

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	yes	yes	○	-	●	3	no
www.baume-et-mercier.com	no	no	○	-	○	-	no
www.urbandecay.com	no	no	○	-	○	-	no
www.nyxcosmetics.com	no	no	○	-	○	-	no
www.maybelline.ca	no	no	○	-	○	-	no
www.lancome.ca	no	no	○	-	○	-	no
modiface.com	no	no	○	-	○	-	no
baileynelson.com	no	no	○	-	○	-	no
www.eesteelauder.ca	yes	no	●	5	○	-	no
beekman1802.com	no	no	○	-	○	-	no
thelipbar.com	no	no	○	-	○	-	no
www.catrice.eu	no	○	-	○	-	no	
www.target.com	no	no	○	-	○	-	no
www.narscosmetics.com	no	no	○	-	○	-	no
www.sallyhansen.com	yes	yes	○	-	●	3	no
janeiredale.com	no	no	○	-	○	-	no
www.maccosmetics.ca	no	no	○	-	○	-	no
virtual-cosme.net	yes	no	●	4	○	-	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.sofinaip-hadaid.com	no	no	○	-	○	-	no
www.elfcosmetics.com	yes	no	○	-	●	3	yes
www.ardellshop.com	no	no	○	-	○	-	no

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www.punky.com	yes	yes	○	-	●	3	no
www.benefitcosmetics.com	yes	no	●	5	○	-	yes
vto.gunnar.com	yes	no	○	-	●	1	no
www.fielmann.at	yes	no	○	-	●	1	no
www.fittingbox.com	no	no	●	1	○	-	no
us.jins.com	yes	no	○	-	●	1	no
www.hansanders.nl	yes	yes	○	-	●	1	no
eyewear.pttrns.ai	no	yes	○	-	○	-	no
www.kits.ca	yes	no	○	-	●	1	no
www.transitions.com	yes	no	●	5	●	1	yes
virtualmirror-xp.luxottica.com	no	yes	●	2	○	-	no
www.armani.com	no	no	○	-	○	-	no
www.glasses.com	no	no	○	-	○	-	no
www.charlietemple.com	yes	no	○	-	●	1	no
www.invushop.com	yes	no	○	-	●	1	no
eyerim.hr	yes	no	○	-	●	1	no
www.afflelou.com	yes	no	○	-	●	1	no
www.edel-optics.de	yes	no	○	-	●	1	no
demo.luna.io	no	no	○	-	○	-	no
ca.zennioptical.com	yes	yes	○	-	○	-	no
sunski.com	yes	yes	○	-	○	-	no
www.americasbest.com	yes	yes	○	-	○	-	no
www.eyeglassworld.com	yes	yes	○	-	○	-	no
www.oakley.com	yes	no	○	-	○	-	no
www.designerglasses.co.uk	yes	no	○	-	●	1	no
www.smartbuyglasses.com	yes	yes	○	-	○	-	no
www.bulgari.com	yes	no	○	-	○	-	yes
www.costadelmar.com	yes	no	○	-	○	-	no
www.miumiu.com	yes	no	○	-	○	-	yes
www.oliverpeoples.com	no	no	○	-	○	-	no
www.persol.com	no	no	○	-	○	-	no
www.prada.com	yes	no	○	-	○	-	yes
www.ray-ban.com	no	no	○	-	○	-	no
www.vogue-eyewear.com	no	no	○	-	○	-	no
www.bebeautiful.in	yes	yes	○	-	○	-	no

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www.eyebuydirect.ca	yes	yes	○	-	●	-	no
1822denim.com	yes	no	○	-	○	-	no
www.lenskart.com	yes	yes	○	-	-	-	no
www.lenscrafters.ca	no	no	○	-	○	-	no
www.clearly.ca	no	no	○	-	○	-	no
www.eyeconic.com	yes	yes	○	-	○	-	no
www.silhouette.com	yes	yes	○	-	○	-	no
www.fashioneypewear.com	yes	no	●	-	●	1	no
www.sunglasshut.com	yes	no	●	5	○	-	no
www.titaneyepplus.com	yes	no	●	4	○	-	no
www.kiksar.com	no	no	●	-	○	-	no
www.glassesusa.com	no	yes	○	-	○	-	no
www.visionexpress.com	yes	yes	○	-	○	-	no
www.specsavers.com.au	yes	○	-	○	-	no	
ca.vintandnyork.com	yes	no	●	-	●	1	no
www.optically.ca	no	no	●	-	-	-	no
www.misterspex.co.uk	yes	yes	○	-	○	-	no
nano-vista.com	yes	no	●	-	●	1	no
barnerbrand.com	yes	no	●	-	●	1	no
drbishop.com	yes	no	●	4	●	1	no
www.owndays.com	no	no	○	-	○	-	no
glasson.sk-global.biz	no	no	○	-	-	-	no
ca.moscot.com	no	no	○	-	○	-	no
www.targetoptical.com	no	no	○	-	-	-	no
www.glassesgallery.com	no	no	○	-	○	-	no
www.aceptrylive.com	no	no	○	-	-	-	no
www.glasses2you.co.uk	no	○	-	○	-	no	
www.bennewitz.com	no	no	○	-	-	-	no
www.peepers.com	yes	no	●	5	●	1	no
www.bonlook.ca	yes	yes	○	-	○	-	no
sunniesstudios.com	yes	yes	○	-	○	-	no
edandsarna.com	yes	yes	●	-	●	-	no
auglio.com	no	no	○	-	-	-	no
www.mouqy.com	yes	yes	●	-	●	-	no
www.favrspecs.com	yes	yes	○	-	○	-	no

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www.bose.ca	no	no	○	-	○	-	no
www.pottglasses.com	no	no	○	-	○	-	no
www.quayaustralia.com	yes	no	○	-	○	-	no
cubitts.com	no	no	○	-	○	-	no
www.eyeglassdirect.com	no	no	○	-	○	-	no
www.alensa.ie	yes	yes	●	4	●	1	no
intl.lespecs.com	yes	no	⊙	-	●	1	no
www.fostergrant.com	no	no	○	-	○	-	no
www.lensor.eu	yes	○	-	○	-	no	
asianeyeshop.com	yes	no	○	-	●	1	no
www.eyebobs.com	no	no	○	-	○	-	no
int.lindafarrow.com	yes	no	⊙	-	●	1	no
mandsopticians.com	yes	yes	⊙	-	○	-	no
www.bantonframeworks.co.uk	yes	yes	⊙	-	⊙	-	no
www.bexsunglasses.com	yes	no	●	-	●	1	no
www.clarksoneyecare.com	yes	yes	⊙	-	○	-	no
retropeepers.com	yes	no	⊙	-	●	1	no
www.lensmartonline.com	yes	yes	⊙	-	●	-	no
liingoeyewear.com	yes	yes	○	-	○	-	no
iolla.com	yes	yes	○	-	⊙	-	no
www.olliequinn.ca	no	no	○	-	○	-	no
www.plattar.com	no	no	○	-	○	-	no
www.nationwidevision.com	yes	yes	⊙	-	○	-	no
fyidoctors.com	yes	no	●	4	●	1	no
anrri.com	yes	yes	●	-	○	-	no
www.lgrworld.com	yes	no	⊙	-	●	1	no
leoptique.com	no	yes	⊙	-	-	-	no
paireyewear.com	yes	no	⊙	-	●	1	no
optica.africa	yes	no	●	5	○	-	no
modakatech.com	no	no	○	-	○	-	no
www.viccieyewear.com	yes	yes	⊙	-	○	-	no
ca.goggles4u.com	yes	no	⊙	-	●	1	no
www.dukpion.com	yes	yes	⊙	-	⊙	-	no
www.payneglasses.com	no	yes	○	-	○	-	no
www.safetyeyeglasses.com	no	yes	○	-	-	-	no

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www.myeyedr.com	yes	no	○	-	●	1	no			
www.framesdata.com	yes	no	○	-	●	1	no			
www.zeelool.com	no	no	○	-	○	-	no			
kokkorisoptics.com	yes	yes	○	-	○	-	no			
www.exactfit.co	no	no	○	-	○	-	no			
www.gkboptical.com	yes	no	●	4	○	-	no			
www.fitglasses.com	no	yes	○	-	-	-	no			