

U.S. and Canada Privacy Policy

Last updated 07/30/2021

Your privacy is important to us. This policy describes how we process information. If you are a California consumer, please see the section below called "[California Consumer Privacy Statement](#)."

[Contact Us](#)

Policy Scope & Updates

This Site is owned, operated and maintained by KIMBERLY-CLARK CORPORATION ("Kimberly-Clark"). At Kimberly-Clark, we recognize that visitors to our Site may be concerned about the information they provide and how we treat that information. This Privacy Policy addresses those concerns.

The purpose of the Kimberly-Clark Privacy Policy is to describe how the websites and mobile applications owned or operated by Kimberly-Clark (collectively called "Site" in this policy) collect, share, and secure information.

Before you provide us with any personal information or otherwise browse our Site, you should read through this Privacy Policy completely and make sure that you are comfortable with our privacy practices. We may update the Privacy Policy from time to time, so please check in occasionally.

Information We Collect

We may obtain personal information about you when you visit our Site or use our mobile applications.

The types of information we obtain include:

- contact information, such as your name, month and year of birth, your child's name, your child's birthdate (DD/MM/YYYY), postal address, email address, and telephone number;
- account information, such as your username and password if you choose to create an account on the Site or mobile applications;
- details about your product preferences;
- information about your purchase history, such as if you enroll in our rewards program or make a purchase;
- geolocation information, if you choose to provide it when using our mobile applications;

- device ID and internet protocol (“IP”) address; and
- other information you choose to provide through the Site or our mobile applications.

In addition, when you visit our Site or mobile applications, we may obtain certain information by automated means, such as cookies, web server logs, web beacons, and other technologies. A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “web beacon,” also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and cookies and may be used to transmit information collected through cookies back to a web server. Additional data may be collected through Google Analytics to help evaluate use of our Site and mobile applications. To learn more about Google Analytics and how to opt out, please visit www.google.com/analytics/learn/privacy.html.

We may use these automated technologies on our Site or mobile applications to collect information about your equipment, browsing actions, and usage patterns. The information we obtain in this manner may include your device IP address, identifiers associated with your devices, types of devices connected to our Site or mobile applications, web browser characteristics, device characteristics, language preferences, referring/exit pages, clickstream data, and dates and times of visits to our Site or mobile applications. These technologies help us (1) remember your information so you do not have to re-enter it; (2) track and understand how you use and interact with our Site or mobile applications; (3) tailor the Site or mobile applications around your preferences; (4) measure the usability of our Site or mobile applications and the effectiveness of our communications; and (5) otherwise manage and enhance our services, and help ensure they are working properly.

Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. Please note, however, that without cookies you may not be able to use all of the features of our Site. For mobile devices, you can manage how your device and browser share certain device data by adjusting the privacy and security settings on your mobile device.

In addition, you may connect with Kimberly-Clark or one of its websites through social networking websites, such as Facebook or Twitter. If you initiate such a process, such as by “Liking” a Kimberly-Clark product on Facebook, you will be allowing Facebook to provide us with information from your Facebook profile. Whenever submitting information on a social network website you should familiarize yourself with their privacy policy and practices. Kimberly-Clark is not responsible for the privacy practices of these third-party websites.

What We Do With Your Information

When you voluntarily sign up on this Site, we add your name, email address and street address to our mailing list.

If you do not wish to receive these mailings, you may request to be removed from our mailing list by visiting <https://privacyportal-de.onetrust.com/webform/99096bff-8366-4b94-a7e2-97f3efa52243/draft/ccb928c3-05fc-4add-8f7a-05355cd75cc5> or by calling 1-888-525-8373. Additionally, if you decide that you do not want to receive commercial emails from us, you can click the “unsubscribe” link provided at the bottom of every commercial email.

Our Site sometimes includes notices of sweepstakes or other promotions we are conducting, and we may permit you to send your entry electronically in some cases. If that occurs, we will use the information you provide for the purpose of conducting the promotion (i.e., to contact you if you're a winner).

How We Share Information

We may share information about you with third parties in certain circumstances including in the following situations:

Sharing Your Information with Service Providers. We may share information with companies or individuals that provide us with services. These services may include, among other things, helping us to provide services that you request, to create or maintain our databases, to research and analyze the people who request products, services, or information from us, to prepare and distribute communications, or to respond to inquiries.

Law Enforcement and Legal Process. We also may disclose personal information (1) if we are required to do so by law or legal process (such as a court order or subpoena); (2) in response to requests by government agencies, such as law enforcement authorities; (3) to establish, exercise or defend our legal rights; (4) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss; or (5) in connection with an investigation of suspected or actual illegal activity.

Blogs, Online Postings, and Testimonials. We may decide to allow users to share comments, postings, testimonials, or other information. If you choose to submit such information to us, the information that you submit may be available generally to the public. Information that you provide in these areas may be read, collected, and used by others who access them.

Business Transaction. We reserve the right to transfer any personal information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a merger, acquisition, joint venture, reorganization, divestiture, dissolution or liquidation).

Interest-Based Advertising. Kimberly-Clark participates in interest-based (on-line behavior) advertising. This means that a third party may use technology, such as a cookie on your browser or a web beacon, to identify you on our website so that they can provide advertising about products and services tailored to your interest. You may see advertising on our website tailored to how you browse or shop, or you may

see advertising for Kimberly-Clark products on other websites based on your browsing behavior across websites.

Unsubscribe, Correct, Update, or Delete Your Account

Unsubscribe

Click below to unsubscribe:

Huggies® Brand	https://www.huggies.com/unsubscribe.sso
Pull-Ups® Brand	https://www.pull-ups.com/unsubscribe.sso
GoodNites® Brand	https://www.goodnites.com/unsubscribe.sso
Poise® Brand	https://www.poise.com/unsubscribe.sso
Depend® Brand	https://www.depend.com/unsubscribe.sso
U by Kotex® Brand	https://www.ubykotex.com/unsubscribe.sso
La Vie™ Brand	https://www.lavieforwomen.com/unsubscribe.sso
Kleenex® Brand	https://www.kleenex.com/unsubscribe.sso
Scott® Brand	https://www.scottbrand.com/unsubscribe.sso
Viva® Brand	https://www.vivatowels.com/unsubscribe.sso
Cottonelle® Brand	https://www.cottonelle.com/unsubscribe.sso
Huggies® Healthcare	https://www.huggieshealthcare.com/en-us/unsubscribe
Caregivify™	Unsubscribe from Caregivify™

You can also contact our Consumer Services group at 1-888-525-8373 to unsubscribe.

Correct or Update Account Information

Click below to correct or update your account information:

Huggies® Brand	https://www.huggies.com/profile.sso
Pull-Ups® Brand	https://www.pull-ups.com/profile.sso
GoodNites® Brand	https://www.goodnites.com/profile.sso
Poise® Brand	https://www.poise.com/profile.sso

Depend® Brand	https://www.depend.com/profile.sso
U by Kotex® Brand	https://www.ubykotex.com/profile.sso
La Vie™ Brand	https://www.lavieforwomen.com/profile.sso
Kleenex® Brand	https://www.kleenex.com/profile.sso
Scott® Brand	https://www.scottbrand.com/profile.sso
Viva® Brand	https://www.vivatowels.com/profile.sso
Cottonelle® Brand	https://www.cottonelle.com/profile.sso

You can also contact our Consumer Services group at 1-888-525-8373 to correct or update.

Delete your Account

[Click here](#) to request that your account be deleted.

Security Measures

We maintain administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized access, destruction, loss, alteration, disclosure, or use.

Children

Our Site is intended for a general audience and is not directed to children. We do not knowingly collect personal information online from children under the age of 13, or such other age as may be stipulated by applicable law.

Cookies

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. 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.

You can set your browser to block or alert you about these cookies, but some parts of the Site will not then work.

Cookies used

- signupcookie
- website#lang
- OptanonConsent
- OptanonAlertBoxClosed
- BIGipServerwww.pull-ups.com_pool
- BIGipServerqa.pull-ups.com_v2_pool
- ASP.NET_SessionId
- __AntiXsrfProfileToken
- .ASPXAUTH
- signincookie
- serviceproviderdirect
- SessionM

Categories	Cookies
Google Recaptcha It is used for security.	<ul style="list-style-type: none">• Google Recaptcha
SFMC SFMC is used for email communication from the brand.	<ul style="list-style-type: none">• SFMC

Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Site. They help us to know which pages are the most and least popular and see how visitors move around the Site.

If you do not allow these cookies we will not know when you have visited our Site.

Categories	Cookies
<p>Google Analytics</p> <p>Collects analytics data such as page visits</p>	<ul style="list-style-type: none"> • _gid • _gat_UA-115152161-10 • _ga • _gat_UA-115152161-22 • _gat • _gcl_au • _gat_UA-6062642-1

Functional/Marketing Cookies

These cookies enable the website to provide enhanced functionality and personalization. They may be set by us or by third party providers whose services we have added to our pages.

If you do not allow these cookies then some or all of these services may not function properly.

Categories	Cookies
<p>Gigya</p> <p>Enables signing in with a social account such as Facebook</p>	<ul style="list-style-type: none"> • gig_hasGmid • ucid • gmid • hasGmid
<p>BazaarVoice</p> <p>Allows you to submit reviews of our products</p>	<ul style="list-style-type: none"> • BVImplmain_site • bv_metrics • BVBRANDID • BVBRANDSID • BVSID • BVID
<p>SurveyGizmo</p>	<ul style="list-style-type: none"> • Survey Gizmo

Allows you to respond to surveys in order to share your opinion.	
RevTrax Allows you to get coupons	<ul style="list-style-type: none"> • JSESSIONID • _ga • _gat_UA-115152161-22 • _gat_UA-6062642-1
Smart Commerce Allows you to see what stores currently have products you would like to purchase	<ul style="list-style-type: none"> • Smart Commerce
ExpoTV Allows you to see video product reviews	<ul style="list-style-type: none"> • ExpoTV
Exelator It is being used to display the personalized data.	<ul style="list-style-type: none"> • TargetingGroup • TargetingGroup_Personality • ud • EE

How To Contact Us

If you have any questions about our Privacy Policy, you can contact us at privacy@kcc.com or phone us by calling 1-888-525-8373 (on weekdays during 8 AM to 4 PM Central Standard Time). For postal mail, please write to us at:

Kimberly-Clark Corporation
P.O. Box 2020
Neenah, WI 54957-2020

Updated: 07/30/2021

This California Consumer Privacy Statement ("Statement") supplements Kimberly-Clark Corporation's [Privacy Policy](#). It applies solely to California consumers and addresses personal information we collect online and offline. This Statement does not apply to Kimberly-Clark personnel. Sections 2-5 of this Statement do not apply to job applicants.

This Statement uses certain terms that have the meaning given to them in the California Consumer Privacy Act of 2018 and its implementing regulations (the "CCPA").

1. Notice of Collection and Use of Personal Information

We may collect (and may have collected during the 12-month period prior to the effective date of this Statement) the following categories of personal information about you

- **Identifiers:** identifiers such as a real name, alias, postal address, unique personal identifier (such as a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology; customer number, unique pseudonym, or user alias; telephone number and other forms of persistent or probabilistic identifiers), online identifier, internet protocol address, email address, account name, Social Security number, driver's license number, passport number, and other similar identifiers
- **Additional Data Subject to Cal. Civ. Code § 1798.80:** signature, physical characteristics or description, state identification card number, insurance policy number, education, bank account number, credit card number, debit card number, and other financial information, medical information, and health insurance information
- **Protected Classifications:** characteristics of protected classifications under California or federal law, such as race, color, national origin, religion, age, sex, gender, gender identity, gender expression, sexual orientation, marital status, medical condition, ancestry, genetic information, disability, citizenship status, and military and veteran status
- **Commercial Information:** commercial information, including records of personal property, products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies
- **Biometric Information**
- **Online Activity:** Internet and other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications or advertisements
- **Geolocation Data**
- **Sensory Information:** audio, electronic, visual, thermal, olfactory, and similar information
- **Employment Information:** professional or employment-related information

- **Education Information:** education information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. Sec. 1232g; 34 C.F.R. Part 99)
- **Inferences:** inferences drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

We may use (and may have used during the 12-month period prior to the effective date of this Statement) your personal information for the purposes described in our [Privacy Policy](#) and for the following business purposes specified in the CCPA:

- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytics services, or providing similar services
- Auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance
- Short-term, transient use, including, but not limited to, the contextual customization of ads shown as part of the same interaction
- Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity
- Debugging to identify and repair errors that impair existing intended functionality
- Undertaking internal research for technological development and demonstration
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us
- Managing career opportunities with Kimberly-Clark

2. Sources of Personal Information

During the 12-month period prior to the effective date of this Statement, we may have obtained personal information about you from the following categories of sources:

- Directly from you, such as when you contact us with a question
- From your devices, such as when you visit our Site or mobile applications
- Your family or friends, such as when they provide us with your contact information so we can send information that may interest you

- Our affiliates and subsidiaries
- Vendors who provide services on our behalf
- Our joint marketing partners
- Online advertising services and advertising networks
- Government entities
- Social networks
- Data brokers
- Data analytics providers

3. Sale of Personal Information

We do not sell your personal information in exchange for monetary consideration.

We may allow certain third parties (such as online advertising services) to collect your personal information via automated technologies on our Site in exchange for non-monetary consideration. We share the categories of personal information listed below for online advertising purposes and to provide third-party social network features and functionality on our Site. You have the right to opt out of this disclosure of your information, which may be considered a “sale” under California law.

During the 12-month period prior to the effective date of this Statement, we may have sold the following categories of personal information:

Category of Personal Information	Category of Third Party
Identifiers	<ul style="list-style-type: none"> • Advertising networks, data analytics providers, social networks, data broker
Commercial Information	<ul style="list-style-type: none"> • Advertising networks, data analytics providers, social networks, data broker
Online Activity	<ul style="list-style-type: none"> • Advertising networks, data analytics providers, social networks, data broker

Inferences	<ul style="list-style-type: none"> • Advertising networks, data analytics providers, social networks, data broker
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We do not sell the personal information of minors under 16 years of age without affirmative authorization if we have actual knowledge of the individual's age. Any individuals who register for an account who are under 16 years of age are automatically opted out of the sale of their personal information. If an individual wants to opt-in and agree to the sale of their personal information, they must do so by affirmatively unchecking the "Do Not Sell My Personal Information" box in their online profile.

4. Sharing of Personal Information

During the 12-month period prior to the effective date of this Statement, we may have shared your personal information with certain categories of third parties, as described below.

We may have disclosed the following categories of personal information about you for a business purpose to the following categories of third parties:

Category of Personal Information	Category of Third Party
Identifiers	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Additional Data Subject to Cal. Civ. Code § 1798.80 Law	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Protected Classifications	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Commercial Information	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers

Biometric Information	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Online Activity	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Geolocation data	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Sensory Information	<ul style="list-style-type: none"> • None
Employment Information	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Education Information	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers
Inferences	<ul style="list-style-type: none"> • Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers

In addition to the categories of third parties identified above, during the 12-month period prior to the effective date of this Statement, we may have shared personal information about you with the following additional categories of third parties:

- Government entities

5. California Consumer Privacy Rights

Privacy Rights. You have certain choices regarding your personal information, as described below. If you exercise any of these choices and rights, we will not disadvantage you. You will not be denied or charged different prices or rates for goods or services or provided a different level or quality of goods or services.

- **Access:** You have the right to request, twice in a 12-month period, that we disclose to you the personal information we have collected, used, disclosed and sold about you during the past 12 months.
- **Deletion:** You have the right to request that we delete certain personal information we have collected from you.
- **Opt-Out of Sale:** You have the right to opt out of the sale of your personal information, by either clicking to “Do Not Sell My Personal Information” links on our websites and apps or by calling 888-525-8373. Once we receive and verify your request, we will not sell your personal information unless you later allow us to do so. We may ask for your permission to resume sale of your personal information later, but we will wait at least 12 months before doing so.
- **Shine the Light Request:** You also may have the right to request that we provide you with (a) a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year and (b) the identity of those third parties.

How to Submit a Request. To submit an access or deletion request, [click here](#) or call us at 888-525-8378. To submit a Shine the Light request, please send a written request to: Kimberly-Clark Corporation, P.O. Box 2020, Neenah, WI 54957-2020. To opt out of the sale of your personal information, click below or send us an email at privacy@kcc.com.

Huggies® Brand	https://www.huggies.com/en-us/donotsellmypersonalinfo
Pull-Ups® Brand	https://www.pull-ups.com/en-us/donotsellmypersonalinfo
GoodNites® Brand	https://www.goodnites.com/en-us/donotsellmypersonalinfo
Poise® Brand	https://www.poise.com/en-us/donotsellyypersonalinfo
Depend® Brand	https://www.depend.com/en-us/donotsellmypersonalinfo
U by Kotex® Brand	https://www.ubykotex.com/en-us/donotsellmypersonalinfo
La Vie™ Brand	https://www.lavieforwomen.com/en-us/donotsellmypersonalinfo

Kleenex® Brand	https://www.kleenex.com/en-us/donotsellmypersonalinfo
Scott® Brand	https://www.scottbrand.com/en-us/donotsellmypersonalinfo
Viva® Brand	https://www.vivatowels.com/en-us/ssols/donotsellmypersonalinfo
Cottonelle® Brand	https://www.cottonelle.com/en-us/donotsellmyinfo
Poise® Impressa® Brand Pro	https://www.impressapro.com/Account/Donotsellmypersonalinfo.aspx
Huggies® Healthcare	https://www.huggieshealthcare.com/en-us/donotsellworkflow
Kimberly-Clark Corporation	https://www.kimberly-clark.com/en/donotsellmyinfo
Careers at K-C	https://www.careersatkc.com/en/donotsellmyinfo
Sustainability 2022	https://www.sustainability2022.com/en/donotsellmyinfo

Authorized Agents. You may designate an authorized agent to submit requests on your behalf. To submit a request as an authorized agent on behalf of a consumer, please contact us as described in the How to Contact Us section of our Privacy Policy.

Verifying Requests. To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to your personal information or complying with your request. If you have an account with us, we may verify your identity by requiring you to sign into your account. If you do not have an account with us and you request access to or deletion of your personal information, we may require you to provide any of the following information: first name, last name, month & year of birth, email address, mailing address. In addition, if you do not have an account and you ask us to provide you with specific pieces of personal information, we will require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request. If you designate an authorized agent to make an access, deletion or opt-out of sale request on your behalf (a) we may require you to provide the authorized agent written permission to do so, and (b) for access and deletion requests, we may require you to verify your own identity directly with us (as described above).

CCPA Metrics For the Prior Calendar Year. As reflected in this Statement, the CCPA provides California residents with specific rights, such as the right to access or delete personal information. Under the CCPA, businesses that process these requests must publish information about them. That information for California residents for the period of January 1, 2020 through December 31, 2020 is below.

Access Requests	Jan.-Dec. 2020
Total Number of Access Requests Received	27
Total Number of Access Requests complied with in whole or part	27
Total Number of Access Requests Denied	0

Note: The mean number of days within which K-C substantively responded to requests to know was 6 weeks.

Deletion Requests	Jan.-Dec. 2020
Total Number of Deletion Requests Received	42
Total Number of Deletion Requests complied with in whole or part	40
Total Number of Deletion Access Requests Denied	2

Note: The mean number of days within which K-C substantively responded to requests to delete was 3 weeks.

Do Not Sell Requests	Jan.-Dec. 2020
Total Number of Do Not Sell Requests Received	3511
Total Number of Do Not Sell Requests complied with in whole or part	3511
Total Number of Do Not Sell Requests Denied	0

Note: The mean number of days within which K-C substantively responded to requests to opt-out was 10 business days.

Financial Incentives. The creation of an online account offers members the opportunity to receive special offers from us in exchange for the disclosure of their personal information to Kimberly-Clark Corporation for our marketing and promotional purposes. To learn more about our information practices, please see our Privacy Policy. You may withdraw from participating an online account at any time by entering a request at www.privacy.kimclark.com, calling us at 1-888-525-8373, or emailing us at privacy@kcc.com.

Additional Information. If you choose to exercise any of your rights under the CCPA, you have the right to not receive discriminatory treatment by us. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.