

Hollister Co.

CALIFORNIA NOTICE AND DIRECT MARKETING OPT-OUT FORM

Hollister Co. collects various types of personal information about you, both online and offline, during the course of our business relationship. If you would like to request that your personal information not be disclosed to third parties or affiliates for direct marketing purposes, please fill in this form completely with **all** of the postal addresses that you have provided to us.

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STREET/PO BOX: _____

CITY: _____
STATE: _____ ZIP CODE: _____

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STREET/PO BOX: _____

CITY: _____
STATE: _____ ZIP CODE: _____

HollisterCo.com does not sell or rent your e-mail address to unrelated third parties. We may, however, share e-mail addresses collected after July 29, 2002 with our affiliated companies so that they may send you promotional materials about their products. If you would like to request that your e-mail address not be disclosed to our affiliated companies for direct marketing purposes, please write **all** of the e-mail addresses that you have provided to Hollister Co. below:

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Once this form is complete, please sign and e-mail it to Privacy_Policy@HollisterCo.com or send it to:
Attn: Privacy Policy Manager, Abercrombie & Fitch Fulfillment Company, 6301 Fitch Path, New Albany, Ohio, 43054. It may take up to 45 days to implement your opt-out request once it is received.