

Privacy Policy

This privacy policy is intended to assist you in understanding what information we gather about you when you apply to become and/or become a part of the Bath & Body Works BBW My 2 Scents Community ("Community") located at BBWMy2Scents.com ("Website"), how we use that information, to whom it is disclosed, and how it is safeguarded. This Privacy Policy applies only to the information collected online at the Community Website that you provide as a Member of the Community or to become a Member of the Community. By "personal information" we mean your identifying information (like name, home address, and email address), and possibly descriptive information (like tastes and preferences) if coupled with your identifying information ("personally identifying information"). We may refer to Bath & Body Works as "BBW," "we," "us," or "our" throughout this privacy policy.

This privacy policy answers these questions:

- WHAT PERSONAL INFORMATION WILL BE COLLECTED FROM COMMUNITY MEMBERS OR APPLICANTS ONLINE AND HOW IS IT USED?
- WHAT INFORMATION DO WE SHARE WITH THIRD PARTIES (OR WHAT INFORMATION MAY THEY ACCESS BECAUSE OF THE SERVICES THEY PROVIDE TO US)?
- WHAT CHOICES DO YOU HAVE OVER HOW YOUR INFORMATION IS USED?
- HOW MAY YOU ACCESS AND UPDATE YOUR PERSONAL INFORMATION?
- HOW DO WE ADDRESS CHILDREN'S PRIVACY?
- HOW DO WE SECURE YOUR INFORMATION ON OUR SITE?
- WHOM DO YOU CONTACT WITH QUESTIONS OR CONCERNS?
- WHO IS RESPONSIBLE FOR ADMINISTERING THIS POLICY?
- WHEN WAS THIS POLICY LAST UPDATED?

WHAT PERSONAL INFORMATION WILL BE COLLECTED FROM COMMUNITY MEMBERS OR APPLICANTS ONLINE AND HOW IS IT USED?

1. Information Collected Directly From You Through This Website

You will be asked to provide personal information when you apply to be a Member of the Community. Once you are selected as a Member you will be able to update your information and may also provide personal information to enter a contest, participate in surveys, provide information about your experiences with our products, provide stories to us, ask our experts questions, participate in activities, sign up to receive a free gift, or contact us.

Categories of information collected online include name, postal address, email address, phone number, your experience on this Website or with our products, and if you decide to provide it, your photograph, your questions and messages you create and other profile information that you provide about yourself to the Community. As a Community Member, you will also be required to provide a password.

We use this collected information to do things like:

- Respond to your inquiries;

- Develop our products and deliver information to you about our services, products, promotions or the BathandBodyWorks.com website, including (if you have not opted-out) adding you to an email and mailing list for Community Members and the Bath and Body Works email and mailing list;
- Create and run forums among Community Members;
- Create and distribute tasks and activities to Community Members;
- Conduct quantitative or qualitative marketing and social research; and
- Enter you in online contests and sweepstakes that may be offered from time to time.

The Bath and Body Works email and mailing list allows you to receive exclusive information about special offers, media events, new products and much more.

The information you include in a product review or responses to the Community tasks and activities or in chats may be used by us to send you information about the types of products in which you have indicated an interest. Because as a Community Member you will provide contact information and identify yourself in the surveys, we may use information you provide to us in survey responses to enhance and personalize our product offerings to you through mailings from Bath and Body Works or at the BathandBodyWorks.com website. If at any time you would like to stop future delivery of Bath and Body Works email or email you receive as a Community Member, please follow the removal instructions located at the bottom of each email sent.

2. Information We Observe or Collect through Technology

a. Navigational and Location Information

When you visit this Website or an online channel where this policy is linked, we collect navigational information, such as browser type and version, device type, service-provider identification, IP address, the site from which you came, and the site to which you navigate. Navigational information is largely anonymous in the sense that it doesn't contain your name, address, phone number, email address or other information that directly identifies you. However, we may associate this navigational information with your personal information if you provide it. When collecting the IP address, we may also be able to determine location information such as city, state, country, a designated marketing area and the ISP being used.

b. Cookies and Clear gifs

To better understand what you do while on our Website, we use a browser feature known as a cookie. A cookie is a small data file that's stored by your Web browser on your computer or device. It's used to do things like see how you navigate the Website, tell us when you last visited the Website, to assist with login and your use of the Website after login and to assist in the administration of your use of features and programs on the Website. This helps us improve our site, provide better customer service, tailor your online experience, and tailor offers to you based on your unique tastes, location and/or purchase history.

We also use clear-gifs (also known as a Web beacon, pixel tags or Web bug) on our Website and in our emails. A clear gif is a nearly invisible pixel-sized graphic image on a Web page, Web-based document or e-mail message. It helps us do things like view the URL of the page on which the clear gif appears and the time our Website or email in question is viewed. Clear gifs in e-mails help us confirm the receipt of, and response to, our emails, including those that you forward to friends and family; and they help deliver a more personalized online experience.

Overall, these technologies may be used to help us see which of our interactive experiences online users like most. Cookies and clear gifs also allow us to associate your online navigational or transactional information with any personal information you provide or we otherwise collect (such as name, address, phone number, email address, and IP address).

3. Information Others Observe or Collect through Technology

We evaluate and select third-party service providers to help us analyze our visitors' site use and preferences. For example, we use analytics companies to better understand our customers' use of our Website, mobile sites, and Web capabilities like embeddable widgets. This information also allows us to improve our sites, and Web capabilities. They accomplish this by using some or all of the technologies described in Information We Observe or Collect Through Technology (above). For information about your options with respect to cookies, see "What Choices Do You have Over How your Information is Used?" below.

WHAT INFORMATION DO WE SHARE WITH THIRD PARTIES (OR WHAT INFORMATION MAY THEY ACCESS BECAUSE OF THE SERVICES THEY PROVIDE TO US)?

1. Contractors

We use third party "back-office" contractors to help handle parts of our business because of their expertise, resources, or scale. They help us do things like operate the Website, monitor and analyze site activity (including monitoring chats and monitoring compliance with the Community rules), conduct surveys, maintain our database, provide rewards to Community Members, process product reviews and administer and monitor emails, drawings or contests and provide analysis of information obtained through the Community and conducting activities and tasks to be performed by Community Members. One of our service providers will be Vision Critical, who will host the Community Website. Vision Critical may only use the personal information provided through the Community for the purpose of providing services to Bath and Body Works. Because you provide personal information to become a Community Member, our third party service providers may sometimes associate your survey, task or activity responses to your personal information and provide that to us. In other cases, we will only receive aggregate results of surveys, tasks and activities. We will make the results of some surveys, tasks and activities available to Community Members. We may publish your responses to product reviews, surveys, tasks and activities to the Community and, possibly on BathandBodyWorks.com. As a Community Member, you always are free to choose whether or not to participate in a panel survey, or to answer any specific questions and to discontinue participation at any time.

2. Law Enforcement and Emergency Response

We may disclose specific information about our Website visitors if we have a good-faith belief that it's necessary or authorized under the law to protect our customers, the public, or our business.

3. Sale or Merger

In the event we sell or transfer all or a portion of our business assets, consumer information may be one of the business assets that are transferred as part of the transaction.

WHAT CHOICES DO YOU HAVE OVER HOW YOUR INFORMATION IS USED?

1. Email

If at any time you'd like to stop future delivery of our email offers, simply follow the removal instructions located at the bottom of each message. This will stop future email offers from us, but won't stop operational or transactional messages, such as password reset or account related information or customer service communications. You may also [click here](#) or call us at 1-800-756-5005.

2. Cookies and Clear Gifs

You may always choose to block cookies or even clear cookies from your computer. Simply follow your browser's instructions on how to block and clear cookies. Note that blocking cookies may not block the "first-party" cookies that are placed on your computer when you visit this site. By first-party cookies, we mean those cookies (whether placed by us or a contractor) that help us see how visitors use our site. Otherwise, clearing cookies after each visit here will prevent observations from multiple sessions being aggregated over time. Please consider the consequences of blocking or clearing cookies. Many websites rely on their cookies to provide you with services or features that you have requested or expect.

HOW MAY YOU ACCESS AND UPDATE 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 profile information you have provided as a Community Member by logging in with your email address and password.

HOW DO WE ADDRESS CHILDREN'S PRIVACY?

We do not knowingly collect or maintain information provided by children under the age of 13. Only Community Members may submit information on the Community Website and you must acknowledge that you are at least 18 to be a Community Member.

WHOM DO YOU CONTACT WITH QUESTIONS OR CONCERNS?

If you have additional questions or would like more information on this topic, please feel free to contact us by phone at 1-800-395-1001 or by mail at:

Customer Relations
Bath & Body Works
7 Limited Parkway
Reynoldsburg, OH 43068

WHO IS RESPONSIBLE FOR ADMINISTERING THIS POLICY?

Our Vice President (VP) of L Brands, Inc. administers this policy. You may write to this person at:

VP, Privacy
Legal and Compliance Services
L Brands, Inc.
3 Limited Parkway

Columbus, OH 43230
US
generalcounsel@lb.com (ATTN: Privacy Matter)

HOW DO WE SECURE YOUR INFORMATION ON OUR WEBSITE?

Security measures to protect the information that is collected at the Community Website include requiring our service provider to implement the following: use of technologies and policies such as limited access data-centers, firewall technology, and limitations of administrative access to our systems. We will implement other security safeguards appropriate to the sensitivity of the information. While we implement the above security measures for the Community Website, you should be aware that 100% security is not always possible on the internet.

WHEN WAS THIS POLICY LAST UPDATED?

Please check this section where we will add a link to view material and substantive changes, if any, made since the last revision of this privacy policy. We will also note there have been material changes to the privacy policy on the home page of the Community Website.

This privacy policy is effective [August ????? Date], 2016.