**Table 1:** List of the 138 tested VTO websites. *PP* in the table header means privacy policy and *TP* means third-party. For the privacy policy columns, a ● means violated, a ● means ambiguous, a ● means vague and a o means not violated. For the 'violation type' columns, the numbers denote the violations as specified by the criteria defined in Section 3.3. The mapping is as follows: (1) image sharing to server, (2) image storing, (3) image storage duration, (4) image sharing to third party, (5) image sharing to analytics services. A dash '-' means not applicable.

thelipbar.com				•				R
www.baume-et-mercier.com         no         no         -         -         no           www.urbandecay.com         no         no         -         -         no           www.nyxcosmetics.com         no         no         -         -         no           www.naybelline.ca         no         no         -         -         no           www.lancome.ca         no         no         -         -         no           modiface.com         no         no         -         -         no           www.esteelauder.ca         yes         yes         -         -         no           www.catrice.eu         no         no <td< td=""><td></td><td></td><td></td><td>S. S.</td><td>•</td><td></td><td>e</td><td>36</td></td<>				S. S.	•		e	36
www.baume-et-mercier.com         no         no         -         -         no           www.urbandecay.com         no         no         -         -         no           www.nyxcosmetics.com         no         no         -         -         no           www.naybelline.ca         no         no         -         -         no           www.lancome.ca         no         no         -         -         no           modiface.com         no         no         -         -         no           www.esteelauder.ca         yes         yes         -         -         no           www.catrice.eu         no         no <td< td=""><td></td><td></td><td>N.</td><td>KU SY</td><td>20</td><td>×</td><td>al ai</td><td>ger kyr</td></td<>			N.	KU SY	20	×	al ai	ger kyr
www.baume-et-mercier.com         no         no         -         -         no           www.urbandecay.com         no         no         -         -         no           www.nyxcosmetics.com         no         no         -         -         no           www.naybelline.ca         no         no         -         -         no           www.lancome.ca         no         no         -         -         no           modiface.com         no         no         -         -         no           www.esteelauder.ca         yes         yes         -         -         no           www.catrice.eu         no         no <td< td=""><td></td><td></td><td>.&amp; &amp;</td><td>.e Šve</td><td>2<sup>2</sup></td><td>xion</td><td>- 2<sup>t0</sup></td><td>xioti a</td></td<>			.& &	.e Šve	2 <sup>2</sup>	xion	- 2 <sup>t0</sup>	xioti a
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www.maybelline.ca         no         no         o         -         o         -         no           www.lancome.ca         no         no         o         -         o         -         no           modiface.com         no         no         o         -         o         -         no           baileynelson.com         no         no         o         -         o         -         no           www.esteelauder.ca         yes         no         o         -         o         -         no           beekman1802.com         no         no         o         -         o         -         no           beekman1802.com         no         no         o         -         o         -         no           beekman1802.com         no         no         o         -         o         -         no           www.catrice.eu         no         no         o         -         o         -         no           www.target.com         no         no         o         -         o         -         no           www.sallyhansen.com         yes         yes         yes         o         -         o <td>· ·</td> <td>no</td> <td>no</td> <td>0</td> <td>-</td> <td>0</td> <td>-</td> <td>no</td>	· ·	no	no	0	-	0	-	no
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www.esteelauder.ca         yes         no         5         o         -         no           beekman1802.com         no         no         no         -         o         -         no           thelipbar.com         no         no         o         -         o         -         no           www.catrice.eu no         no         no         o         -         o         -         no           www.target.com         no         no         no         -         o         -         no           www.narscosmetics.com         no         no         no         -         o         -         no           janeiredale.com         no         no         no         -         o         -         no           www.maccosmetics.ca         no         no         no         -         o         -         no           virtual-cosme.net         yes         no         4         o         -         no           virtual-cosme.net         no         no         o         -         o         -         no           decortecosmetics.com         no         no         o         -         o         -         no </td <td></td> <td>no</td> <td>no</td> <td>0</td> <td>-</td> <td>0</td> <td>-</td> <td>no</td>		no	no	0	-	0	-	no
beekman1802.com  no  no  no  no  no  no  no  no  no	v	no	no	0	-	0	-	no
thelipbar.com	www.esteelauder.ca	yes	no	•	5	0	-	no
www.catrice.eu no         no         o         -         o         -         no           www.target.com         no         no         no         -         o         -         no           www.narscosmetics.com         no         no         o         -         o         -         no           www.sallyhansen.com         yes         yes         o         -         •         3         no           janeiredale.com         no         no         o         -         •         -         no           www.maccosmetics.ca         no         no         o         -         o         -         no           virtual-cosme.net         yes         no         4         o         -         no           virtual-cosme.net         no         no         o         -         o         -         no           decortecosmetics.com         no         no         o         -         o         -         no           www.coffretdor-makeup.jp         no         no         o         -         o         -         no           www.sofinaip-hadaid.com         no         o         -         o         -         no	beekman1802.com	no	no	0	-	0	-	no
www.target.com         no         no         o         -         o         -         no           www.narscosmetics.com         no         no         o         -         o         -         no           www.sallyhansen.com         yes         yes         o         -         o         -         no           janeiredale.com         no         no         o         -         o         -         no           www.maccosmetics.ca         no         no         o         -         o         -         no           virtual-cosme.net         yes         no         4         o         -         no           virtual-cosme.net         no         no         o         -         o         -         no           decortecosmetics.com         no         no         o         -         o         -         no           www.coffretdor-makeup.jp         no         no         o         -         o         -         no           www.sofinaip-hadaid.com         no         o         -         o         -         no           www.elfcosmetics.com         yes         yes         o         -         o         - </td <td>thelipbar.com</td> <td>no</td> <td>no</td> <td>0</td> <td>-</td> <td>0</td> <td>-</td> <td>no</td>	thelipbar.com	no	no	0	-	0	-	no
www.narscosmetics.com         no         no         -         -         no           www.sallyhansen.com         yes         yes         -         •         3         no           janeiredale.com         no         no         -         -         -         no           janeiredale.com         no         no         -         -         -         no           www.maccosmetics.ca         no         no         -         -         -         no           virtual-cosme.net         no         no         -         -         -         no           decortecosmetics.com         no         no         -         -         -         no           tartecosmetics.com         no         no         -         -         -         no           www.coffretdor-makeup.jp         no         no         -         -         -         no           www.aveda.ca         yes         yes         5         •         3         no           www.elfcosmetics.com         yes         no         -         -         -         no	www.catrice.eu no	no	0	-	0	-	no	
www.sallyhansen.com         yes         yes         o         -         3         no           janeiredale.com         no         no         o         -         o         -         no           www.maccosmetics.ca         no         no         o         -         o         -         no           virtual-cosme.net         no         no         o         -         o         -         no           decortecosmetics.com         no         no         o         -         o         -         no           tartecosmetics.com         no         no         o         -         o         -         no           www.coffretdor-makeup.jp         no         no         -         o         -         no           www.sofinaip-hadaid.com         no         no         o         -         o         -         no           www.elfcosmetics.com         yes         no         o         -         o         -         no	www.target.com	no	no	0	-	0	-	no
janeiredale.com	www.narscosmetics.com	no	no	0	-	0	-	no
www.maccosmetics.ca         no         no         o         -         o         -         no           virtual-cosme.net         yes         no         •         4         o         -         no           virtual-cosme.net         no         no         o         -         o         -         no           decortecosmetics.com         no         no         o         -         o         -         no           tartecosmetics.com         no         no         o         -         o         -         no           www.coffretdor-makeup.jp         no         no         o         -         o         -         no           www.aveda.ca         yes         yes         s         5         s         3         no           www.elfcosmetics.com         yes         no         o         -         o         -         no	www.sallyhansen.com	yes	yes	0	-	•	3	no
virtual-cosme.net         yes         no         4         0         -         no           virtual-cosme.net         no         no         0         -         0         -         no           decortecosmetics.com         no         no         0         -         0         -         no           tartecosmetics.com         no         no         0         -         0         -         no           www.coffretdor-makeup.jp         no         no         0         -         0         -         no           www.aveda.ca         yes         yes         5         3         no           www.sofinaip-hadaid.com         no         0         -         0         -         no           www.elfcosmetics.com         yes         no         0         -         0         -         no	janeiredale.com	no	no	0	-	0	-	no
virtual-cosme.net no no o - o - no decortecosmetics.com no no o - o - no tartecosmetics.com no no o - o - no www.coffretdor-makeup.jp no no o - o - no www.aveda.ca yes yes • 5 • 3 no www.sofinaip-hadaid.com no no o - o - no www.elfcosmetics.com yes no o - • 3 yes	www.maccosmetics.ca	no	no	0	-	0	-	no
decortecosmetics.com         no         no         o         -         o         -         no           tartecosmetics.com         no         no         o         -         o         -         no           www.coffretdor-makeup.jp         no         no         o         -         o         -         no           www.aveda.ca         yes         yes         •         5         •         3         no           www.sofinaip-hadaid.com         no         o         -         o         -         no           www.elfcosmetics.com         yes         no         o         -         •         3         yes	virtual-cosme.net	yes	no	•	4	0	-	no
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www.elfcosmetics.com yes no o - • 3 yes	www.aveda.ca	yes	yes	•	5	•	3	no
v	www.sofinaip-hadaid.com	no	no	0	-	0	-	no
www.ardellshop.com no no o - o - no	www.elfcosmetics.com	yes	no	0	-	•	3	yes
1	www.ardellshop.com	no	no	0	-	0	-	no

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vww.punky.com	yes	yes	0	-	•	3	no
www.benefitcosmetics.com	yes	no	•	5	0	-	yes
to.gunnar.com	yes	no	0	-	•	1	no
ww.fielmann.at	yes	no	0	_	•	1	no
ww.fittingbox.com	no	no	•	1	0	-	no
s.jins.com	yes	no	0	_	•	1	no
ww.hansanders.nl	yes	yes	0	_	•	1	no
vewear.pttrns.ai	no	yes	0	_	0	-	no
ww.kits.ca	yes	no	0	_	•	1	no
ww.transitions.com	yes	no	•	5	•	1	yes
rtualmirror-xp.luxottica.com	no	yes	•	2	0	_	no
ww.armani.com	no	no	0	_	0	_	no
ww.glasses.com	no	no	0	_	0	_	no
ww.charlietemple.com	yes	no	0	_	•	1	no
ww.invushop.com	yes	no	0	_	•	1	no
erim.hr	yes	no	0	_	•	1	no
w.afflelou.com	yes	no	0	_	•	1	no
vw.edel-optics.de	yes	no	0	_	•	1	no
mo.luna.io	no	no	0	_	0	_	no
.zennioptical.com	yes	yes	0	_	0	_	no
ınski.com	yes	yes	0	_	0	_	no
ww.americasbest.com	yes	yes	0	_	0	_	no
ww.eyeglassworld.com	yes	yes	0	_	0	_	no
ww.oakley.com	yes	no	0	_	0	-	no
ww.designerglasses.co.uk	yes	no	0	_	•	1	no
ww.smartbuyglasses.com	yes	yes	0	_	0	_	no
ww.bulgari.com	yes	no	0	_	0	_	yes
ww.costadelmar.com	yes	no	0	_	0	_	no
ww.miumiu.com	yes	no	0	_	0	_	yes
ww.oliverpeoples.com	no	no	0	_	0	_	no
ww.persol.com	no	no	0	_	0	-	no
vw.prada.com	yes	no	0	_	0	_	yes
ww.ray-ban.com	no	no	0	_	0	_	no
ww.vogue-eyewear.com	no	no	0	_	0	_	no
ww.bebeautiful.in	yes	yes	0	_	0	_	no
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www.eyebuydirect.ca				-			
822denim.com	yes	no	0	-	0	-	no
ww.lenskart.com	yes	yes	0	-	-	-	no
www.lenscrafters.ca	no	no	0	-	0	-	no
vww.clearly.ca	no	no	0	-	0	-	no
ww.eyeconic.com	yes	yes	0	-	0	-	no
ww.silhouette.com	yes	yes	0	-	0	-	no
ww.fashioneyewear.com	yes	no	0	-	•	1	no
ww.sunglasshut.com	yes	no	•	5	0	-	no
ww.titaneyeplus.com	yes	no	•	4	0	-	no
ww.kiksar.com	no	no	•	-	0	-	no
ww.glassesusa.com	no	yes	0	-	0	-	no
ww.visionexpress.com	yes	yes	0	-	0	-	no
ww.specsavers.com.au yes	yes	0	-	0	-	no	
.vintandyork.com	yes	no	0	-	•	1	no
vw.optically.ca	no	no	0	-	-	-	no
ww.misterspex.co.uk	yes	yes	0	-	0	-	no
ano-vista.com	yes	no	0	-	•	1	no
arnerbrand.com	yes	no	0	-	•	1	no
rbishop.com	yes	no	•	4	•	1	no
ww.owndays.com	no	no	0	-	0	-	no
asson.sk-global.biz	no	no	0	-	-	-	no
a.moscot.com	no	no	0	-	0	-	no
ww.targetoptical.com	no	no	0	-	-	-	no
ww.glassesgallery.com	no	no	0	_	0	_	no
ww.aceptrylive.com	no	no	0	_	_	_	no
ww.glasses2you.co.uk no	no	0	_	0	_	no	
ww.bennewitz.com	no	no	0	_	_	_	no
ww.peepers.com	yes	no	•	5	•	1	no
ww.bonlook.ca	yes	yes	0	_	0	_	no
inniesstudios.com	yes	yes	0	_	0	_	no
landsarna.com	yes	yes	0	_	0	_	no
ıglio.com	no	no	0	_	-	_	no
ww.mouqy.com	yes	yes	0	_	0	_	no
ww.favrspecs.com	yes	yes	0	_	0	_	no
www.iavispees.com	yes	ycs	J	-	J		110

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vww.bose.ca	no	no	0	-	0	-	no
www.pottglasses.com	no	no	0	-	0	-	no
ww.quayaustralia.com	yes	no	0	-	0	-	no
ubitts.com	no	no	0	-	0	-	no
ww.eyeglassdirect.com	no	no	0	-	0	-	no
ww.alensa.ie	yes	yes	•	4	•	1	no
ntl.lespecs.com	yes	no	0	-	•	1	no
ww.fostergrant.com	no	no	0	-	0	-	no
ww.lensor.eu yes	yes	0	-	0	-	no	
sianeyeshop.com	yes	no	0	-	•	1	no
ww.eyebobs.com	no	no	0	-	0	-	no
t.lindafarrow.com	yes	no	0	-	•	1	no
andsopticians.com	yes	yes	0	-	0	-	no
ww.bantonframeworks.co.uk	yes	yes	0	-	0	-	no
ww.bexsunglasses.com	yes	no	•	-	•	1	no
ww.clarksoneyecare.com	yes	yes	0	-	0	-	no
tropeepers.com	yes	no	0	-	•	1	no
ww.lensmartonline.com	yes	yes	0	-	•	-	no
ngoeyewear.com	yes	yes	0	-	0	-	no
olla.com	yes	yes	0	-	0	-	no
ww.olliequinn.ca	no	no	0	-	0	-	no
ww.plattar.com	no	no	0	-	0	-	no
ww.nationwidevision.com	yes	yes	0	-	0	-	no
ridoctors.com	yes	no	•	4	•	1	no
nrri.com	yes	yes	•	-	0	-	no
ww.lgrworld.com	yes	no	0	-	•	1	no
optique.com	no	yes	0	-	-	-	no
aireyewear.com	yes	no	0	-	•	1	no
ptica.africa	yes	no	•	5	0	-	no
odakatech.com	no	no	0	-	0	-	no
ww.viccieyewear.com	yes	yes	0	-	0	-	no
a.goggles4u.com	yes	no	0	-	•	1	no
ww.dukpion.com	yes	yes	0	-	0	-	no
ww.payneglasses.com	no	yes	0	-	0	-	no
ww.safetyeyeglasses.com	no	yes	0	-	-	-	no

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website URL	Adv	10.	0	7,	7	7,	Z.
www.myeyedr.com	yes	no	0	-	•	1	no
www.framesdata.com	yes	no	0	-	•	1	no
www.zeelool.com	no	no	0	-	0	-	no
kokkorisoptics.com	yes	yes	0	-	0	-	no
www.exactfit.co	no	no	0	-	0	-	no
www.gkboptical.com	yes	$_{ m no}$	•	4	0	-	no