

**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 ○ 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.

website URL	Image sent to TP	Image stored	Own PP	Violation type	VTO provider's PP	Violation type	Misleading disclaimer
www.elfcosmetics.com	✓	✓	○ -	●	3		
www.baume-et-mercier.com			○ -	○	-		
www.urbandecay.com			○ -	○	-		
www.nyxcosmetics.com			○ -	○	-		
www.maybelline.ca			○ -	○	-		
www.lancome.ca			○ -	○	-		
modiface.com			○ -	○	-		
baileynelson.com			○ -	○	-		
www.esteelauder.ca	✓		● 5	○	-		
beekman1802.com			○ -	○	-		
thelipbar.com			○ -	○	-		
www.catrice.eu		○	- ○	-			
www.target.com			○ -	○	-		
www.narscosmetics.com			○ -	○	-		
www.sallyhansen.com	✓	✓	○ -	●	3		
janeiredale.com			○ -	○	-		
www.maccosmetics.ca			○ -	○	-		
virtual-cosme.net/kate/newitem_my/	✓		● 4	○	-		
virtual-cosme.net/sg/liese			○ -	○	-		
decortecosmetics.com			○ -	○	-		
tartecosmetics.com			○ -	○	-		
www.coffretdor-makeup.jp			○ -	○	-		
www.aveda.ca	✓	✓	● 5	●	3		
www.sofinaip-hadaid.com			○ -	○	-		
www.madison-reed.com	✓		○ -	●	3	✓	
www.ardellshop.com			○ -	○	-		
www.punky.com	✓	✓	○ -	●	3		
www.benefitcosmetics.com	✓		● 5	○	-	✓	
vto.gunnar.com	✓		○ -	●	1		

www.fielmann.at	✓		○	-	●	1	
www.fittingbox.com			●	1	○	-	
us.jins.com	✓		○	-	●	1	
www.hansanders.nl	✓	✓	○	-	●	1	
eyewear.pttrns.ai	✓	✓	○	-	○	-	
www.kits.ca	✓		○	-	●	1	
www.transitions.com	✓		●	5	●	1	✓
virtualmirror-xp.luxottica.com		✓	●	2	○	-	
www.armani.com			○	-	○	-	
www.glasses.com			○	-	○	-	
www.charlietemple.com	✓		●	-	●	1	
www.invushop.com	✓		●	-	●	1	
eyerim.hr	✓		●	-	●	1	
www.afflelou.com	✓		●	-	●	1	
www.edel-optics.de	✓		○	-	●	1	
demo.luna.io	✓		○	-	○	-	
ca.zennioptical.com	✓	✓	○	-	○	-	
sunski.com	✓	✓	○	-	○	-	
www.americasbest.com	✓	✓	○	-	○	-	
www.eyeglassworld.com	✓	✓	○	-	○	-	
www.oakley.com	✓		○	-	○	-	
www.designerglasses.co.uk	✓		●	-	●	1	
www.smartbuyglasses.com	✓	✓	○	-	○	-	
www.bulgari.com	✓		○	-	○	-	✓
www.costadelmar.com	✓		○	-	○	-	
www.miumiu.com	✓		●	-	○	-	✓
www.oliverpeoples.com			○	-	○	-	
www.persol.com			○	-	○	-	
www.prada.com	✓		●	-	○	-	✓
www.ray-ban.com			○	-	○	-	
www.vogue-eyewear.com			○	-	○	-	
www.bebebeautiful.in	✓	✓	●	-	○	-	
www.eyebuydirect.ca	✓	✓	○	-	●	-	
1822denim.com	✓		○	-	○	-	
www.lenskart.com	✓	✓	○	-	-	-	
www.lenscrafters.ca			○	-	○	-	
www.clearly.ca			○	-	○	-	
www.eyeconic.com	✓	✓	○	-	○	-	
www.silhouette.com	✓	✓	○	-	○	-	
www.fashioneeyewear.com	✓		●	-	●	1	
www.sunglasshut.com	✓		●	5	○	-	
www.titaneyepius.com	✓		●	4	○	-	
www.kiksar.com			●	-	○	-	
www.glassesusa.com		✓	○	-	○	-	
www.visionexpress.com	✓	✓	○	-	○	-	

www.specsavers.com	✓	✓	○	-	○	-
ca.vintandYork.com	✓		●	-	●	1
www.optically.ca			●	-	-	-
www.misterspex.co.uk	✓	✓	○	-	○	-
nano-vista.com	✓		●	-	●	1
barnerbrand.com	✓		●	-	●	1
drbishop.com	✓		●	4	●	1
www.owndays.com			○	-	○	-
glasson.sk-global.biz			○	-	-	-
ca.moscot.com			○	-	○	-
www.targetoptical.com			○	-	-	-
www.glassesgallery.com			○	-	○	-
www.aceptrylive.com			○	-	-	-
www.glasses2you.co.uk			○	-	○	-
www.bennewitz.com			○	-	-	-
www.peepers.com	✓		●	5	●	1
www.bonlook.ca	✓	✓	●	-	○	-
sunniesstudios.com	✓	✓	○	-	○	-
edandsarna.com	✓	✓	●	-	●	-
www.mouqy.com	✓	✓	●	-	●	-
www.favrspecs.com	✓	✓	○	-	○	-
www.bose.ca			○	-	○	-
www.pottglasses.com			○	-	○	-
www.quayaustralia.com	✓		○	-	○	-
cubitts.com			○	-	○	-
www.eyeglassdirect.com			○	-	○	-
www.alensa.ie	✓	✓	●	4	●	1
intl.lespecs.com	✓		●	-	●	1
www.fostergrant.com			○	-	○	-
www.lensor.eu ✓	✓	○	-	○	-	-
asianeyes.com	✓		○	-	●	1
www.eyebobs.com			○	-	○	-
int.lindafarrow.com	✓		●	-	●	1
mandsopticians.com	✓	✓	●	-	○	-
www.bantonframeworks.co.uk	✓	✓	●	-	●	-
www.bexsunglasses.com	✓		●	-	●	1
www.clarksoneyecare.com	✓	✓	●	-	○	-
retropeepers.com	✓		●	-	●	1
www.lensmartonline.com	✓	✓	●	-	●	-
liingoeyewear.com	✓	✓	○	-	○	-
iolla.com	✓	✓	○	-	●	-
www.olliequinn.ca			○	-	○	-
www.plattar.com			○	-	○	-
www.nationwidevision.com	✓	✓	●	-	○	-
fyidoctors.com	✓		●	4	●	1

anrri.com	✓	✓	●	-	○	-
www.lgrworld.com	✓		○	-	●	1
leoptique.com		✓	○	-	-	-
paireyewear.com	✓		○	-	●	1
optica.africa	✓		●	5	○	-
modakatech.com			○	-	○	-
www.vicciyewear.com	✓	✓	○	-	○	-
ca.goggles4u.com	✓		○	-	●	1
www.dukpion.com	✓	✓	○	-	○	-
www.payneglasses.com		✓	○	-	○	-
www.safetyeyeglasses.com		✓	○	-	-	-
www.myeyedr.com	✓		○	-	●	1
www.framesdata.com	✓		○	-	●	1
www.zeelool.com			○	-	○	-
kokkorisoptics.com	✓	✓	○	-	○	-
www.exactfit.co			○	-	○	-
www.gkboptical.com	✓		●	4	○	-
www.fitglasses.com		✓	○	-	-	-

---