP address) may be collected. The navigational information tells VictoriasSecret.com about the use of our Web site by visitors, including the areas of our site that are most visited or the time of a last visit to a page on our site. It also tells us about the technical efficiencies of our Web site and services (i.e. the time it takes a visitor to connect to our Web site or download pages). The navigational information helps us better understand a visitor's experience at VictoriasSecret.com and improve upon that experience by recognizing and delivering more of the features, services and products our visitors prefer.

2. Personal Information

VictoriasSecret.com may ask you to provide personal information when you establish or update a VictoriasSecret.com account, sign up for Victoria's Secret E-mail, enter a contest, participate in a survey, shop online (including the purchase of a gift card or to shop as a result of a link from VSPINK.com), check the status of an order, request a catalogue, purchase and send an e-gift card and/or create, send a wish list or gift reminder or if you sign up to receive information about our products, promotions and events through text messaging.

Categories of information collected include name, address, e-mail address, recipient's name and e-mail address, order information, telephone number, mobile phone number, credit card information and messages or reminders you create.

We also collect information from you when you visit us from VSPINK.com to sign up for Victoria's Secret E-mail. Categories of information collected when you sign up include name, mailing address, and e-mail address.

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USING PERSONAL INFORMATION WE COLLECT ONLINE

VictoriasSecret.com uses the personal information we collect from you to deliver products that you have ordered, to fulfill requests that you have created, to contact you or the product recipient(s) in the event of order or delivery difficulties, for verification purposes, to respond to your inquiries, and to deliver services and information about our products, promotions or Web site, including adding you to the Victoria's Secret E-mail list and to our print catalogue mailing list when you sign up or make a purchase.

We will use the information you provide when you visit us from VSPINK.com to sign up for Victoria's Secret E-mail to send you updates about Victoria's Secret and PINK products, promotions and events. In addition, we will use your name and mailing address provided during such sign up, in all the ways described in this privacy statement and we will use your e-mail address as described in this privacy statement for e-mail addresses collected after September 30, 2002.

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VICTORIA'S SECRET E-MAIL AND TEXT MESSAGES

Victoria's Secret E-mail allows you to receive exclusive information about special offers, media events, new products, VS Pink and much more. If you're not already registered, simply complete our [sign up](#) form to receive these special messages. If at any time you would like to stop future delivery of Victoria's Secret E-mail, please follow the removal instructions located at the bottom of each message or complete the [removal from e-mail form](#). Asking to be removed from Victoria's Secret E-mail will not prevent you from receiving e-mail communications relating to any online order you place at VictoriasSecret.com, requests to participate in surveys about our products or other operational e-mail communications. If you no longer wish to receive text messages about products, promotions or events about Victoria's Secret, you may respond to any text message that you receive with STOP.

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INFORMATION WE SHARE WITH THIRD PARTIES

We use third parties to help us provide services to you such as fulfilling orders, processing payments, monitoring site activity, conducting surveys, maintaining our database, administering e-mails, administering and sending text messages, and administering drawings or contests. Third parties also provide aggregate, comparative information on the performance of our site to us and a select group.

If, after making a purchase at VictoriasSecret.com, you choose to participate in a survey conducted at a third party provider's website, any personal information that you provide during the survey at the third party provider's website will be subject to that third party provider's privacy policy. If you sign up to receive text messages through VictoriasSecret.com, we will not share your cell phone number with any third party so that they may send you text messages, but we may share your cell phone number for other purposes.

If you make a purchase through VictoriasSecret.com, the information you provide (for example, name, address, credit card) will be added to a database. The information in this

database is used to provide names and addresses to other companies. If you do not want your name and address that is included in this database shared with third parties (other than our service providers), please [click here](#). If you are added to our print catalogue mailing list, your name and mailing address, sometimes categorized by purchasing information, may be made available to other companies who will provide you with information about their products. If you prefer to not have your name and mailing address provided to these companies, please [click here](#).

If your e-mail address was collected on this Web site prior to October 1, 2002, VictoriasSecret.com has not provided it to third parties other than our third party service providers. VictoriasSecret.com will continue this policy of not sharing e-mail addresses collected prior to October 1, 2002. E-mail addresses collected on this Web site after September 30, 2002 will continue to be shared with third party service providers and will also be shared with our sister companies (for example, Bath and Body Works and Express), so that our sister companies may send you information about their products. Our sister companies' e-mails, like ours, provide you with the opportunity to opt-out of future e-mails from them. Additionally, VictoriasSecret.com may occasionally provide you with the opportunity to opt-in to receive e-mail messages from third parties. If you do opt-in we will share your e-mail address with the specific third party from whom you have opted-in to receive e-mail messages.

If you elect to activate a trial membership in the Victoria's Secret Escapes or Home program, we will provide your name, address, phone number and credit card or debit card information to Adaptive Marketing, the Victoria's Secret Escapes and Home service provider.

In addition to Victoria's Secret Escapes and Home, we may participate with certain unrelated companies who offer memberships that enable members to participate in rewards programs that include rewards for purchases from Victoria's Secret. If you elect to establish membership and an account in a rewards program sponsored by one of these companies, the company will provide a link to VictoriasSecret.com at its website. If you visit us from such a program's website and make a purchase, VictoriasSecret.com will use technology to provide the company administering the membership program with certain information about your purchase (i.e., transaction date, transaction amount and order number), so that your rewards membership program can honor the terms of its program. VictoriasSecret.com will not share any personally identifiable information we collect from you with the company administering your rewards membership program. VictoriasSecret.com may also participate with other unrelated websites in programs that are not rewards programs, but will link you to our website. It is possible that we may share personally identifiable information we collect from you with the company linking you to our website. VictoriasSecret.com is not responsible for the privacy practices of the websites involved in this linking program and we encourage you to review the privacy policy of any website you visit that links you to VictoriasSecret.com.

VictoriasSecret.com is not responsible for the privacy practices of the companies sponsoring these membership programs and we encourage you to review the privacy policy of each company with whom you may be considering a membership.

You should be aware that we may disclose specific information about you if necessary to do so by law or based on our good faith belief that it is necessary to conform or comply with the law or is necessary to protect the users of our Web site or the public.

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ANGEL CARD ACCOUNT - APPLY ONLINE, PAY ONLINE

World Financial Network National Bank (WFNNB) issues and owns the Angel credit card accounts. If you apply online for an Angel credit card, or, once opened, pay your account online you will leave our site and provide your personal information directly to WFNNB and the information you provide to WFNNB would be subject to WFNNB's privacy policies.

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VISITORS FROM OUTSIDE THE U.S

If you are visiting VictoriasSecret.com from a location outside of the U.S., your orders placed through VictoriasSecret.com will be accepted and fully processed in and shipped from the U.S. All information you provide will be maintained in our Web servers and/or internal systems located within the U.S., and protected as noted in this privacy policy.

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COOKIES

[1. What are cookies and how do we use cookies on our Web site?](#)

VictoriasSecret.com uses a browser feature known as a cookie. A cookie is a small data file that is stored by your Web browser on your computer. Cookies are used to help track your clicks and pass information as you go through the pages within VictoriasSecret.com. This allows VictoriasSecret.com to make our site more responsive to your needs by delivering a better and more personalized experience to you. VictoriasSecret.com also uses cookies to keep track of how many items you put into your shopping bag and to remember you when you return to VictoriasSecret.com.

We also use cookies and/or a technology known as clear gifs, which are typically stored in e-mails to help us confirm your receipt of, and response to, our e-mails and to provide you a more personalized experience. Cookies can allow us to associate navigational information from browsing visits with personal information you provide at our site.

[2. Do we share information from cookies with third parties?](#)

After September 1, 2004 we may share non-transactional behavioral data collected through the use of cookies with our sister companies, such as Express and Bath and Body Works.

[3. How do third parties use cookies on our site?](#)

We carefully select third party advertising companies and allow them to collect non-personally identifiable information by placing cookies when you choose to visit and when you visit VictoriasSecret.com. These selected companies may use information (not including your name, address, credit card information, e-mail address, or telephone number) about your choice to visit and your visits to our site and other Web sites to provide advertisements about Victoria's Secret's products and services on this and other web sites. These selected companies also provide this information to us which we use to gauge the effectiveness of the advertisements they place about our products and services and for marketing purposes. If you would like more information about this practice and to know your choices about no longer having information from these third party cookies used by these companies or provided to us, [click here](#).

Coremetrics: We have also selected a company, Coremetrics, that will assist us in better understanding your use of our site. Coremetrics will place cookies on your computer upon a visit to our site to collect information on our behalf. Blocking cookies served from third party domains will not block the first-party Coremetrics cookies. The information Coremetrics collects educates us on such things as search engine referral, how you navigate around our site, traffic driven by banner ads, responses to email, unique visitor identification, and product browsing and purchasing information, and allows us to better serve your interests and provide you with more personalized product offerings. VictoriasSecret.com does not allow Coremetrics to collect credit card, username or password information. Coremetrics analyzes the information it collects on our behalf and returns its analysis to VictoriasSecret.com through a secure web connection. Other than possibly allowing use of collected data on an aggregate basis, Coremetrics is required to maintain all information collected and its analysis in confidence.

As a visitor to Victoriassecret.com, you have the option to deactivate the ability of Coremetrics to analyze your browsing and purchasing behavior on our site. You may also choose to continue to benefit from the improved shopping experience which the Coremetrics analysis allows us to provide to you, but maintain anonymity. If you delete your cookies, you will need to opt-out again. To learn more about the various levels of privacy and confidentiality you can select with respect to Coremetrics and to exercise your choice, [click here](#).

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UPDATING YOUR PERSONAL INFORMATION

We prefer to keep your personal information accurate and up-to-date. To do this, we provide you with the opportunity to update or modify your personal information including billing and shipping information by logging into [Your Account](#).

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PRIVACY OF CHILDREN ON OUR WEB SITE

To ensure compliance with federal law, VictoriasSecret.com does not knowingly collect or maintain information provided by children under the age of 13.

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LINKS TO OTHER WEB SITES AND SERVICES

For your convenience, our Web site may contain links to other sites. Links that appear on VictoriasSecret.com should not necessarily be deemed to imply that we endorse or have any affiliation with the linked Web sites. Victoria's Secret is not responsible for the privacy practices or the content of such Web sites. We encourage you to review the separate privacy policies of each site you visit.

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UPDATES TO PRIVACY STATEMENT

Please [click here](#) to view material changes, if any, made within the last thirty days with respect to categories of information collected at VictoriasSecret.com or material changes in how we use information collected at VictoriasSecret.com (whether a deletion [shown as a strikeout] or addition [shown underlined and italicized]). If you are concerned about how your personal information is used, please visit our site often for this and other important announcements about VictoriasSecret.com.

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QUESTIONS OR CONCERNS

If you have questions or concerns with respect to our Privacy Policy, please feel free to [contact us](#).

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MACHINE READABLE PRIVACY POLICY

VictoriasSecret.com has implemented a machine readable privacy policy. If your browser has the capability to interpret privacy policies using the standards developed through the Platform for Privacy Preferences Project (P3P), it will be able to detect this machine readable privacy policy. Due to the limitations in the process for creating a P3P machine-readable privacy policy, it is not possible to describe the privacy practices of VictoriasSecret.com as precisely in the P3P format as in this written privacy policy. Thus, we would suggest that our visitors refer to the written policy to fully understand the privacy practices of Victoriassecret.com.

http://www2.victoriassecret.com/html/common/security_privacy.html.

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SECURITY STATEMENT

VictoriasSecret.com takes the following types of security measures: use of technologies and policies such as limited access data-centers, firewall technology, secure socket layer certificate authentication and limitations of administrative access to our systems. In addition, it is our policy not to send your credit card number via e-mail. In fact, this is a practice we encourage you to adopt in all of your Internet activities.

We designed VictoriasSecret.com to accept orders only from Web browsers that permit communication through Secure Socket Layer (SSL) technology; for example, 4.0 versions or higher of Netscape Navigator, versions 5.01 or higher of Internet Explorer, versions 0.8 or higher of Firefox and versions 1.2 or higher of Safari. SSL is encryption technology that provides security while information is being transmitted over the Internet.

While we implement the above security measures on this site, you should be aware that 100% security is not always possible.

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This Privacy Statement is effective March 24, 2008