

DSWINC.COM PRIVACY POLICY

This DSWINC.com privacy policy ("Policy") is intended to assist you in understanding what information we gather about you when you visit DSWINC.com ("Website"), how we use that information, and the safeguards we have in place for the information. This Policy only applies to information we collect online at the Website and does not cover information collected, if any, in the B2B portions of this Website (Links specified as Vendors and Real Estate). In this Policy, "we" and "our" mean DSWINC.com, and "you" means any person who visits our Website, uses our mobile application, or visits our U.S. stores.

What type of information does DSWINC.com collect online, how does DSWINC.com collect that information and how does DSWINC.com use that information?

When you visit this Website, DSWINC.com may collect information in two ways - through information automatically gathered from your computer or through information you choose to provide. As to automatically-gathered information, DSWINC.com and its third-party service providers collect navigational information about where you go on our Website, how many visits you make to the Website, when you do not visit the Website and other non-personally identifiable information about you (for example, this can include your domain type, browser version, service provider, IP address).

When you make an "Information Request" or sign up for an "Email Alert" through the Investment Relations link on the Website, we collect information you choose to provide. The service providers that assist us in collecting information you choose to provide use this information to respond to your requests. In connection with Information Requests, you may be asked to provide your name, mailing address, phone, facsimile number, email address and investor type. When signing up for an Email Alert, you will be asked to provide your email address and the type of alert you would like to receive. The Website also offers details about how to contact us by email for general information. If you contact us by email, you will be asked to provide your contact information, including your name and email address.

In addition, you may voluntarily provide information on the Website if you are interested in exploring employment opportunities at one of the DSW stores or with DSW Inc., our retail affiliate. If you provide information for such an opportunity, you will be providing your information to CareerBuilders.com and the CareerBuilders.com privacy policy controls the use of that information. After we receive your information from CareerBuilders.com, we will use the information to assist in your goal of becoming an associate with DSW Inc. If you are hired, we will use the information for employment and business-related purposes. For some positions, you may submit a resume online. We will use the information contained on your resume to assist in your goal of becoming an associate with DSW Inc. For other positions at DSW Inc., the information you submit will be maintained in the database of our service provider, Monster.com. Monster.com will limit its use of your information to providing services to DSW Inc. Once we receive your information from the Monster.com database, we will use the information to assist in your goal of becoming an associate with DSW Inc. If you are hired, we will use the information for employment and business-related purposes. It will also be possible for you to refer a friend for a posted job or email a friend about a posted job.

To ensure compliance with federal law, DSWINC.com does not knowingly collect or maintain information provided by children under the age of 13.

You should be aware that we may disclose specific information about you if (a) necessary to do so by law or (b) based on our good faith belief that such disclosure is necessary to conform or comply with the law or protect the users of our Website or the public.

As we continue to develop our business, we might sell or buy stores, subsidiaries or business units. In such transactions, information we collect at this Website could be a transferred business asset. However, the company acquiring this information in such a transaction would continue to honor this Policy (unless, of course, you consent otherwise). Also, in the unlikely event that DSW Inc. or substantially all of its assets are acquired, personal information collected at this Website will be one of the transferred assets.

Third-Party Service Providers: We contract with third-party service providers to collect and process information on our behalf and we share your information with those providers. These third-party service providers help us provide services to you, such as gathering and posting information about jobs at DSW Inc., collecting and responding to investor requests and other requests about the company, monitoring Website activity, maintaining a database for us and administering and monitoring emails and postal mailings. If personally identifiable information (i.e. name, address, email address, telephone number) is provided to any of these third parties, we will require that such information only be used to provide the services we have requested and that these third parties otherwise maintain the information in confidence. Although we share your information with third-party service providers, we will never sell or share your information with any third parties without your permission.

Use of Cookies and other technology:

This Website uses a browser feature known as a cookie, which is placed on your computer. Cookies are typically stored on your computer's hard drive and are used by the Website to help track clicks and pass information as you go through the pages within the Website. We may also use cookies to tell us whether you or someone using your computer have previously visited the Website and to assist in the administration of your use of the Website.

Miscellaneous:

California Residents:

If you are a California resident, you can request a notice disclosing the categories of personal information we have shared with third parties for the third parties' direct marketing purposes. To request a notice, please submit your request by postal mail to: DSWINC.com Corporate Customer Relations 810 DSW Drive, Columbus, Ohio 43219. We will make every effort to promptly respond to your request.

International Visitors:

If you are visiting the Website from a location outside of the U.S., your connection will be through and to servers located in the U.S. All information you provide to the Website will be maintained in our web servers and/or internal systems located within the U.S.

Links:

For your convenience, our Website may contain links to other websites. DSWINC.com may not be responsible for the privacy practices, advertising, products or the content of such websites. Links that appear on the Website should not be deemed to imply that DSWINC.com endorses or has any affiliation with the linked websites.

Updating the Privacy Policy:

Please [click here](#) to view material changes, if any, made within the last thirty days with respect to categories of information collected at the Website or material changes in how we use information collected at the Website (whether a deletion or addition). If you are concerned about how your personal information is used, please visit our Website often for this and other important announcements about DSWINC.com.

Security Statement:

DSWINC.com takes the following types of security measures: use of technologies and policies such as limited access data-centers, firewall technology and limitations of administrative access to our systems.

While we implement the above security measures on this Website, you should be aware that 100% security is not always possible.

The Effective Date of this privacy policy is October 30, 2017.