



COOKIES STATEMENT

We amend this Cookies Statement from time to time to keep the information provided up to date. We encourage you to review this Cookies Statement periodically. In the latest update to this Cookies Statement we made the following key changes:

- We clarified the categories of cookies and similar technologies used by Foot Locker and its advertising partners on the Sites.

This Cookies Statement applies to all our websites, mobile applications, and communications (collectively “**Sites**”). For any personal data collected through the use of cookies and similar technologies, our [Customers Privacy Statement](#) also applies and complements this Cookie Statement.

This Statement has the following chapters:

1. Who are we?
2. What are cookies?
3. Which cookies do we place?
4. How long do cookies remain active?
5. How can you control cookies?
6. Questions and Concerns

1. Who are we?

Foot Locker Europe B.V. and Foot Locker Europe.com B.V. use cookies and similar technologies on our Sites and through our online services.

Both Foot Locker Europe B.V. and Foot Locker Europe.com B.V. are incorporated under Dutch law. Foot Locker Europe B.V. is registered at the Dutch chamber of commerce under the registration number 23067735 and Foot Locker Europe.com B.V. is registered at the Dutch chamber of commerce under the registration number 30181126. Their principal address is at Stationsplein 32, 3511 ED, Utrecht, The Netherlands.

The terms “we”, “our” and “us” are used to refer to both Foot Locker Europe B.V. and Foot Locker Europe.com B.V.

2. What are cookies?

A cookie is a small digital file that is stored on your device by the website that you visit with that device. The use of cookies is now standard for most websites: they are widely used in order to make websites work, or work more efficiently, as well as to provide visitor-information to the owners of the website. Cookies contain or collect certain information, which sometimes includes personal data.

We use cookies to allow the use of certain functions and to make visiting our Site attractive by optimizing the use as well as personalizing contents and ads. Please note that rejecting some types of cookies can impact your experience on our Site and the Services we are able to offer.

“Similar technologies” falling under the generic term “cookies” also include local objects (sometimes called flash cookies), web beacons, pixels, browser fingerprinting technologies or any technology that stores or accesses information on the user’s device and can offer you a better user experience when visiting websites (including our Sites).

3. Which cookies do we place?

We use two categories of cookies, strictly necessary and optional. This means that the cookies we place when you visit our Sites, will depend on your choices.

We use both first and third-party cookies. Cookies that are set by our Sites directly are called first-party cookies. Cookies that are from another domain (than the domain of our Site that you are visiting) are called third-party cookies. These cookies are placed by someone other than us. An example of this is when we link to a social media page. You can find and manage a list of third parties and their respective cookies in our Cookie Settings at the bottom of our Site.

3.1 Strictly necessary cookies

Necessary cookies are required for the proper functioning of our Sites and its features. They are usually only set in response to actions made by you which amount to a request for Services, such as setting your privacy preferences, logging in or filling in forms.

These cookies do not store any personal data and you cannot switch them off.

3.2 Performance cookies

Performance cookies are optional and allow us to count visits and traffic sources so we can measure and improve the performance of our Sites. They help us to know which pages are the most and least popular and see how visitors move around the Sites. These cookies are also placed by third parties that provide analytics services.

The data these cookies collect remains aggregated and anonymous unless you provide your consent. If you do not approve these cookies we will not know when you have visited our Sites and will not be able to monitor its performance.

3.3 Functional cookies

Functional cookies are optional and are used to fully enable the functionality of our Sites and provide a more tailored and enjoyable experience. They may be set by us or by third party providers whose services we have added to our Sites.

If you do not approve these cookies, some or all Services may not function properly.

3.4 Targeting cookies

Targeting cookies, including social media cookies, are optional and are used to make the information displayed on our Sites more relevant to your interests. They also measure the effectiveness of our marketing initiatives. These cookies may be set by us or by our advertising partners. They may be used by those partnering advertising companies to build a profile of your interests and preferences and may show you relevant advertisements on other websites.

These cookies collect your personal data, such as the unique identification of your browser and internet device: therefore, your consent is required. If you do not approve these cookies, you will experience less targeted advertising.

With your consent, we also use Google Enhanced Conversion. We use this to share your hashed personal data collected when you make a purchase on our Sites with Google to improve our measurement of online conversions. Google compares the data it receives against signed-in Google accounts to attribute campaign conversions to how a customer interacted with online advertisements.

4. How long do cookies remain active?

Many cookies used on our Sites are automatically deleted from your device after you finish using our Sites (so-called “session cookies”). Therefore, these cookies are automatically deleted by closing the browser.

Other cookies are stored on your computer and make it possible for us to recognize your device on your next visit (so-called “persistent cookies”). Therefore, these cookies are not deleted by closing the browser, but rather expire after a certain time, as long as you have not previously manually deleted these cookies.

Details on the lifespan of the cookies we use are available in our Cookie Settings at the bottom of our Sites.

If – after giving consent – you do not want our cookies to be stored on your device, please clear the cookies in your browser for our Sites or adjust your browser settings so that cookies are generally not stored on your devices or are actively deleted.

5. How can you control cookies?

When first visiting our Sites, you will be able to control how we may use cookies. By clicking “Accept all” you agree to our usage of all categories of cookies listed in this Cookie Statement.

You can also make detailed choices on what cookies you accept in the Cookie Settings at the bottom of our Sites. If you click “Accept necessary only” or if you close the cookie banner without clicking “Accept all” only Strictly necessary cookies will be placed.

You can change your preferences at any time in the Cookies Settings at the bottom of our Sites. You can also amend cookies in the internet browser settings you are using and/or clean your browsing history.

We have implemented Google Consent Mode on our Sites. Consent Mode does not place any cookies itself but receives your consent choices from our cookie banner and adapts the behavior of Google Analytics and Google Ads. Through Consent Mode we can obtain information on the use of our Sites and conversion if you do not accept that we place optional cookies. In such case, we do not place any cookies that you have not consented to (other than strictly necessary cookies), and Google uses statistical modelling to provide analytics and estimate conversion at an aggregate level.

6. Questions and Concerns

If you have any questions, concerns, or complaints with the way we have handled your personal data, please contact us at: privacy@footlocker.com.

Last Updated: April 2024