

PRIVACY VALUES

U.S. & CANADA PRIVACY POLICY

PRIVACY POLICY

- Policy Scope & Updates
- Information We Collect
- What We Do With Your Information
- How We Share Information
- Unsubscribe, Correct, Update, or Delete Your Account
- Security Measures
- Children
- Cookies
- How To Contact Us

Last Updated : 07/01/2022

# U.S. and Canada Privacy Policy

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 it 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:

[Read more](#)



## 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.

[Read more](#)



## How We Share Information

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

[Read more](#)



## Unsubscribe, Correct, Update, or Delete Your Account

### Unsubscribe

Click below to unsubscribe:

[Read more](#)



## 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.

[Read more](#)



## How To Contact Us

If you have any questions about our Privacy Policy, you can contact us at [privacy@kcc.com](mailto: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:

[Read more](#)



## California Consumer Privacy Statement

Updated: 07/01/2022

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

[Read less](#)

### 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

[Read more](#)

### 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"><li>Advertising networks, data analytics providers, social networks, data broker</li></ul> |
| Commercial Information           | <ul style="list-style-type: none"><li>Advertising networks, data analytics providers, social networks, data broker</li></ul> |
| Online Activity                  | <ul style="list-style-type: none"><li>Advertising networks, data analytics providers, social networks, data broker</li></ul> |
| Inferences                       | <ul style="list-style-type: none"><li>Advertising networks, data analytics providers, social networks, data broker</li></ul> |

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.

[Read more](#)

### 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"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Additional Data Subject to Cal. Civ. Code § 1798.80 Law | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Protected Classifications                               | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Commercial Information                                  | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Biometric Information                                   | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Online Activity   | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Geolocation data  | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Sensory Information                                     | <ul style="list-style-type: none"><li>None</li></ul>  |
| Employment Information                                  | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Education Information                                   | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |
| Inferences  | <ul style="list-style-type: none"><li>Advertising Networks, Data Analytics Providers, Social Networks, Data Brokers</li></ul> |

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

[Read more](#)

### 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.

**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](mailto:privacy@kcc.com).

|                            |   |
|----------------------------|---|
| Huggies® Brand             | <a href="https://www.huggies.com/en-us/donotsellmypersonalinfo">https://www.huggies.com/en-us/donotsellmypersonalinfo</a>                       |
| Pull-Ups® Brand            | <a href="https://www.pull-ups.com/en-us/donotsellmypersonalinfo">https://www.pull-ups.com/en-us/donotsellmypersonalinfo</a>                     |
| GoodNites® Brand           | <a href="https://www.goodnites.com/en-us/donotsellmypersonalinfo">https://www.goodnites.com/en-us/donotsellmypersonalinfo</a>                   |
| Poise® Brand               | <a href="https://www.poise.com/en-us/donotsellmypersonalinfo">https://www.poise.com/en-us/donotsellmypersonalinfo</a>                           |
| Depend® Brand              | <a href="https://www.depend.com/en-us/donotsellmypersonalinfo">https://www.depend.com/en-us/donotsellmypersonalinfo</a>                         |
| U by Kotex® Brand          | <a href="https://www.ubykotex.com/en-us/donotsellmypersonalinfo">https://www.ubykotex.com/en-us/donotsellmypersonalinfo</a>                     |
| La Vie™ Brand              | <a href="https://www.lavieforwomen.com/en-us/donotsellmypersonalinfo">https://www.lavieforwomen.com/en-us/donotsellmypersonalinfo</a>           |
| Kleenex® Brand             | <a href="https://www.kleenex.com/en-us/donotsellmypersonalinfo">https://www.kleenex.com/en-us/donotsellmypersonalinfo</a>                       |
| Scott® Brand               | <a href="https://www.scottbrand.com/en-us/donotsellmypersonalinfo">https://www.scottbrand.com/en-us/donotsellmypersonalinfo</a>                 |
| Viva® Brand                | <a href="https://www.vivatowels.com/en-us/ssals/donotsellmypersonalinfo">https://www.vivatowels.com/en-us/ssals/donotsellmypersonalinfo</a>     |
| Cottonelle® Brand          | <a href="https://www.cottonelle.com/en-us/donotsellmyinfo">https://www.cottonelle.com/en-us/donotsellmyinfo</a>                                 |
| Poise® Impressa® Brand Pro | <a href="https://www.impressapro.com/Account/Donotsellmypersonalinfo.aspx">https://www.impressapro.com/Account/Donotsellmypersonalinfo.aspx</a> |
| Huggies® Healthcare        | <a href="https://www.huggieshealthcare.com/en-us/donotsellworkflow">https://www.huggieshealthcare.com/en-us/donotsellworkflow</a>               |
| Kimberly-Clark Corporation | <a href="https://www.kimberly-clark.com/en/donotsellmyinfo">https://www.kimberly-clark.com/en/donotsellmyinfo</a>                               |
| Careers at K-C             | <a href="https://www.careersatkc.com/en/donotsellmyinfo">https://www.careersatkc.com/en/donotsellmyinfo</a>                                     |
| Sustainability 2022        | <a href="https://www.sustainabilty2022.com/en/donotsellmyinfo">https://www.sustainabilty2022.com/en/donotsellmyinfo</a>                         |

**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.

**Verify 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, 2021 through December 31, 2021 is below.

|  |                       |
|--|-----------------------|
| <b>Access Requests</b>   | <b>Jan.-Dec. 2021</b> |
| Total Number of Access Requests Received   | 24                    |
| Total Number of Access Requests complied with in whole or part   | 15                    |
| Total Number of Access Requests Denied   | 9                     |
| <i>Note: The mean number of days within which K-C substantively responded to requests to know was 6 weeks.</i>             |                       |
| <b>Deletion Requests</b>   | <b>Jan.-Dec. 2021</b> |
| Total Number of Deletion Requests Received   | 85                    |
| Total Number of Deletion Requests complied with in whole or part   | 63                    |
| Total Number of Deletion Requests Denied   | 22                    |
| <i>Note: The mean number of days within which K-C substantively responded to requests to delete was 3 weeks.</i>           |                       |
| <b>Do Not Sell Requests</b>  | <b>Jan.-Dec. 2021</b> |
| Total Number of Do Not Sell Requests Received  | 1288                  |
| Total Number of Do Not Sell Requests complied with in whole or part  | 1288                  |
| Total Number of Do Not Sell Requests Denied  | 0                     |
| <i>Note: The mean number of days within which K-C substantively responded to requests to opt-out was 10 business days.</i> |                       |

**Financial Incentives.** Creating an online account or participating in a financial incentive program such as loyalty programs or coupon-based initiatives administered by us or our partners may entitle you to receive special offers and benefits from us. To administer such programs, we may need to sell, collect, disclose, or retain your personal information. For our loyalty programs, such as Huggies® Rewards+, members may earn coupons or reward points for signing up, purchasing our products, and participating in certain other activities, such as taking surveys, sharing posts on Facebook and Twitter, and connecting friends to our loyalty and discount programs. These points can be used toward entering sweepstakes and games, donating to charity and redeeming rewards. We calculate the value of your data based on the return on investment or incremental margin generated by us from administering financial incentives and from the sale, collection, or retention of your personal information. You may end your online account (which will withdraw you from the financial incentives) at any time by entering a request at [www.privacy.kimclark.com](http://www.privacy.kimclark.com), calling us at 1-888-525-8373, or emailing us at [privacy@kcc.com](mailto: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.

[Read more](#)