

Privacy Notice

Gildan Activewear Inc. and its wholly owned subsidiaries are committed to protecting the Personal Information we collect, use, and disclose (or “process,” when we refer to a combination of all these activities). This Privacy Notice provides an overview of our practices with respect to the collection, use and disclosure of Personal Information. It applies when you visit this website or interact with us offline (collectively, when you use our “services”). When we use the term “customer”, “consumer”, “your” and “you”, we mean Gildan’s customers, consumers, and users of our services.

We refer to “Personal Information” as information about an identifiable individual or as information that directly or indirectly allows an individual to be identified. Privacy laws around the world may use the terms “personal data” or “personally identifiable information” to refer to similar concepts.

This Notice does not apply to information collected from our corporate websites, which are governed by their own respective corporate privacy notices. This Notice does not apply to third-party companies (including their websites, platforms, or applications) which we do not own or control. Those sites may have their own notices and terms and conditions that you should consult.

We are providing this Notice to help you better understand the following:

- ■ Personal information we collect
- ■ How we collect personal information
- ■ Sharing of personal information
- ■ Artificial intelligence and automated decisions
- ■ Cookies and similar technologies
- ■ Transfers outside your place of residence
- ■ Social media and technology intergrations
- ■ Information about minors
- ■ How we protect your personal information
- ■ Your rights and choices
- ■ U.S. state specific additional disclosures
- ■ Changes to this privacy notice
- ■ Contact us

We encourage you to refer to this Notice periodically to understand our practices regarding information collected about you when you use or access our services.

1. PERSONAL INFORMATION WE COLLECT

This section serves as our Notice at Collection under applicable U.S. state privacy laws, including the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), and describes the categories of personal information we collect, the purposes for which it is used, and our data retention practices.

We collect, use, and “share/sell” (as defined under US state privacy laws) the following categories of Personal Information for the reasons set out below, depending on how you interact with us.

We also keep this Personal Information as long as necessary for the reason indicated or as otherwise necessary to comply with our obligations (e.g., to comply with applicable tax laws), resolve disputes, enforce our agreements, or as described in this Notice.

Category of Personal Information	Business or Commercial Purposes	Legal Basis for Processing (applicable to UK/EEA/Switzerland only)
Personal Identifiers, such as real name, alias, postal or mailing address, country, telephone number, date of birth, job title, unique personal identifier, online identifier, device identifier, Internet Protocol (IP) address, email address, account name, security question answers, or similar identifiers.	• Provide our services • Maintain and improve our business operations • Communicate with you regarding the services, your account, or inquiries • Provide customer support • Perform internal research and analytics • Ensure security, integrity, fraud monitoring, and prevention • Comply with applicable legal, regulatory, and contractual obligations (including audits and internal controls) • Deliver advertising, marketing communications, promotions, and offers • Measure and analyze the effectiveness of advertising and marketing efforts We may have “sold” or “shared” (as defined under certain state privacy laws) this category of Personal	• Contract • Contract • Contract • Contract • Legitimate interest • Legitimate interest • Legal obligation • Consent • Consent

Category of Personal Information	Business or Commercial Purposes	Legal Basis for Processing (applicable to UK/EEA/Switzerland only)
	Information for marketing, advertising, or product development purposes in the past 12 months.	
Additional Personal Information (Cal. Civ. Code §1798.80), such as signature, physical characteristics or description, telephone number, debit card numbers, credit card numbers.	• Manage and provide our services • Process transactions and payments • Detect, prevent, and investigate fraud or unauthorized activity • Maintain financial, accounting, and operational records • Comply with legal and regulatory obligations	• Contract • Contract • Legitimate interest • Legal obligation • Legal obligation
Protected Classifications, such as color, ethnic or national origin, age, sex, military or veteran status, all of which are considered sensitive Personal Information.	• Provide our services, where required or permitted by applicable law • Meet legal, regulatory, accessibility, and non-discrimination obligations	• Contract • Legal obligation
Commercial and Financial Information, such as products or services purchased, obtained, or considered; purchasing or consuming histories or tendencies, as well as payment information related to transactions, which is considered sensitive Personal Information.	• Fulfill and administer transactions and customer relationships • Provide, maintain, and improve our services • Conduct internal research and analytics • Detect and prevent fraud and security incidents • Comply with legal and contractual obligations	• Contract • Contract • Legitimate interest • Legitimate interest • Legal obligation • Consent • Consent

Category of Personal Information	Business or Commercial Purposes	Legal Basis for Processing (applicable to UK/EEA/Switzerland only)
	• Personalize marketing communications, promotions, and offers • Evaluate and improve advertising and marketing performance We may have “sold” or “shared” (as defined under certain state privacy laws) this category of Personal Information for marketing, advertising, or product development purposes in the past 12 months.	
Internet or Other Electronic Network Activity Information, such as browsing history, search history, interactions with websites, applications, or advertisements.	• Operate, maintain, and improve the performance, functionality, and security of our services • Understand user interactions and improve content, appearance, and usability • Conduct internal research, analytics, and troubleshooting • Detect and prevent security incidents and fraud • Deliver interest based advertising and marketing • Analyze advertising reach, engagement, and effectiveness We may have “sold” or “shared” (as defined under certain state privacy laws) this category of Personal	• Legitimate interest • Legitimate interest • Consent • Legitimate interest • Consent • Consent

Category of Personal Information	Business or Commercial Purposes	Legal Basis for Processing (applicable to UK/EEA/Switzerland only)
	Information for marketing, advertising, or product development purposes in the past 12 months.	
Geolocation Data, such as approximate location derived from IP address or device signals. We do not collect your precise geolocation information.	• Provide and operate location dependent aspects of our services • Communicate with you regarding our services • Improve the services, user experience, and business operations	• Contract • Contract • Legitimate interest
Inferences Drawn from Personal Information, such as profiles reflecting preferences, interests, behavior, or purchasing tendencies derived from other Personal Information.	• Deliver personalized advertising, marketing promotions, and offers, including in connection with loyalty program • Analyze consumer interests and preferences to improve relevance and effectiveness of marketing and advertising	• Consent • Consent

2. HOW WE COLLECT PERSONAL INFORMATION

You. We collect Personal Information directly from you when you interact with our services.

Third parties. We also collect Personal Information from various third-party sources, including

- ■ partners that help provide the products or services you request

- ■ marketing and advertising service providers
- ■ fraud prevention service providers
- ■ data analytics providers and data brokers
- ■ social networks that help us identify prospective customers or that share information when you engage with our content or grant us access
- ■ partners involved in cobranded services, product sales, distribution, or joint marketing
- ■ where permitted by applicable law, publicly available sources, and
- ■ retailers or distributors that share information to fulfill your orders.

3. SHARING OF PERSONAL INFORMATION

During the past 12 months, we have disclosed the categories of Personal Information described in this Notice to service providers (or processors) and to our parent or affiliated company for the business or commercial purposes identified above, as permitted by applicable law. We may disclose Personal Information to:

- ■ manage customer, supplier and vendor accounts and relationships
- ■ process payments and transactions
- ■ verify customers' identities
- ■ provide our services and fulfill orders
- ■ conduct advertising and marketing
- ■ operate and secure our IT systems
- ■ prevent fraud and other illegal activities, and
- ■ obtain legal or accounting advice and comply with legal or regulatory requirements.

We may also disclose Personal Information to other third parties in the following limited circumstances:

Advertising partners: We use third parties to serve advertisements (such as banners, links, etc.) on our behalf. These partners may use cookies or similar technologies to collect information about your interactions with the services and other websites to deliver interest-based advertising. For more information, see the “Your Privacy Choices” link available in the website footer.

Advertising partners: We use third parties to serve advertisements (such as banners, links, etc.) on our behalf. These partners may use cookies or similar technologies to collect information about your interactions with the services and other websites to deliver interest-based advertising. For more information, see the “Your Privacy Choices” link available in the website footer.

Brand and marketing partners: We may share your Personal Information with brand partners in connection with branded merchandise, cobranded services, product

distribution, or joint marketing activities (for example, items associated with a team or university). Brand partners may use your Personal Information for their own purposes, including marketing. To learn about their privacy practices or to exercise any rights you may have, you will need to contact them directly.

Co-sponsored events: If we offer a contest, sweepstakes, promotion, or similar offering with a co-sponsor, we may share information necessary to facilitate the event, and we will identify the co-sponsor at the time (for example, by prominently displaying their name or logo on applicable pages on the services).

Social media platforms: We may share with our social media partners, hashed emails and information about how you interact with our website for advertising and analytics purposes.

Legal obligations: We may disclose information to comply with legal process or government requests, to enforce our agreements, protect the rights and safety of our company, our consumers, or others.

Business transaction. If some or all of our business assets are sold or transferred, we may transfer the corresponding information regarding our consumers, in accordance with any applicable privacy laws. We also may retain a copy of such transferred consumer information.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

4. ARTIFICIAL INTELLIGENCE AND AUTOMATED DECISIONS

We do not use Personal Information to make decisions based solely on automated processing that produce legal or similarly significant effects.

5. COOKIES AND SIMILAR TECHNOLOGIES

We, and certain service providers and third parties, use cookies, web beacons, pixels, SDKs, Flash cookies (also known as local shared objects) and similar technologies (collectively, “Cookies”) to receive, track, and store certain types of information whenever you use or interact with the services, including for marketing purposes. <https://www.gildan.com/us/en/cookie-policy> These technologies may collect information about your device and online activity when you use or interact with our services, including your browser or device details, items viewed, added to or abandoned in your cart, search terms and history, IP address, mobile location, and purchase and checkout information. This information helps us recognize you, personalize your experience, store cart items between visits, send cart reminder

notifications, and deliver relevant marketing. In addition, we use Cookies for analytics and reporting, including understanding how you shop on our website, evaluating marketing performance, and measuring your response to our marketing efforts. Cookies may also be used when our content appears on other websites. To adjust your cookie preferences, you may go to our “Your Privacy Choices” link available on the website footer. If you are an EU or Quebec resident, non-essential including advertising Cookies are deactivated by default. Depending on your jurisdiction, you may also have the right to opt out of the sale or sharing of Personal Information for targeted advertising purposes, including through recognized browser-based signals such as Global Privacy Control.

Google Analytics: We may use Google Analytics, including GA4, to evaluate the use of our website. Google Analytics uses cookies and other identifiers to collect information, such as how often users visit a Site, what pages they visit when they do so, and what other websites they visited prior to visiting our website. For information about Google’s privacy practices, please refer to the Google Privacy Policy: <https://policies.google.com/privacy?hl=en-US#infocollect>.

6. TRANSFERS OUTSIDE YOUR PLACE OF RESIDENCE

We operate a global business with operations, affiliates, and service providers in multiple countries. As a result, your Personal Information may be transferred to, stored or processed in provinces, states or regions other than where you reside. This means we may be required to disclose your Personal Information to law enforcement and national security authorities there. In any case, we make reasonable efforts to protect Personal Information in a manner that is consistent with applicable privacy laws, for example, with safeguards such as standard contractual clauses.

7. SOCIAL MEDIA AND TECHNOLOGY INTEGRATIONS

Our website may contain links to other websites or technological integrations for your convenience and information. These websites or technological integrations may be operated by companies that are not affiliated with or controlled by us. Some examples include:

- ■ Links to websites, platforms, social media sites, and other services we do not operate or control.
- ■ Liking, Sharing and Logging-In when we embed a pixel or SDK on our website that allows you to “like” or “share” content on, or log-in to your account through social media.
- ■ Brand Pages, i.e., information you provide to us when you engage with our content through social media.

We are not responsible for the privacy practices or the content of these other entities and any information that you provide to such other entities, including what information they share with us, your rights and choices on their services and devices, and whether they store information in your place of residence or elsewhere, shall be subject to the privacy policies of the owners of such other entities. We encourage you to familiarize yourself with and consult their privacy policies and terms of use.

8. INFORMATION ABOUT MINORS

The website is intended for a general audience and is not directed at children under the age of consent where you live. We do not knowingly collect Personal Information from children where consent is required from a parent or legal guardian under applicable law, including:

- ■ children under 13 in the United States (COPPA),
- ■ under 14 in Canada and Quebec,
- ■ children under the applicable age of digital consent in the European Economic Area (between 13 and 16, depending on the Member State),
- ■ children under 16 in Australia,
- ■ or children who otherwise lack the legal capacity to provide valid consent in their jurisdiction.

Additionally, we do not knowingly sell or share for cross-context behavioral advertising the Personal Information of California residents under age 16 without their consent.

We do not direct our products for purchase by children, but some portions of our services may offer children's products for purchase by adults. Please do not allow children under the age of consent to provide any Personal Information through this website. If you learn that a child under the age of consent has provided Personal Information to us, we ask that you contact us using the contact information provided under the CONTACT US section and we will delete the information about the child from our files.

10. YOUR RIGHTS AND CHOICES

Depending on where you reside, you may have certain rights regarding your Personal Information, which include the right not to be discriminated against for exercising your rights (as provided for under applicable law). This section explains those rights and how to exercise them.

- ■ **Know or access:** you may request to know about and access the Personal Information we have collected about you. In certain jurisdictions, you may also request to know the sources of Personal Information, the purpose for which they were collected, sold, or shared, and the categories of third parties (or the specific third parties) to which they are disclosed.

- ■ **Data portability:** you may request a copy of the Personal Information you provided to us, in a structured, commonly used, machine-readable format or its transfer to another organization.
- ■ **Correct or update:** you may request that we update or correct Personal Information we process about you where it is outdated or inaccurate.
- ■ **Delete or erase:** you may request that we delete or delist the Personal Information we have collected about you, subject to applicable legal exceptions.
- ■ **Withdraw consent or restrict/oppose processing:** you may withdraw consent for the processing of your Personal Information or restrict/oppose the processing of your Personal Information at any time with future effect. Such a withdrawal or restriction/opposition will not affect the lawfulness of prior processing.
- ■ **Opt-out:** you may opt out of the processing of your Personal Information for purposes of: (1) targeted advertising, (2) the sale of Personal Information, or (3) the sharing of Personal Information for cross-context behavioral advertising.
- ■ While certain states provide rights related to profiling in furtherance of decisions that produce legal or similarly significant effects concerning you, we do not conduct profiling in furtherance of decisions that produce legal or similarly significant effects concerning you.

EXERCISING YOUR PRIVACY RIGHTS

If you would like to exercise any of your privacy rights you may submit a request as follows:

- ■ **All rights other than "Opt-out":** You may submit a request using our Privacy Web Form or by contacting us according to the CONTACT US section below.
- ■ **Right to "Opt-out":** You may exercise "Opt-out" rights by using any of the following methods:

(a) Through our "Your Privacy Choices" link in the footer of our websites. Note that by using this method, your Opt-out choice will be linked to your browser only; therefore, you will need to renew your opt-out choice if you visit our website from a new device or browser, or if you clear your browser's cookies;

(b) By submitting a Do Not Sell or Share Personal Information request using our Privacy Web Form to turn off "targeted advertising," "sharing" and "sales" based on your email address.

(c) By broadcasting an Opt-Out preference signal, such as the Global Privacy Control (GPC).

We will review and respond to your request in accordance with applicable privacy laws and the rights in your jurisdiction. These rights are not absolute. We may deny

or limit requests where permitted by law, for example, to comply with legal obligations, protect security, prevent fraud, or complete transactions you requested.

EXERCISING YOUR RIGHTS THROUGH AN AGENT

Certain states permit you to use an authorized agent to submit a request to know, access, delete, correct or opt out on your behalf. Requests submitted by an authorized agent are subject to identity and authority verification requirements. If you are an authorized agent submitting a request on behalf of a California resident (other than opt-out requests), you may use our Privacy Web Form and make the appropriate selection when submitting the request or use the contact information provided above.

VERIFICATION OF REQUESTS

When you exercise your privacy rights (other than opt-out rights), we may take steps to verify your identity before responding to your request to protect your privacy and security. If we are unable to verify your identity with the degree of certainty required, we may not be able to process your request. In such case, we will notify you to explain the basis of the denial.

RIGHT TO LODGE A COMPLAINT OR APPEAL

If you believe your privacy rights have been infringed upon, you may have the right to lodge a complaint with your local privacy regulator. We would, however, appreciate the chance to deal with your concerns before you approach the relevant authority, so we encourage you to contact us first so we can address your concerns directly. You can reach us at privacyofficer@gildan.com.

Additionally, you may have the right to ask for a review of our decision by contacting us within 30 days of your receipt of our decision through the CONTACT US section.

MANAGING YOUR COMMUNICATION PREFERENCES

Emails: If you receive promotional or marketing emails from us, you may opt out at any time by using the unsubscribe mechanism included in those communications ([e.g., unsubscribe link in the footer of the email](#)) or, if you have an account, by updating your preferences through your account settings. Please note that if you have subscribed to marketing communications from one or more of our brands, your opt-out will apply only to the specific brand-related communications from which you unsubscribe, unless you choose to unsubscribe from all brand specific communications. Even if you opt out of marketing messages, we may continue to send

you non-promotional or transactional emails, including communications relating to your account or ongoing business relations.

SMS: We obtain your consent as required by applicable laws before sending marketing or transactional content via SMS. Message rates may apply and messaging frequency may vary. To revoke consent at any time reply “STOP”, “QUIT”, “END”, “REVOKE”, “OPT OUT”, “CANCEL” or “UNSUBSCRIBE” to any SMS. For additional information text “HELP” to 97981, or contact us at 800-254-1545 or via email at help@hanes.com.

11. U.S. STATE SPECIFIC ADDITIONAL DISCLOSURES

California Shine the Light

With reference to California Civil Code Section 1798.83, also known as the “Shine the Light” law, we allow California residents to opt out of the disclosure of personal information to third parties for those third parties’ direct marketing purposes. To exercise that opt-out option, please submit your request to privacyofficer@gildan.com.

Loyalty Programs and Financial Incentives:

We may offer our customers a loyalty program that provides certain perks, such as rewards and exclusive offers. We may also provide other programs, such as sweepstakes, contest, or other similar promotional campaigns (collectively, the “Programs”).

- ■ When you sign up for one of these Programs, we may ask you to provide your name and contact information (such as email address and/or telephone number).
- ■ The categories of third parties that may receive your name and contact information for targeted advertising include online advertising networks, and data enrichment providers.
- ■ We currently do not collect any sensitive Personal Information in connection with the Programs.
- ■ If you request that we delete any of your Personal Information that is essential to providing you with the Programs, we will not be able to provide you with the benefits of that program.

Because our Programs involve the collection of Personal Information, they might be interpreted as a “financial incentive” program under California law. The value of your Personal Information to us is related to the value of the free or discounted products or services, or other benefits that you obtain or that are provided as part of the applicable Program, less the expense related to offering those products, services, and benefits to Program participants.

You may withdraw from participating in a Program at any time by contacting us using the designated method set forth in the applicable Program rules. Visit the terms and conditions page of each Program to view full details, including how to join.

12. CHANGES TO THIS PRIVACY NOTICE

Gildan may modify or supplement this Notice at any time. If we make a change to this Notice, we will update the revision date at the bottom of this page. Any changes to our Notice will become effective upon our posting of the revised Notice on the services. If we make material changes to this Notice, we will inform you in a manner appropriate to reach you, based on the nature of our relationship with you.

13. CONTACT US

You may contact us at any time using the information below if you have any questions or comments about this Notice, to exercise one of your privacy rights, to submit a complaint about how we handle your Personal Information.

c/o Privacy Officer
privacyofficer@gildan.com
101 N. Cherry St., Winston-Salem, NC 27101
Toll-free number: 1 (800) 283-5215

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