

PRIVACY POLICY

Last Updated: August 15, 2025

Le Creuset of America, Inc. and our subsidiaries and affiliates (collectively "Le Creuset," "we," "us," or "our") respect your privacy. If you are a consumer in the United States, this Privacy Policy (the "Policy") explains how we collect, use, process, disclose, and retain your personal information when you access our websites ("Websites"), engage with us on social media, join a membership program, attend our events, shop at our stores, or otherwise interact with us. By using this Website, you agree to this Policy and our [Terms of Use](#).

This Policy only applies to consumers. This Policy does not apply to personal information we collect from employees, partners, contractors, or job applicants. If you are a job applicant, please review our [Job Applicant Privacy Notice](#).

You may download a printable version of this Policy [here](#). If you have any questions or concerns about this Policy, please contact us via this form <https://www.lecreuset.com/privacy-rights-request.html> or via phone at **1-877-273-8738**.

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PERSONAL INFORMATION WE COLLECT

In this Policy, "personal information" means any information that identifies, relates to, describes, references, or could be reasonably linked to a particular individual.

We collect the following categories of personal information:

Identifiers: such as your first and last name, email address, shipping and billing address(es), phone number, and date of birth.

Financial Information: information that we collect related to your purchases and payments, such as credit card, debit card, and bank account information.

Commercial Information: information about your shopping history, order details, and products you purchased or considered purchasing.

Geolocation Data: your general location based on IP address.

Internet or Other Electronic Network Activity: information regarding your interaction with the Website, such as your browsing history.

Audio, Video, or Electronic Data: including in-store video footage, customer service call recordings, and records of your communications with us.

Characteristics of Protected Classifications: your age, if you provide your birthday when you sign up for one of our promotions.

Sensitive Personal Information: account log-in information and financial information, which is solely used to facilitate purchases.

We have collected these categories of personal information within the last twelve (12) months.

HOW WE COLLECT PERSONAL INFORMATION

We collect personal information from these sources:

You: we collect identifiers, financial information, commercial information, and audio, video, or electronic data from you.

Third Parties/Service Providers:

Passive/Automatic Collection: we collect internet or other electronic network activity, such as your interactions with our Website, by using technologies like cookies and from

certain service providers that are embedded/leveraged on our Website. We also collect geolocation data when you access our Website or connect to our store wi-fi.

You can learn more about our use of cookies and similar technologies by reviewing our [Cookies Notice](#) below.

COOKIES NOTICE

We and our service providers use cookies, pixels, tags, or similar tracking technologies ("Collection Technologies") to gather certain information when you use or access the Website, or otherwise interact with us. We describe our use Collection Technologies below.

Use of Cookies Technologies

Our use of Collection Technologies generally falls into the following categories:

Strictly Necessary: 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 out forms. You can set your browser to block or alert you about these cookies, but some parts of the Website will not then work. These cookies do not store any personally identifiable information.

Functional: 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 these services may not function properly.

Targeting: These cookies may be set through our Website by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites. They do not store personal information directly, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

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

All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our Website, and will not be able to monitor its performance.

Social Media: These cookies are set by a range of social media services that we have added to the Website to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.


Managing Your Cookie Preferences

You can choose how web browser cookies are handled by your device via your browser settings. Some devices allow you to control this through your device settings. If you choose not to receive cookies at any time, websites may not function properly, and certain services will not be provided. Each browser and device are different, so check the settings menu of the browser or device to learn how to change your settings and cookie preferences. You can find information on how to manage cookie settings on certain browsers via the following links:

- [Cookie settings in Chrome](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Safari](#)

The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#) and [the Digital Advertising Alliance](#).

To the extent that our Collection Technologies are considered a “sale/”share” under applicable state privacy laws or where we conduct targeted advertising as defined by applicable state privacy laws, you may exercise your right to opt out by doing either of the following:

- Click on the “Your Privacy Choices ” link in the footer of our Website and adjust your preferences. Please note that your request to opt-out will be linked to your browser identifier only. If you use a different computer or browser to access our website, you will need to adjust your preferences on those sites.
- Broadcast an opt-out preference signal, such as by enabling Global Privacy Control (GPC) where supported by your browsers. To download and use a browser supporting GPC signals, visit <https://globalprivacycontrol.org/orgs>. You will need to implement this for each supported browser or browser extension you use.

HOW WE USE PERSONAL INFORMATION

We may use personal information that we collect in the following ways:

To Provide Products and Services. We use your identifiers, financial, and commercial information to provide, administer, deliver, maintain, and improve our products, services, membership programs, warranties, and accounts.

To Communicate with You. We use identifiers and commercial information to communicate with you and provide customer service.

To Advertise and Market Our Products And Services. We use identifiers, commercial information, geolocation data, and internet or other electronic network activity information for marketing and promotional purposes, such as sending you communications and showing you advertisements for products.

To Improve Our Products And Services. We use commercial information, internet or other electronic network activity information, and audio, visual, or electronic data to understand how you interact with our Website and content to make improvements to our Website and the products and services we offer.

For Analytics. We use identifiers, internet or other electronic network activity information, commercial information, and geolocation data to analyze preferences, trends, and statistics for business purposes.

To Improve And Personalize Your Customer Experience. We use identifiers, commercial information, and internet or other electronic activity network activity to

understand how you interact with our Website and advertising so that we can send you communications, targeted advertising, and personalize your customer experience.

Fraud Prevention. We may disclose personal information if we believe disclosure is necessary to investigate, prevent, or respond to illegal or fraudulent activity.

Law Enforcement/Legal Requests. We may disclose personal information to comply with our legal or regulatory obligations.

With Your Consent. We may disclose your personal information in accordance with your consent or when you post information on our Website.

Corporate Restructuring. We may transfer personal information to a third party if we are involved in a corporate restructuring.

HOW WE DISCLOSE PERSONAL INFORMATION

We disclose personal information for business purposes in the following ways:

To Service Providers. We disclose personal information to third-party companies or individuals that we hire or work with to perform services on our behalf, such as maintaining or servicing accounts, providing customer support, payment processing, fraud detection and prevention services, and providing analytics.


In Connection With A Corporate Transaction Or Reorganization. We would share personal information if we were involved in a merger, acquisition, asset sale, or other corporate reorganization.

To Comply With Legal Obligations Or To Prevent Fraud And Abuse. We disclose personal information if doing so were reasonably necessary to comply with applicable law or to otherwise prevent illegal or fraudulent activity.

To Participate in our Website's Interactive and Social Features: Your personal information may be disclosed to other users on our Website who are able to browse comments, recipes, question, and other entries that you have submitted or commented in any forums, message boards, product ratings, feedback portals, or other interactive or social aspects that Le Creuset may include on our Website. We may post this information on other platforms in the future.

Please note that we only disclose sensitive personal information to fulfill orders or as otherwise authorized by applicable law.

For more information about how we share personal information and how you can opt-out, please see the [Additional Disclosures Regarding The Collection, Use, And Disclosure Of Personal Information and Your Privacy Rights and Choices](#) sections of this Policy.

You can opt out of sales and sharing (e.g., via cookies and pixels), through the Privacy Preference Page (accessible via the Your Privacy Choices  on our Website).

TARGETED ADVERTISING

We engage others to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use cookies, web beacons, SDKs, device identifiers, and other tracking technologies to collect information about your use of the Services, and other websites and applications, including your IP address and other identifiers, web browser and mobile network information, pages viewed, time spent on pages or in apps, links clicked, and conversion information. This information is used to deliver ads targeted to your interests on other companies' sites or mobile apps, analyze and track data, determine the popularity of certain content, and better understand your online activity on our Website and with respect to our products. In addition, some of our advertising partners enable us to translate your email address into an identifier that cannot be used to identify you personally. Our advertising partners then use that unique identifier to show ads that are more relevant to you across the web and in mobile apps.

The activities described in this section may constitute "targeted advertising," "sharing," or "selling" under certain laws. See the [ADDITIONAL STATE SPECIFIC INFORMATION](#) section below for details.

YOUR CHOICES

In this section, we describe the rights and choices available to all users. If you are a resident of a state that provides additional rights, you may find additional information about your rights in the [Additional State Privacy Notice](#) below.

Marketing Communications

You can opt out of receiving marketing or promotional communications from us by following the instructions in those communications (such as by clicking the “unsubscribe” link contained in an email or texting the word STOP in response to a text message) or by contacting us via this form <https://www.lecreuset.com/privacy-rights-request.html> or via phone at **1-877-273-8738**.

Cookies and Similar Technologies

You can opt-out of our use of cookies and other technologies by clicking [here](#). You can also set your browser to remove or reject cookies. Please see our [Cookies Notice](#) for more information.

SECURITY OF PERSONAL INFORMATION

We take the security of your personal information seriously. To protect your personal information, we maintain physical, technical, and administrative safeguards. For example, personal information is only accessible by authorized employees, representatives, and agents as necessary for the purposes described above. We also update our security technology and provide security training to our employees on a routine basis. We do not retain payment card information on the LeCreuset.com data center.

FRAUD PROTECTION

Unfortunately, some unscrupulous people may purport to represent Le Creuset. We will request your credit card information or other payment only when you are in the checkout page of the Website, or if you call our Consumer Services team to purchase a product.

If we become aware that someone or some company is using our name or trademark(s) without authorization, we will take reasonable steps designed to stop that activity. This may take time, and it may be difficult or even impossible to stop that activity. Thus, you should take precautions to protect yourself.

You should keep your password and other personal information in a safe location and not share them with anyone. After you complete your visit, please log off your account and close your browser window; this should prevent someone else from accessing your account. This procedure is especially critical if you are sharing a computer with someone else or are using a computer in a public place, such as a library.

For more information on how to protect yourself, please visit the Federal Trade Commission's Website at www.ftc.gov.

If you have any questions regarding our practices, please contact us via this form <https://www.lecreuset.com/privacy-rights-request.html> or via phone at **1-877-273-8738**.

THIRD PARTY WEBSITES

Please note that our Website may contain links to third-party websites that are not controlled or operated by us. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. You should always read a site's privacy and security policies before disclosing any personal information on that site.

CHILDREN'S PRIVACY

Le Creuset does not target our products or services to individuals under 18 years old. If you are a parent or legal guardian and you believe that your child has provided us with personal data without your consent, please contact us at [insert email address]. If we learn that we have collected personal information of a child without the consent of the child's parent or guardian as required by law, we will comply with any applicable legal requirements to delete the information.

CHANGES TO THIS PRIVACY POLICY

Le Creuset reserves the right to modify this Privacy Policy at any time. If we make changes, we will notify you by revising the date at the top. If we make material changes, we will attempt to provide you with additional notice, such as by sending you a notification or adding a statement on our Website.

CONTACT US

If you have any questions about this Policy or our processing of personal information, you may contact us via this form <https://www.lecreuset.com/privacy-rights-request.html> or call us at **1-877-273-8738**.

ADDITIONAL STATE PRIVACY NOTICE

This section provides additional information to individuals who reside in states with privacy laws that provide additional privacy rights to residents, such as California, Colorado, Connecticut, Delaware, Iowa, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, and Virginia (the "State

Privacy Laws”). This also serves as our ‘Notice at Collection’ pursuant to the California Consumer Privacy Act (the “CCPA”).

Additional Disclosures Regarding The Collection, Use, And Disclosure Of Personal Information

As described in the [Personal Information We Collect](#), [How We Use Your Personal Information](#), and [How We Disclose Your Personal Information](#) sections above, we collect, use, and disclose personal information (and have collected, used, and disclosed personal information within the last twelve months) as set forth below:

Category of Personal Information	Example	Use	Disclosure
Identifiers	Name, email address, shipping and billing address(es)	To provide products and services; to communicate with you; to advertise and market our products and services; for analytics; to personalize your customer experience.	To service providers, such as order fulfillment, account management, customer service, marketing, and business analytics.
Commercial Information	Purchase history and order information	To provide products and services; to advertise and market our products and services; and for business analytics.	To service providers, such as customer service, marketing, and business analytics.
Financial Information	Payment information	To provide products and services	To service providers who handle payment and financing
Geolocation Data	Your general location based upon IP address	To market and advertise our products and services; for business analytics	To service providers who help us market and advertise our products and assist with business analytics

Internet and Other Electronic Network Activity	Your interactions with our Website	To provide products and services; to market and advertise our products and services; for business analytics;	To service providers, such as business analytics providers, marketers
Audio, Visual, or Electronic Data	Customer service call recordings; store security camera footage	To improve and personalize your customer experience.	None
Protected Characteristics	Age	To provide products and services	None
Sensitive Personal Information	Age, account log-in	To provide products and services	None

While we do not sell personal information in exchange for money, some of the disclosures described in the [How We Disclose Personal Information](#) section above may constitute a “share” or “sale” under the CCPA or other applicable state law. Based upon the CCPA’s definition of “share” or “sale,” we shared and/or sold the following categories of personal information to the following third parties in the last twelve (12) months as set forth above: identifiers, commercial information, financial information, geolocation data, and internet or other electronic network activity information. We also disclose the categories of personal information shown in the above table.

Sensitive Personal Information

We only use “sensitive personal information” as that term is defined under the CCPA to process and fulfill orders or for other purposes authorized by applicable law.

Retention of Personal Information

We generally retain personal information for the period necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or permitted by law. At times, we must retain all or a portion of your personal information to comply with our legal obligations, resolve disputes, enforce our agreements and terms, protect against fraudulent or illegal activity, or for another legitimate business purpose.

Your Privacy Rights


This section describes the privacy rights you may have under applicable state law. Please note that the rights available to you depend upon your state of residence and not all the rights listed below are available to all users. If you are not a resident of a state with an applicable privacy law, you may not be able to exercise all or some of these rights. In addition, we may not be able to process your request if you do not provide us sufficient information to confirm your identity or respond to your request.


Right to Know and Access: You have the right to request to know more about and access your personal data. You have the right to request that we disclose to you the categories of personal information we have collected, used, disclosed, or sold about you. You may also request a copy of the personal information we have collected about you.

Right to Deletion: You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions.

Right to Correct: You have the right to request that we correct any inaccurate personal information that we have collected from you and maintain.

Right to Portability: You have the right to obtain your personal information from us in a portable, and to the extent technically feasible, readily usable format that allows you to transmit your personal information to another entity, subject to applicable law and certain exemptions.

Right to Opt-Out of Sale/Sharing or Targeted Advertising: Although we do not “sell” your personal information to third parties in exchange for money, we do make certain disclosures described above, which may be considered “sales” or “shares” under applicable privacy law, such as the CCPA. For additional information or to opt-out of the “sale” or “sharing” of your personal information or to opt-out of “targeted advertising,” click the Your Privacy Choices  link in the footer of our Website:

- You can opt out of sales and sharing (e.g., via cookies and pixels), through the Privacy Preference Page (accessible via the Your Privacy Choices  on our Website). In addition, if we recognize that your browser is transmitting global privacy control (GPC) signals when you visit one of our sites, we will opt your browser out of sales and sharing on that site.
- You may submit a request to opt out of sales and sharing of other data or targeted advertising by contacting us via this form <https://www.lecreuset.com/privacy-rights-request.html> or calling us at 1-

877-273-8738. For more information, please review the Your Privacy Rights section of our Privacy Policy.

Right to Opt-Out of Profiling: You have the right to opt out of profiling that leads to decisions with legal or similarly significant effects. Please note, we do not currently engage in profiling as defined under state privacy laws.

Right to List of Third Parties: Residents of Oregon and Minnesota are provided with the right to receive a list of specific third parties to whom we have disclosed personal information. Residents of Delaware and Maryland are provided with the right to request a list of the categories of third parties with whom we disclosed your personal information.

Exercising Your Privacy Rights

If you would like to exercise any of the privacy rights as outlined above, please contact us through either of the following options.

- Calling us at **1-877-273-8738**
- Contacting us via this form <https://www.lecreuset.com/privacy-rights-request.html>

Before we can process your request, we may ask you a series of questions in order to attempt to verify your identity. We only use the information collected about your request to fulfill and maintain records of your request.

Authorized Agents

Under some State Privacy Laws, you may enable an authorized agent to make a request on your behalf. However, we may request documentation such as a power of attorney to verify your authorized agent's identity and authority to act on your behalf.

Right to Appeal

You have the right to appeal our decision if we deny one of your requests listed above. To appeal, please contact us via this form <https://www.lecreuset.com/privacy-rights-request.html>

Non-Discrimination

Le Creuset will not discriminate against any consumer for exercising their rights described above.

Minor content removal

If you are a California resident, under 18, and a registered user of our services, you may ask us to remove content or information that you have posted to these services by contacting us via this form <https://www.lecreuset.com/privacy-rights-request.html> or via phone at **1-877-273-8738**. Please note that your request does not ensure complete or comprehensive removal of the content or information. For example, some of your content may have been reposted by another user on other media.