

PRIVACY POLICY

Effective November 3, 2025

For a printable version of this Policy, please click [here](#).

Cavender's ("Cavender's", "we", "our", or "us") understands that you care about the privacy of your personal information. This Privacy Policy explains how Cavender's collects, uses, and shares your information when you use our website (the "Website"), make a purchase, visit a Cavender's location, or otherwise interact with us, including through email and phone calls (collectively, "the Services").

Cavender Stores L.P. is the data controller of personal information collected through the Services.

Residents in California, Colorado, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, Nevada, Oregon, Tennessee, Texas, Utah and Virginia should also review the Privacy Rights and Jurisdiction-Specific Notices sections in this Privacy Policy.

This Privacy Policy explains:

1. [Information We Collect](#)
2. [How We Use Information](#)
3. [How We Disclose Information](#)
4. [Our Retention of Information](#)
5. [How We Protect Information](#)
6. [Unsubscribing from Communications](#)
7. [Privacy Rights](#)
8. [Jurisdiction-Specific Notices](#)
9. [Children's Privacy](#)
10. [Changes to this Privacy Policy](#)
11. [Contact Us](#)

1. INFORMATION WE COLLECT

This section describes our information collection practices in connection with the Services.

Information You Provide

- *Individual contact information:* This includes information you provide when you contact us, or sign up for promotional communications, including name, email address, telephone number, and physical address.
- *Account information:* This includes information you provide when you create an account, including username and password (which may be considered sensitive personal information under certain laws), name, email address, mobile number, and communication and marketing preferences. We may send SMS/text communications to the mobile number you provide, when permissible by law and with your consent where required.
- *Transactional information:* This includes information you provide to make a purchase, including shopping and purchase history, payment information, such as your credit or debit card number (which may be considered sensitive personal information under certain laws), and billing address. Please note we use a payment processor to process your payment.
- *Customer service interactions:* This includes information you provide when you engage with Cavender's customer service, including through recorded telephone calls, surveys, and email correspondence.
- *Store interactions:* If you visit one of our locations, video of you will be captured by our CCTV footage.
- *Job Candidate information:* This includes information you provide when you apply for employment with Cavender's, including name, email address, telephone number, educational history, and employment history. For more information, see our [**Candidate Privacy Notice**](#).
- *Business contact information:* This includes information you provide when you contact us in connection with commercial accounts, including business name, telephone number, email address, and the name of the business representative. We may receive such information through our online or offline interactions with you, such as when we work together on a project, when you or your company provides services to us, or when we discuss opportunities to work together. We may send you emails or call you with information about our business dealings, news, or marketing information to communicate with you for business purposes.
- *Rodeo Team information:* This includes information you provide when you apply to our Rodeo Team, including name, email address, age, educational

history, rodeo experience, social handles, and photographs of you at recent rodeos.

Information We Learn From You

Social media information. Information on a social media platform may be used by us. We may use the information to respond, to promote our business and services, and in the normal course of our business operations. We may collect personal information, such as your social media username, and other personal characteristics that you have made publicly available on the social media website. Note that the third-party operators of social media websites also receive such information, and their use of your personal information is governed by their own privacy policies.

Cookie and similar technologies: information automatically collected. We and our partners use various technologies to collect and store information when you interact with our Website, and this may include using cookies and similar technologies to identify your browser or device. A cookie is a small file stored within your device's memory. Cavender's uses cookies to improve the Website, enhance user experience and functionality, advertise our Services, and ensure the security of the Website. Please see our Cookie Policy for more details. The following information is collected automatically through our Website:

- *Usage details* about your interaction with our Website, such as which pages you access, frequency of access, what you click on, search terms, date and length of visits, referring website addresses and other clickstream data.
- *Device information*, including the IP address and other details of a device that you use to connect with our Services, such as device type, unique device identifier, hardware model, operating system, browser, mobile network information, and mobile carrier.
- *Location information* where you choose to provide us with access to information about your device's location, including information on nearby devices and Wi-Fi access points.

We use information collected from cookies and other technologies to improve your user experience and the overall quality of our services. We may use your personal information to see which webpages you visit at our Website, how you navigate

through and interact with our Website, which website you visited before coming to our Website, and where you go after you leave our Website. We can then develop statistics that help us understand how our visitors use our Website and how to improve them.

In some cases, our third-party partners may process information collected by cookies and similar technologies that we permit them to use on the Website. With respect to any social media pages that we may use, please see the privacy policies and any cookie policies of the applicable social media providers as to their automated data collection practices.

We, like many other website operators, currently use Google Analytics to collect and process certain Website usage data. To learn more about Google Analytics and how to opt out, please visit <https://tools.google.com/dlpage/gaoptout>.

You may be able to change a web browser's settings to block and delete cookies when you access the Website through that web browser. However, if you do that, the Website may not work properly; also, we will still receive basic information (such as last URL visited) when you navigate to the Website. If your browser offers you the ability to use the Global Privacy Control (GPC) to communicate your privacy preferences to us, we honor such signals. Please note, however, that our Website is not currently configured to respond to "Do Not Track" signals.

2. HOW WE USE INFORMATION

We may use your information for any of the following purposes:

- *Provide our Services:* Provide the requested Services, including to create and maintain your account; process your payments; fulfill and manage your purchase, return, or exchange; build and manage business opportunities; and assess and manage your application.
- *Respond to inquiries:* Provide support; respond to your questions, inquiries, and other requests; monitor and improve our responses.
- *Send communications:* Provide account updates or information on your purchase, return, or exchange; inform you of any changes to the Services.
- *Market to you:* Deliver content and service offerings that may be of interest to you or the business you represent; administer promotions and surveys.

- *Improve the Services and grow Cavender's*: Understand our consumer base; improve the Services; conduct product development, research, and analysis.
- *Offer, maintain, and improve the Website*: Monitor the performance of our Website; improve, enhance, and further develop the Website; ensure the security of the Website; personalize and improve your experience.
- *Analytics*: Perform data analysis and testing, including analysis of Website activity.
- *Promotions, surveys, polls*: Offer and administer content, promotion, sweepstakes, surveys, voting polls or other Website features.
- *Comply with legal obligations*: Comply with our legal and regulatory requirements or in connection with inquiries from regulators, law enforcement agencies, or parties involved in litigation.
- *Protect our rights and the rights of others*: Establish, protect, or exercise our legal rights; as required to enforce contracts; defend against legal claims or demands; detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; maintain the security of our store locations; and to enforce the Terms of Use or this Privacy Policy, and to resolve disputes.

3. HOW WE DISCLOSE INFORMATION

We may disclose your information:

- *With service providers* that perform business functions on our behalf, such as processing transactions, shipping, professional services, customer and technical support, and analytics.
- *With advertising and measurements partners* who assist us in serving advertisements regarding the Services. These third parties use tracking technologies on our Website to collect or receive information from the Website and elsewhere on the internet and use that information to provide measurement services and target ads.
- *When required by law* and when we are legally required to do so, such as in response to or in compliance with court or regulatory agency orders, legal proceedings, or legal process; to exercise our legal rights; to enforce our

contracts; to defend against legal claims or demands; or to comply with the requirements of any applicable law.

- *To prevent harm* or if we believe it is necessary in order to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person.
- *As part of a business transaction* with another entity in connection with a contemplated or actual reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
- *Within our corporate family*, we may share information with our affiliates, joint ventures, or other companies under common control with us, to the extent permitted by law.

4. OUR RETENTION OF INFORMATION

Cavender's will retain your information for as long as is necessary to complete the purposes for which it was collected, or as may be required by law. We utilize the following criteria to determine the length of time for which we retain information:

- The business purposes for which the information is used, and the length of time for which the information is required to achieve those purposes;
- Whether we are required to retain the information type in order to comply with legal obligations or contractual commitments, to defend against potential legal claims, or as otherwise necessary to investigate theft or other activities potentially in violation of Cavender's policies and procedures applicable to you or against the law, to ensure a secure online environment, or to protect health and safety;
- The privacy impact of ongoing retention on the consumer; and
- The manner in which information is maintained and flows through our systems, and how best to manage the lifecycle of information in light of the volume and complexity of the systems in our infrastructure.

Individual pieces of personal information may exist in different systems that are used for different business or legal purposes. A different maximum retention

period may apply to each use case of the information. Certain individual pieces of information may also be stored in combination with other individual pieces of information, and the maximum retention period may be determined by the purpose for which that information set is used. All retention criteria are applied similarly to the categories of personal information listed below.

5. HOW WE PROTECT INFORMATION

Cavender's has implemented reasonable security measures to help protect the information that you provide. These safeguards vary depending on the sensitivity of the information. While we take these precautions, certain aspects of Internet communications are inherently not completely secure and we cannot guarantee the absolute security of your information.

6. UNSUBSCRIBING FROM COMMUNICATIONS

- *Marketing preferences:* You can unsubscribe from Cavender's marketing emails at any time by clicking the unsubscribe link at the bottom of any Cavender's email. Please note that even if you unsubscribe, you will still receive email communications that provide information related to your account, purchases, or other important information.
- *SMS marketing:* You can opt out of receiving marketing SMS messages by texting STOP, UNSUBSCRIBE, or words of similar effect in response to any SMS message we send you.

7. PRIVACY RIGHTS

Certain jurisdictions have specific legal requirements and grant privacy rights with respect to personal information, and we will comply with restrictions and any requests you submit as required by applicable law. If you are a California resident, see the Jurisdiction-Specific Notices section below for additional information as to your rights and to how to exercise those rights.

Nevada residents have the right to opt out of the sale of certain pieces of their information to third parties who will license or sell their information to others.

However, Cavender's does not sell personal information as contemplated by Nevada law.

If you are a resident of one of the U.S. states listed below, you have one or more of the following rights: (1) to request additional information about our data collection, use, disclosure, and sales practices in connection with your personal information; (2) to request the specific personal information collected about you; (3) to request the deletion of the personal information we have about you, with exceptions; (4) to request a restriction on certain processing of personal information; (5) to request correction of inaccurate information; (6) to opt-out of the processing of personal information for the purpose of "profiling" in furtherance of decisions that produce legal or similarly significant effects; and (7) to opt-out of the "selling" and "sharing"/"targeted advertising" of personal information as such terms are defined under U.S. state privacy laws.

Please note, Cavender's sells personal information and shares personal information /engages in "targeted advertising". For a description of the categories of personal information that are sold or shared/used for targeted advertising and for a description of the categories of third parties that such personal information is disclosed to, see the chart in the "Special Information for California Residents" section below. Cavender's does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. You may also have the right to not be discriminated against for exercising your privacy rights. If you are a resident of one of the following U.S. states, you have one or more of these rights:

Colorado	Indiana (as of Jan. 1, 2026)	Minnesota (as of July 31, 2025)	Texas
Iowa	Kentucky (as of June 1, 2026)	Maryland (as of Oct. 1, 2025)	Virginia
Montana	Nebraska	Tennessee (as of July 1, 2025)	Utah
Oregon			

If you are located outside of these jurisdictions and seek to exercise your rights under the law of another jurisdiction, please contact us by emailing custserv@cavenders.com/calling 888.361.2555.

You, or your authorized agent, may submit a request regarding your personal information by:

- Completing the form available [here](#).
- Calling us at 888.361.2555/Emailing us at custserv@cavenders.com

To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to the information. We may need to request specific information from you to help us confirm your identity. This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. When you make a request, we may require that you provide information and follow procedures so that we can verify your identity (and the applicable jurisdiction). The verification steps we take may differ depending on your jurisdiction and the request. Where possible, we will attempt to match the information that you provide in your request to information we already have on file to verify your identity. If we are able to verify your request, we will process it. If we cannot verify your request, we may ask you for additional information to help us do so.

We will respond to your request within the time period required by applicable law. However, we may not always be able or required to comply with your request, in whole or in part, and we will notify you in that event.

8. JURISDICTION-SPECIFIC NOTICES

SPECIAL INFORMATION FOR CALIFORNIA RESIDENTS

The following chart describes our practices with regard to the collection, use, sharing, and retention of your personal information.

Collection, Use, and Sharing

We collect personal information subject to the CCPA when we: (i) interact with a customer or prospective customer who is located in California; (ii) when a resident of California visits our Website; or (iii) we interact with an employee, representative, or agent of a merchant, vendor, business, or other entity located in California.

Category	Required Information
Identifiers	<p><i>Name, email address, telephone number, physical address, IP address, unique personal identifier, online identifier</i></p> <ul style="list-style-type: none"> • <u>Source</u>: Directly from you • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: As to personal information automatically collected on our Website, such information may be sold and shared to marketing partners, ad networks, and data analytics providers • <u>Categories of parties with whom information is disclosed</u>: Service providers
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	<p><i>Name, signature, address, telephone number, credit card number, debit card number</i></p> <ul style="list-style-type: none"> • <u>Source</u>: Directly from you; from third parties • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: None • <u>Categories of parties with whom information is disclosed</u>: Service providers
Commercial Information	<p><i>Products purchased, obtained, or considered, other purchasing or consuming histories or tendencies</i></p> <ul style="list-style-type: none"> • <u>Source</u>: Directly from you; from third parties • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: None • <u>Categories of parties with whom information is disclosed</u>: Service providers
Internet or other similar network activity	<p><i>Device ID, browsing history, search history, and information regarding your interaction with an internet website, application or advertisement</i></p>

Category	Required Information
	<ul style="list-style-type: none"> • <u>Source</u>: Automatically collected when you visit our Website • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: As to personal information automatically collected on our Website, such information may be sold and shared to marketing partners, ad networks, and data analytics providers • <u>Categories of parties with whom information is disclosed</u>: Service providers
Audio and visual information	<p><i>Video and audio captured by security cameras if you visit a Cavender's location; call recordings (i.e. customer service calls)</i></p> <ul style="list-style-type: none"> • <u>Source</u>: Directly from you • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: None • <u>Categories of parties with whom information is disclosed</u>: Service providers
Geolocation data	<p><i>Your device's IP address and approximate physical location</i></p> <ul style="list-style-type: none"> • <u>Source</u>: Directly from you • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: As to personal information automatically collected on our Website, such information may be sold and shared to marketing partners, ad networks, and data analytics providers • <u>Categories of parties with whom information is disclosed</u>: Service providers
Protected Classifications	<p>Age</p> <ul style="list-style-type: none"> • <u>Source</u>: Directly from you • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: None • <u>Categories of parties with whom information is disclosed</u>: Service provider

Category	Required Information
Sensitive personal information	<p><i>Account log-in; debit card or credit number in combination with any required security or access code, password, or credentials</i></p> <ul style="list-style-type: none"> • <u>Source</u>: Directly from you • <u>Purpose of collection and use</u>: All purposes listed in How We Use Information • <u>Categories of parties with whom information is sold or shared</u>: None • <u>Categories of parties with whom information is disclosed</u>: Service provider

Rights

Under the CCPA, a California resident has the following rights: (1) to request additional information about our data collection, use, disclosure, and sales practices in connection with your personal information; (2) to request the specific personal information collected about you; (3) to request the deletion of the personal information we have about you; (4) to request a restriction on certain processing of personal information; (5) to request correction of inaccurate information; and (6) to opt-out of the selling or sharing of personal information, as defined by the CCPA. You may not be discriminated against for exercising your California privacy rights.

You may submit a request to exercise your rights to access, correct, or delete your personal information through one of two means:

- By completing the form available **here**.
- By calling us at 888.361.2555

You may **opt out** of the sale of sharing of personal information to third parties by following the instructions in the **Privacy Choices** link in the footer of the Website. We may have a reason under the law why we do not have to comply with your request, or why we may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response. Upon submission of your request, we will contact you (via the email address provided in your request) with instructions on how to verify the request, after which we will check our records for

matching information, and aim to complete requests as soon as reasonably practicable and consistent with any applicable laws. You may authorize another individual or a business registered with the California Secretary of State, called an authorized agent, to make requests on your behalf through these means.

Cavender's does not knowingly sell or share the personal information of minors under 13 years of age.

The CCPA also grants you the right to request that we **restrict use and other processing of sensitive personal information** to certain purposes allowed by law. However, we do not use sensitive personal information in any way for which you would be afforded this right.

9. CHILDREN'S PRIVACY

The Services are not directed to children under the age of 13 years. Though we may offer children's products for sale, such products are intended for purchase by adults. We will not request information from anyone whom we know to be under the age of 13 without prior verifiable parental consent. If we become aware that a child under the age of 13 has provided us with information, we will promptly take steps to delete such information.

10. CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy at any time by posting a revised version on our Website, and, if the changes are material, we may provide a more prominent notice (including, email notification of privacy policy changes) for a reasonable period of time. Any changes will be immediately effective upon posting of the updated Privacy Policy. Please regularly check this Privacy Policy for any such updates.

11. CONTACT US

Should you have any questions about our Website or this Privacy Policy, please visit our Contact Page or contact us at:

Cavender's Boot City
ATTN: Customer Service
2586 Oak Manor Way, Tyler, TX 75703