

# GME Privacy Policy

In this Privacy Policy, "GameStop," "we," or "our" means GameStop, Inc., Sunrise Publications, Inc. (more commonly known as Game Informer) and our U.S. affiliates (collectively "GameStop"). "Website(s)" means GameStop operated websites and mobile applications, including GameStop.com, gameinformer.com, and the GameStop and Game Informer iOS and Android applications.

GameStop understands that you care about your privacy and we are committed to being transparent about how we collect, use, store, and share your Personal Information. This privacy policy ("Privacy Policy") describes the information we collect about you, how it is used and with whom it is shared and explains the rights and choices you have to control how we handle your Personal Information.

Our Privacy Policy describes:

- Personal Information We Collect
- How Your Personal Information Is Used
- How We Share Your Personal Information
- Cookies, Web Beacons, and Similar Technologies
- Your Choices
- How We Protect Your Personal Information
- Your California Privacy Rights
- How to Contact Us

**Services and Scope.** In this Privacy Policy, "GameStop," "we," or "our" means GameStop, Inc., Sunrise Publications, Inc. (more commonly known as Game Informer) and our U.S. affiliates (collectively "GameStop"). "Website(s)" means GameStop operated websites and mobile applications, including GameStop.com, gameinformer.com, and the GameStop and Game Informer iOS and Android applications.

This Privacy Policy applies to information GameStop collects about you through our Websites, in our retail stores located in the United States, Guam, and Puerto Rico, through the distribution of GameInformer magazine and online publications, and through our PowerUp Rewards™ Program, as well as any other website that is owned or operated by our U.S. affiliates or any other features, content, mobile applications, and any other communications or services we offer from time to time in connection with any of the foregoing ("Services"). This Privacy Policy does not apply to other GameStop affiliates and

brands, including those such as EB Games, located outside of the United States. Each of those entities has its own privacy policy.

Unless stated otherwise, our Privacy Policy applies to all information GameStop collects that is or reasonably could be associated with you, including your online account information (“Personal Information”). Please read this Privacy Policy before using or accessing the Services. By using our Services, you communicate your understanding and acceptance of this Privacy Policy.

**Updates to our Privacy Policy.** Our Privacy Policy may change from time to time. We will notify you of changes by posting a revised version of the Privacy Policy on this website and updating the “Effective Date” at the top of the Privacy Policy. You should check this website periodically for updates. If we make material changes to the Privacy Policy, then we will provide notice through our Services or by other means, as legally required. You acknowledge that your continued use of our Services after we publish or send a notice about our changes to this Privacy Policy means that the collection, use and sharing of your Personal Information is subject to the updated Privacy Policy. If you object to any changes, you may close your account and discontinue use of the applicable Services.

## Personal Information We Collect

### Information You Provide to Us

We receive and store any information you enter on our Websites or provide or use in connection with our Services. You can choose not to provide certain information, but this will limit your ability to purchase products offered on the Websites, or to take advantage of some features, promotions, or other Services.

- **Contact and Registration Information:** Such as your name, contact information, email address, username, and password.
- **Transaction Information:** Such as your purchase history, payment card information, billing and shipping addresses, and other information related to your transaction.
- **Website Interactions:** Information about your product searches, wish lists, gift lists, or alerts or notifications that you choose to create on our Websites.
- **Questionnaires, surveys, or contests:** Information you provide when participating in competitions, surveys, or contests that GameStop may run from time to time.
- **Interactions with GameStop Associates:** Communications and requests to GameStop associates.

- **Content you post to our Websites:** Comments or products reviews that you post to our Websites, forums, and discussion areas.
- **Other information you provide:** Such as photos or avatars that you upload to your online profiles.

## Information We Collect Automatically

We and our affiliates, service providers, and select businesses with whom we have marketing relationships, may use technologies such as cookies, beacons, tags, and scripts, to analyze trends, administer our Websites and improve functionality, and to gather general demographic information about our user base as a whole. Such information may include:

- **Device Information:** including your IP address, browser information, device type, and device IDs.
- **Usage information:** Browsing behavior on our Websites, such as URL information, clickstream information, and date/time stamps.
- **Location Information:** GPS, Wi-Fi, and Bluetooth information collected from mobile devices as you move through or near our stores.

## Information from Other Sources

We may combine information we receive about you from other sources with your account information or other information we maintain about you. For example, if we receive a list of subscribers to a gaming publication, and we note that you are a subscriber, we may include that information in the account information that we store about you. Other examples of information we receive from other sources include updated delivery and address information from our carriers or other third parties, which we may use to correct our records; account information, purchase or redemption information, and page-view information from business partners who operate their own websites or for which we provide any services; search term and search result information from searches conducted through the Websites; and credit history information from credit bureaus, which we use to help prevent and detect fraud.

## How We Use Your Personal Information

We use your Personal Information to provide, support, personalize and develop our Services. In particular, we may use your Personal Information:

- **To Provide Our Services**
  - provide products and services that you request;
  - enable subscription services or activations;

- facilitate contest participation and to provide rewards or gifts as part of surveys or questionnaires, where applicable.
- **To Market and Advertise to You**
  - send you email updates, newsletters, promotions, surveys, and direct mailings;
  - manage your participation in events and sweepstakes;
  - communicate with you about our products and services;
  - publish customer testimonials or photos;
  - analyze our marketing strategies and trends regarding your use of our website or social media channels;
  - improve the effectiveness of our marketing campaigns; and/or
  - to send follow-up communications thanking you for your business or inquiring as to your satisfaction.
  - if you are in or near one of our stores, we may send you messages through our applications that may welcome you to the store, show you eligible promotions, including those tailored to your location.
  - Through the use of our application, store associates will be advised that you are in or near the store and given information to provide better guest service to you.
- **To Administer Our Brands**
  - register and manage your account;
  - track the efficacy of our website and help us learn more about our visitors' and customers' shopping behavior; and/or
  - improve our website experience, including for troubleshooting and maintenance purposes.
- **To Secure our Services**
  - protect against error, fraud, unauthorized transactions, claims and other liabilities;
  - manage exposure to risk from unauthorized users;
  - enforce the terms of use on our site; and/or
  - comply with applicable legal mandates, our policies, or industry standards.
- **To Provide Customer Service to You**
  - provide customer service when you need help and/or to improve customer experiences;
  - provide status updates on your order;
  - inform you about release date changes; and/or
  - provide you with more information about an order.
- **For any other purpose not listed here, with your consent.**

In addition to the above purposes, we may collect and summarize customer and visitor information in a non-personal, aggregate format for any purposes, including statistical or research.

## How We Share Your Personal Information

We may share information we collect with our business partners, advertising companies, and other third parties for the purposes described in this Privacy Policy. As explained in greater detail below, we may disclose certain categories of Personal Information with the types of entities set forth in this section for business purposes (as defined by applicable law) or as required by applicable law:

**Service Providers.** We may share your Personal Information with third parties to perform services on our behalf such as email distribution, sending marketing communications, servicing products, maintenance of your account, conducting research surveys, verifying and validating information that you have provided to us, delivering products, third-party advertising, and providing customer support services. Third parties will only have access to your Personal Information as reasonably necessary to perform these tasks on our behalf and are not permitted to disclose or use it for other purposes.

**GameStop Corporate Group.** GameStop may share Personal Information among our corporate parents, subsidiaries, affiliates or divisions for internal business purposes in accordance with this Privacy Policy. To learn more about our corporate group, please visit [news.gamestop.com/about-gamestop](https://news.gamestop.com/about-gamestop).

**Tournaments.** If you register for tournaments through GameStop, we may share your Personal Information with the tournament host, and they may use it for internal tracking and analytics. For instance, if you give us your Xbox Live Gamertag for a Microsoft tournament, Microsoft will use that information for internal research or other purposes.

**Affiliates and Marketing Partners.** We may use the information that you provide us, or that we collect about you, in connection with the promotion of our products and services and those of our affiliates, including by sending or providing you with offers or promotional information. If you accept an offer from one of our third-party marketing partners, we may share your contact information with them.

**Affiliate Programs.** We offer an affiliate program through a third-party affiliate manager. This program allows other websites to earn money by directing people (through links) to our Website. If you sign up as an affiliate, your Personal Information (such as website

address and related information, email address, mailing and payment addresses, and contact information) is sent to the third-party affiliate manager who activates your affiliate status and pays you based on the sales you generate for our Websites. You may apply for this program using an Affiliate Program application.

**Links to Third Parties.** Links to third-party websites are provided as a convenience to you. Once you leave our website, we neither control nor have responsibility for third-party sites, their content, or their privacy practices. We encourage you to read the terms and conditions and privacy policy of each third-party service that you access or utilize. Some of our pages utilize framing techniques to serve content from our partners while preserving the look and feel of our website. Please be aware that you are providing your Personal Information to these third parties and not to one of our websites.

**Sale or Transfer of Business or Assets.** Your Personal Information may be transferred or disclosed to a purchaser or prospective purchaser in the event of a sale, assignment, or other transfer of all or a portion of our business or assets.

**Legal Disclosure.** We may disclose information about you when required by law, subpoena, or other legal process or if we have a good faith belief that disclosure is reasonably necessary to (1) investigate, prevent, or take action regarding suspected or actual illegal activities or to assist government enforcement agencies; (2) enforce our agreements with you, (3) investigate and defend ourselves against any third-party claims or allegations; (4) protect your rights or safety or that of others, or to protect the security or integrity of our Service.

**Third-Party Advertising.** Advertisements that appear on our website are sometimes served directly to users by third-party advertisers with which we have agreements. They automatically receive your IP address when this happens. These third-party advertisers may also place cookies on your computer or use other technologies such as JavaScript and "web beacons" (also known as "1x1 gifs" or "clear gifs") to measure the effectiveness of their ads and to personalize advertising content. Doing this allows the advertising network to recognize your computer each time they send you an advertisement in order to measure the effectiveness of their ads and to personalize advertising content. In this way, they may compile information about where individuals using your computer or browser saw their advertisements and determine which advertisements are clicked. Third-Party Advertisers may also serve advertisements to you on other websites, based on their tracking of what content you looked at or interacted with on our Websites. We do not have control over how these third-party advertisers use information from these technologies, and that activity is not governed by this Privacy Policy.

We use third-party advertising companies to serve ads when you visit our Website. These companies may use information about your visits to this and other Websites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, please

see: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

If you have provided our app or other apps with access to your location, our mobile advertising partners may use your location to target advertisements to you. You can use the location features on your device to disable this targeting.

## Cookies, Web Beacons, and Similar Technologies

In addition to the third party uses of cookies described above, we may use cookies and similar technologies (e.g. web beacons, pixels, ad tags and device identifiers) to recognize you and/or your device(s) on, off and across different Services and devices. For detailed information on the cookies we use, the purposes for which we use them, and how to disable them, see below.

**Cookies.** We automatically collect information through the use of cookies. Cookies are small text files stored by your Web browser. Cookies allow us to identify and authenticate visitors, track aggregate behavior, and enable important site features (such as storing items placed in your shopping cart between visits). For instance, we or authorized third parties may use cookies to help maintain the integrity of video statistics, prevent fraud and to improve the site experience.

We use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. We use session cookies to maintain your shopping state as you browse through the site. A persistent cookie remains on your hard drive for an extended period of time. We use persistent cookies to maintain your login information so that your cart and login remain available when you return to the site. We also contract with analytics services and third-party advertising companies to collect similar information for specific purposes. The use of cookies by our partners is not covered by this Privacy Policy.

Most browsers will tell you how to manage your cookies, often through the "help" area on your browser's toolbar. Because cookies allow you to have the benefit of our personalized features, we recommend that you leave them turned on. Disabling cookies for our Websites may impact their usability.

**Targeted Advertising.** Third-party advertising companies serve ads on our behalf across the Internet. They may collect information about your browsing activities through cookies on other sites, and then display targeted ads on various sites that you visit. If you wish to opt-out of interest-based ads, then you may do so here. Please note this does not opt you out of being receiving ads, only targeted ones. To opt out of third-party advertising or analytics, please see section " How to Contact Us" below.

**Social Media.** Our Sites include social media features, such as the Facebook "Like" button and widgets, the "share this" widget, or interactive mini-programs that run on our site. These features may collect your IP address, which page you are visiting on our Site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Sites. Your interactions with these features are governed by the privacy statement of the company providing it. We may post GameStop information on social media sites. Your comments and other reactions will be visible if you respond.

## Your Choices

**Accessing, Changing, and Modifying Your Account Information and Settings.** We provide many choices about the collection, use and sharing of your Personal Information:

- If you have registered for an account, you can access, review and manage many changes yourself via the customer Dashboard. Within the Dashboard, you can do things like update your profile information and change your communication preferences.
- If you have not registered for an account, or the information you are seeking is not available within the customer Dashboard, you can submit a request here. You may also contact us at the details in the "How to Contact Us" section of this Privacy Policy. You may opt out of receiving marketing emails from us at any time by clicking on the unsubscribe link in our emails. You will continue to receive service-related emails (e.g., order status). To opt out of direct mail, please [submit your request here](#) and include your postal address in the comments section.
- We may provide you the opportunity to participate in contests, sweepstakes, surveys and/or other promotions on our website. If you participate, we will request Personal Information from you.

**Right to Choose (Opt-Out).** You may choose not to provide information to us, and most Internet browsers offer some controls over the automatic collection of information from



your computer. If you choose not to provide certain information, such as that required to make a purchase, then we may not be able to process your orders or inquiries. If we permit you to update any information that we store about you, we may keep a copy of the previous information for our records.

**Analytics.** Analytics services, such as Google Analytics or Crazy Egg, provide services that analyze information regarding visits to our websites and mobile applications. They use cookies, web beacons, recorded interactions and other tracking mechanisms to collect this information. You may use your browser to control how your information is used. Additionally, you may opt-out of Google Analytics by following this link, and you may opt-out of Adobe analytics by following this link.

**Do Not Track.** Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. We are committed to providing you with meaningful choices about the information collected on our Services for third party purposes, and that is why we provide the variety of opt-out mechanisms listed above. However, we do not currently recognize or respond to browser-initiated DNT signals.

**Data Retention and Account Closure.** If you wish to close your account, we will keep some of your Personal Information after you close your account to comply with our legal obligations (including law enforcement requests), meet regulatory requirements, resolve disputes, maintain security, prevent fraud and abuse, enforce our Terms and Conditions, or fulfill your request to “unsubscribe” from further messages from us. We will retain de-identified information after your account has been closed but will destroy your Personal Information when it is no longer needed for the foregoing purposes.

## How We Protect Your Personal Information

**Security.** We implement reasonable, appropriate security safeguards designed to protect your Personal Information. However, no method or transmission over the internet or electronic system is completely secure, so there is no guarantee that data may not be accessed, disclosed, altered, or destroyed in connection with a breach of our physical, technical, organizational, or managerial safeguards.

**Choosing a Password.** When you register as a user and create an online account on our Website, you will be prompted to select a personal password. To maximize your level of protection, you should choose a strong and unique password. You are solely responsible for maintaining the secrecy of your password and any account information.

## Your California Privacy Rights

The California Consumer Privacy Act of 2018 (“CCPA”) provides certain rights to residents of California. This section of the Privacy Notice applies if you are a natural person who is a resident of California (“California Consumer”) and uses our Services. This notice supplements the information in the Privacy Policy. Certain terms used below have the meanings given to them in the CCPA.

The following sets forth the categories of information we collect and purposes for which we may use California Consumers’ Personal Information:

### Categories of Personal Information We Collect About You

Depending on how you interact with us, GameStop may collect categories of information about you as summarized in the table below. The following table also describes how we collect and use such categories of Personal Information. These categories of Personal Information are also shared with third parties as described in our main Privacy Policy.

CATEGORIES OF INFORMATION COLLECTED	PURPOSES OF USE*	SOURCES OF PERSONAL INFORMATION
<b>Identifiers and Contact or Registration Information</b> , e.g., name, email address, postal address, phone number, wireless device address, account username or screen name, and password.	<ul style="list-style-type: none"> <li>• Providing Our Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• From you</li> <li>• Our affiliates</li> <li>• Social media networks, in accordance with your privacy preferences on such services</li> <li>• Data Brokers</li> </ul>
<b>Protected Class Information</b> , e.g., gender, race, marital status (demographic information)	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> </ul>	<ul style="list-style-type: none"> <li>• From you</li> </ul>

CATEGORIES OF INFORMATION COLLECTED	PURPOSES OF USE*	SOURCES OF PERSONAL INFORMATION
<p><b>Health, Biometric, or Sensory-Related data</b>, e.g., physical characteristics or description, audio or visual information, or medical information</p>	<ul style="list-style-type: none"> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul> <ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• From you when you upload a photo to our Websites</li> <li>• When you visit our stores.</li> <li>• Social media networks, in accordance with your privacy preferences on such services</li> </ul>
<p><b>Financial Information</b>, e.g., credit or debit card number, verification number, and expiration date.</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• From you</li> <li>• Third party payment processors</li> <li>• Third party fraud prevention service proviers</li> </ul>
<p><b>Commercial Information</b>, e.g., delivery information and information about your transactions and purchases with us</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• From you</li> <li>• Our affiliates</li> </ul>

CATEGORIES OF INFORMATION COLLECTED	PURPOSES OF USE*	SOURCES OF PERSONAL INFORMATION
<p><b>User-generated content</b>, e.g., photos, videos, audio, any information you submit in public Business forums or message boards, and feedback or testimonials you provide about our Services</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• From you</li> <li>• Social media networks, in accordance with your privacy preferences on such services</li> </ul>
<p><b>Customer service information</b>, e.g., questions and other messages you address to us directly through online forms, by email, over the phone, or by post; summaries or voice recordings of your interactions with customer care</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• From you</li> </ul>
<p><b>Device Information and Device Identifiers</b>, e.g., IP address; browser type and language; operating system; platform type; device type; software and hardware attributes; and unique device, advertising, and app identifiers</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• Automatically from you</li> <li>• Third party payment processors</li> <li>• Data Brokers</li> </ul>
<p><b>Internet Connection and Usage Data</b>, e.g., information about files you download, domain names, landing pages, browsing activity,</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> </ul>	<ul style="list-style-type: none"> <li>• Automatically from you</li> </ul>

CATEGORIES OF INFORMATION COLLECTED	PURPOSES OF USE*	SOURCES OF PERSONAL INFORMATION
<p>content or ads viewed and clicked, dates and times of access, pages viewed, forms you complete or partially complete, search terms, uploads or downloads, whether you open an email and your interaction with email content, access times, error logs, and other similar information</p>	<ul style="list-style-type: none"> <li>• Customer Service Activities</li> <li>• Third Party Advertising</li> <li>• Legal Obligations</li> </ul>	
<p><b>Geolocation</b>, e.g., city, state and ZIP code associated with your IP address or derived through Wi-Fi triangulation; and, with your permission in accordance with your mobile device settings, precise geolocation information from GPS-based functionality on your mobile devices</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Third Party Advertising</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• Automatically from you</li> <li>• Third party payment processors</li> </ul>
<p><b>Other Information</b>, e.g., any other information you choose to directly provide to us in connection with your use of the Services.</p>	<ul style="list-style-type: none"> <li>• Providing Direct Services</li> <li>• Advertising and Marketing</li> <li>• Administration</li> <li>• Security</li> <li>• Customer Service Activities</li> <li>• Legal Obligations</li> </ul>	<ul style="list-style-type: none"> <li>• Social media networks, in accordance with your privacy preferences on such services</li> <li>• From you when you participate in</li> </ul>

**CATEGORIES OF INFORMATION COLLECTED**

**PURPOSES OF USE\***

**SOURCES OF PERSONAL INFORMATION**

questionnaires, surveys, or contests

*\* see "How We Use Your Personal Information" above for more details)*

### California Privacy Rights

Without being discriminated against for exercising these rights, California residents have the right to request that we disclose what Personal Information we collect from you, to delete that information, and to opt-out of the sale of your Personal Information, subject to certain restrictions. You also have the right to designate an agent to exercise these rights on your behalf. This section describes how to exercise those rights and our process for handling those requests. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.

**Right to Request Access to Your Personal Information.** California residents have the right to request that we disclose what categories of your Personal Information that we collect, use, or sell. You may also request the specific pieces of Personal Information that we have collected from you. However, we may withhold some Personal Information where the risk to you or our business is too great to disclose the information.

**Right to Request Deletion of Your Personal Information.** You may also request that we delete any Personal Information that we have collected from you. However, we may retain Personal Information necessary to (a) protect our business, systems, and users from fraudulent activity, (b) to address technical issues that impair existing functionality, (c) ensure that we or others can exercise their free speech or other rights, (d) comply with law enforcement requests pursuant to lawful process, (e) for our own internal purposes reasonably related to your relationship with us, or to comply with legal obligations. Additionally, we need certain types of information so that we can provide our Services to you. If you ask us to delete it, you may no longer be able to access or use our Services.

**How to Exercise Your Access and Deletion Rights.** California residents may exercise their California privacy rights by submitting your request to the following [Consumer Rights webform](#) or contacting us via one of the methods in the “How to Contact Us” section.

**Verifying Requests.** For security purposes, we will verify your identity – in part by verifying your email account or requesting certain information from you -- when you request to exercise your California privacy rights. Once we have verified your identity (and your agent, as applicable), we will respond to your request as appropriate. We may not disclose government id or financial account number as such disclosure may create an unreasonable risk to your Personal Information, your account with us, or our business systems. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.

**Right to Nondiscrimination.** We will not deny, charge different prices for, or provide a different level of quality of goods or services if you choose to exercise these rights.

**Authorized Agents.** You may designate an agent to make requests to exercise your rights under CCPA as described above. We will take steps both to verify the identity of the person seeking to exercise their rights as listed above, and to verify that your agent has been authorized to make a request on your behalf through providing us with a signed written authorization or a copy of a power of attorney.

**CCPA Metrics: 01/01/2020 to 12/31/2020**

	RECEIVED	FULFILLED	DENIED	MEAN DURATION (DAYS)
Requests to <b>know</b> that the business received, complied with in whole or in part, and denied	12	6	1	43
Requests to <b>delete</b> that the business received, complied with in whole or in part, and denied	106	84	1	26
Requests to <b>opt-out</b> that the business received, complied with in whole or in part, and denied	1576	1304	0	6

## Sale of Personal Information

**Right to Opt-out of the Sale of Your Personal Information.** We do not sell your personal information in exchange for money. We may allow certain third parties (such as certain advertising partners) to collect your personal information via automated technologies on GameStop websites and applications in exchange for non-monetary consideration (such as an enhanced ability to serve you content and advertisements that may be of interest to you). California law defines sale broadly. Depending on the product/services you use and how you use them, we may have sold (as defined under the CCPA) the following categories of information about you in the last 12 months to categories of third parties such as data analytics providers and advertising networks:

- Connection and Usage Data
- Device Identifiers
- Geolocation Information

More information on [opting out of the sale of your personal information](#) is available here.

**Minor's Opt-In to Sale.** We do not knowingly collect or sell Personal Information from minors under 16 years of age. To the extent we have actual knowledge that we have collected Personal Information from an individual between the ages of 13 and 15, we will not sell that information without obtaining consent.

## Other California Rights

**Shine the Light Disclosure.** The California "Shine the Light" law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain categories of Personal Information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. We do not share your Personal Information with third parties for their own direct marketing purposes.

**Right to Remove Posted Information - (California Minors).** If you are under 18 years of age, reside in California, and have a registered account with GameStop or the PowerUp Rewards™ Program, you have the right to request removal of unwanted information that you publicly post on the GameStop Websites. To request removal of such information, you can contact us using the methods outlined in the "How to Contact Us" Section. Upon receiving such a request, GameStop will make sure that the information is not publicly available on our Websites, but the information may not be completely removed from GameStop systems.



## Information for Nevada Residents

Under Nevada law, certain Nevada consumers may opt out of the sale of “personally identifiable information” for monetary consideration to a person for that person to license or sell such information to additional persons. “Personally identifiable information” includes first and last name, address, email address, phone number, Social Security Number, or an identifier that allows a specific person to be contacted either physically or online.

We do not engage in such activity; however, if you are a Nevada resident who has purchased or leased goods or services from us, you may submit a request to opt out of any potential future sales under Nevada law here or contacting us using the methods outlined in the “How to Contact Us” Section. Please note we will take reasonable steps to verify your identity and the authenticity of the request. Once verified, we will maintain your request in the event our practices change.

## Children's Privacy

Our Services are designed for and directed at people 13 years of age or older. We do not knowingly collect information from children under 13. If GameStop learns that a child under the age of 13 has submitted personally identifiable information online, it will take reasonable measures to delete such information from its databases and to not use such information (except where necessary to protect the safety of the child or other as required or allowed by law). If you become aware of any Personal Information we have collected from children under 13, please see “How to Contact Us” for details to contact us.

For additional tips on how to help children stay safe on the Internet, we recommend that you visit the following sites:

<http://www.ftc.gov/privacy>

<http://www.ftc.gov/bcp/edu/pubs/consumer/tech/tec14.shtm>

<http://www.onguardonline.gov/features/feature-0002-featured-info-parents>

## Accessibility

Gameinformer is committed to making our website accessible to the widest possible audience, including people with disabilities. We continuously seek to enhance our website, and increase the accessibility of our digital content, for all of our customers. If you have an accessibility-related question or comment, or if you are having difficulty accessing information on this website, please call us at [1-866-323-2321](tel:1-866-323-2321) or e-mail us

at [customerservice@gameinformer.com](mailto:customerservice@gameinformer.com), and we will make every reasonable effort to provide you with the same digital content available on the website through alternative means.

## How to Contact Us

If you have questions about how we collect, store and use Personal Information, please contact us at the below communication options. However, if you have customer support questions please contact us at: [customerservice@gameinformer.com](mailto:customerservice@gameinformer.com).

### Webforms

[Consumer Rights](#)

### Email

[USConsumerRequests@gamestop.com](mailto:USConsumerRequests@gamestop.com)

### Phone

[1-866-323-2321](tel:1-866-323-2321)

### Mail

For the Attention of Game Informer Customer Service  
PO Box 144  
Cedar, MN 55011

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