

Privacy Policy

Last Updated: December 31, 2019

Effective: January 1, 2020.

We care about our customers and know that your privacy is important to you. This Privacy Policy ("Privacy Policy") is our way of sharing how we collect your information, why we need it, and how we use it.

Scope of Application

This Privacy Policy applies to your use of our websites and mobile websites (together, the "Site") and our mobile applications (together, the "App," and together with the Site, the "Service"). The Service includes websites and mobile applications operated by Wayfair LLC and its affiliated brands, including Wayfair.com, Joss & Main, AllModern, Birch Lane and Perigold ("Wayfair", "we" or "us"). If you visit another website or mobile application, including another Wayfair website or mobile application, the privacy policy of that website or mobile application will apply. Please review the privacy policy of that website or mobile application to understand how that website or mobile application operator processes your information.

This Privacy Policy also applies to the information you provide to us after being presented with or directed to this Privacy Policy. This could be, for example, when you share your information with our service representatives (e.g. a customer service agent, design professional, or an installation or assembly pro) or send us a letter, email or chat.

Before submitting information to the Service, please review this Privacy Policy carefully. [Back to Top](#)

Information We Collect and How We Use Your Information

There are three general categories of information we collect: (1) Information you give to us; (2) Information we automatically collect from your use of the Site or the App; (3) Information we collect from third parties.

We use your information in several different ways. What we do with your information depends on when we collect it and what we collect.

Information you give to us

- **Your name and contact details** (such as your email address, mailing address, phone number, and password)
- **Additional profile information** (such as date of birth, gender, location, and preferred language)

- **Your payment information** (such as your credit/debit card number, security/CVV code, and expiration date)
- **Your financing information** (such as social security number, date of birth, and income)
- **Your communications and contact history with us** (such as service call recordings, chat and instant messages, or communications with our social media channels)
- **Other information** (such as product reviews, forum posts, survey responses, participation in promotions, and other user-generated content)

How we use information you give to us	Why we collect it
Registration	We need your name and contact details to create your account. This information is necessary for the adequate performance of certain services and offerings on the Site and the App, and to fulfill our contract with you when you place an order.
Accept payment, fulfill orders, provide refunds	We use your name and contact details to fulfill our contract with you and deliver your orders, and we use your payment information to process payments and comply with applicable law.
Application for financing solutions offered by financing providers	We collect your financing information on behalf of the financing provider you choose and send the information to that financing provider to facilitate your application to financing products.
Sending you account information	We need your name and contact details to deliver important account information to you, such as order confirmations and notices, changes to account settings, and notices about the Site, the App, or the terms and policies that apply to them.
To offer an improved user	We use your communications and contact history with us, as well as other information such as additional profile

experience	information, to operate, protect, improve and optimize the Site and the App and to personalize and customize your experience.
Analytics, training and quality assurance	We may use information you provide to us to train our staff, improve our services and offerings, and perform other internal analytics and performance monitoring.
Communication, marketing and advertising	We may use information you provide to us to deliver and personalize our communications with you, or to administer referral programs, rewards, surveys, sweepstakes, contests or other promotional activities.

Information we automatically collect from your use of the Site or the App

- **Purchase history and saved items** (such as what you bought and what you've placed in your cart or saved)
- **Log data and device information** (such as details about how you've used the Site or the App, IP address, access dates and times, hardware and software information, device information, device event information, unique identifiers, crash data, cookie data, location data and page/product views or clicks)
- **Geo-location information** (such as IP address, browser information or mobile GPS information)
- **Cookies and similar technologies** (such as web beacons, pixels, and mobile identifiers; to learn more about these technologies and how you can control them, see Our Cookie Policy)

How we use information we automatically collect	Why we collect it
To provide customer service and process returns	We use your saved products to help you make a purchase, and we use your purchase history to uphold our contract with you and ensure that you've had a great customer experience.
To offer an improved user	We use your log data and device information to operate, protect, improve and optimize the Site and the App and to

experience	personalize and customize your experience.
To create and maintain a secure environment	We use automatically collected information to comply with applicable law and to measure the adequate performance of our contract with you.
Analytics, training and quality assurance	We may use automatically collected information to train our staff, perform internal analytics, detect and prevent fraud and improve our services and offerings.
Communication, marketing and advertising	We may use automatically collected information such as cookies and similar technologies to provide the most relevant advertising to you.

Information we collect from third parties, including third party services (for example if you link, connect, or login to the Site or the App with your Google, Facebook, Instagram or Twitter accounts) or other sources (such as your contacts or brands we partner with)

- **Your name and contact details** (such as your email address, mailing address, phone number and password)
- **Social media handles** (such as your Twitter or Instagram handle)
- **Other information** (such as demographic data, fraud detection information and information about you and your activities, experiences and interactions on and off the Site and the App)

How we use information from third parties	Why we collect it
Registration and profile	We will use information from third party services if you register with us using another service, such as Facebook or Google, including Google's one-tap login service. Connecting to third-party applications or services is optional. If you create your account by connecting through another service, we will collect public information from

	that connected account to help complete your profile.
Communication, marketing and advertising	We may use information we collect or receive from third parties to deliver and personalize our communications with you, or to administer referral programs, rewards, surveys, sweepstakes, contests or other promotional activities.
Non-member referrals	We may obtain your information from a friend or other contact who wants to invite you to use the Site or App. We will use your information to facilitate your invitation and administer our referral program.
To create and maintain a secure environment	We may obtain your information from third party service providers and/or partners (e.g. identity verification services) and combine it with information we have about you for fraud prevention and risk assessment efforts.

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When We Share Your Information

We share your information with the following categories of recipients as an essential part of being able to provide the Site, the App, the Service and related services and offerings, including customer service, to you:

- Wayfair Inc. subsidiaries and affiliates. Wayfair subsidiaries include CastleGate Logistics Inc. and SK Retail, Inc.
- Companies and individuals that help us deliver our products to you, such as suppliers, payment service providers, logistics professionals, and delivery and freight companies.
- Professional service providers who help us run our business, such as marketing companies, software vendors, consultants, and advertising partners.
- Companies approved by you, such as social media sites (if you choose to link your accounts to us) and payment processors or financing providers and card issuing banks if you choose to use their services or offerings.
- Government and law enforcement agencies, to (i) comply with a legal process, subpoena, order, or other legal or regulatory requirement; (ii) enforce our Terms of Use or other policies; or (iii) pursue available legal remedies or defend legal claims.

We share your information with third parties only as described in this Privacy Policy, with your consent, or as

disclosed at the time we collect your information. We may anonymize your information and share such anonymized information with third parties for any purpose permitted by applicable laws. [Back to Top](#)

Financing Providers

If you chose to apply for a financing product offered by a financing provider, we collect some of your financing information on behalf of that provider. Once you have completed the application form, we send the data to the financing provider and delete it immediately from our systems, except for information we need to keep in order to provide services to you. We will not use your financing information for any other purpose. [Back to Top](#)

Our Cookie Policy

We use cookies when you visit our Site and App to analyze traffic, optimize performance and content and to provide an integrated and more personalized shopping experience for customers. Cookies are small text files that are stored by your Internet browser on your computer. While our cookies may change from time to time, we generally use the following types of cookies:

- **Functionality cookies**, which allow you to navigate the site and use our features.
- **Analytics cookies**, which allow us to measure, analyze and understand how our customers use the Site and to identify ways to improve both its functionality and your shopping experience. For example, we use Google Analytics to help us evaluate your use of the Site, to compile reports on website activity, and to provide other services related to website activity and internet usage. To learn how Google Analytics collects and processes data, please visit: "How Google uses information from sites or apps that use our services" located at www.google.com/policies/privacy/partners.
- **Customer preference cookies**, which help us remember your preferences (like your language or location) and make your experience more personalized to you.
- **Targeting or advertising cookies**, which allow us to deliver digital ads relevant to you. These types of cookies also limit the number of times that you see an ad and help us measure the effectiveness of our marketing campaigns. We use cookies to help us identify and retarget users who may be interested in our products, services or offerings both on our Site and on third party websites. For example, we use proprietary technology to specifically target users by creating advertising material based on the users' previous behavior. To disable interest-based ads, please see Direct Marketing and Behavioral Advertising below.

You can prevent the use of cookies by changing the settings in your web browser so that (i) it does not accept new cookies, (ii) it informs you about new cookies, or (iii) it deletes all already received cookies. By deleting or disabling future cookies, your user experience may be affected and you might not be able to take advantage of certain functions of our Site (such as storing items in your Cart between visits, customizing your website experience, and making marketing messages more relevant).

We also use web beacons to help us identify your computer and evaluate user behavior, such as reactions to promotions. Web beacons are small GIF files that can be embedded in other graphics, emails, or similar. To prevent web beacons on our site, you can use tools such as AdBlock Plus. To prevent web beacons in emails, please set your mail program so that no HTML is displayed in messages. [Back to Top](#)

Direct Marketing and Behavioral Advertising

We may directly send you marketing communications and materials by email, postal mail and other channels to keep you informed of new products, promotions, and to provide other information we think may be of interest to you. You can stop receiving direct marketing messages from us at any time through your preferences [here](#) or by clicking any "unsubscribe" link in any marketing message you receive from us. Please note that it may take up to 48 hours to process your request and update our systems. Note that if you request that we stop sending you marketing messages, we will continue to send you administrative and service communications (such as order updates and other important or transactional information).

Please note that if you use more than one name or email address when communicating with Wayfair or using the Site of App, you may continue to receive communications from us to any name or email address not specified in your opt-out request.

We may also display tailored interest-based advertising on both Wayfair-owned and operated sites and unaffiliated sites. Interest-based ads, also sometimes referred to as personalized or targeted ads, are displayed to you based on information from activities such as purchasing on our sites, visiting sites that contain Wayfair content or ads, interacting with Wayfair tools, or using our payment services. We do this using a variety of digital marketing networks and ad exchanges, and we use a range of advertising technologies like web beacons, pixels, ad tags, cookies, and mobile identifiers, as well as specific services offered by some sites and social networks, such as Facebook's Custom Audience service.

We offer you choices about receiving interest-based ads from us. You can opt-out of certain interest-based ads that use our cookies by clicking [here](#). You can also opt-out of receiving some third-party interest-based ads, or learn more about behavioral advertising, by visiting www.aboutads.info/choices or www.networkadvertising.org/choices. Please note that if you opt out of behavioral advertising, you will still see advertisements - they will just not be tailored to your interests. Also note that deleting browser cookies can remove the cookie preferences you have made, so you may need to opt-out again in the future. [Back to Top](#)

Blogs, Reviews and Forums

The Service also may from time to time offer publicly-accessible blogs, reviews or forums. Any information you provide in these areas may be read, collected and used by others who access them. To request removal of your information from blogs, customer reviews or forums, please contact us [here](#). Please note that in some cases we may be unable to remove your information. [Back to Top](#)

Our Security Measures

The security of your information is important to us. We use appropriate technical and organizational safeguards to protect your information from unauthorized use, disclosure, and loss. Encryption technology, including current industry-standard encryption protocols, is used to protect personal information in certain areas of our websites during transmission across the Internet. We use a PCI-compliant payment service provider over a secured network. If you have questions about the security of your information, please contact us [here](#).

We encourage you to take reasonable measures to protect your password and your computer to prevent unauthorized access to your account. Remember to sign out of your account and close your browser window if you are using a shared computer in a public place such as a library or an Internet cafe. [Back to Top](#)

Keeping Your Information

We will keep your information for as long as you have an account or as long as we need it to fulfill the purpose for which it was collected or disclosed to you at the time of collection. We may also keep some of your information as required to meet legal or regulatory requirements, resolve disputes, prevent fraud or abuse, enforce our Terms of Use, or for other permissible purposes.

When we no longer have a need to keep your information, we will either delete it from our systems or anonymize it so that it no longer identifies you. [Back to Top](#)

Children's Privacy

The Site, App and Service are not directed to children, and we do not knowingly collect information from children under 13. If you are a parent or guardian and believe that we have information about your child, please contact us [here](#). To learn more about how to protect your child online, visit the FTC's www.OnGuardOnline.gov. [Back to Top](#)

Information for Visitors from California and Outside of the United States

Privacy Rights for California Residents

This privacy policy describes the categories of personal information we collect from you, the methods and business purposes of collecting such personal information, the categories of third parties with whom we may share it, and the rights you have regarding the personal information. California residents have the right to request that Wayfair disclose what personal information it collects, uses, discloses or sells. **Wayfair does not sell your personal information to third parties without your prior consent.** California residents also have the right to request the deletion of their personal information collected or maintained by Wayfair. If you wish to

make a request for information or to delete your account, or for any questions about our privacy practices and compliance with California law, please contact us [here](#) or via email at DataProtectionOfficer@wayfair.com. You can also designate an authorized agent to make a request on your behalf. Prior to responding to your request, we will verify your identity by matching any requested identifying information you provide against the information we have about you. We will not subject you to discriminatory treatment as a result of your choice to exercise your privacy rights. [Back to Top](#)

Right to Removal of Posted Information--California Minors

If you are under 18 years of age, reside in California, and have a registered account with Wayfair, you have the right to request removal of unwanted information that you publicly post on the Service. To request removal of such information, you can contact Wayfair as provided below. Upon receiving such a request, Wayfair will make sure that the information is not publicly available on the Service, but the information may not be completely or comprehensively removed from our systems and databases. [Back to Top](#)

Visitors from Outside of the United States

The Service is hosted in the United States. If you are visiting the Service from outside the United States, your information may be transferred to, stored and processed in the United States in accordance with this Privacy Policy and applicable US laws. Please note that data protection and other applicable laws of the United States may not be as comprehensive as those laws or regulations in your country or may otherwise differ from the data protection or consumer protection laws in your country. By using the Service, you consent to transfer of your information to our facilities as described in this Privacy Policy. [Back to Top](#)

Changes to this Privacy Policy

We may change this Privacy Policy from time to time to reflect new ways that we process your information. When we post modifications to this Privacy Policy, we will revise the "Last Updated" date at the top of this page. The modified Privacy Policy will be effective immediately upon posting on the Service. If we make significant changes that affect your information, we will provide you notice of such changes through the Site, the App, by email, or some other means of contact. We encourage you to periodically review this page for the latest information on our privacy practices. [Back to Top](#)

How to Contact Us

We always want to hear from our customers - especially with questions, comments or concerns about our privacy practices. Please don't hesitate to contact us [here](#) or in writing at:

Wayfair LLC

Attention: Legal Department

4 Copley Place
Boston, MA 02116

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