

Privacy policy

Last updated March 3, 2025

Please [click here](#) for a printable PDF version of this notice.

Tanger Inc., and affiliated and related companies, (“Tanger,” “we,” or “us”) wants you to be familiar with how we collect, use, and disclose information from and about you. This Privacy Policy (the “Policy”) describes how information about you is collected, used, and disclosed by Tanger, including when you access or use our websites, mobile sites, email, texts, and applications (“apps”) (collectively, the “Tanger Services” or “Services.”), sign up for our mailing list, join TangerClub or other loyalty programs, and shop at our centers.

This Policy applies to all users, including both those who use the Tanger Services without being registered with or subscribing to a Tanger Service and those who have registered with (or subscribed to) a Tanger Service. It does not apply to Tanger employees, contractors, or applicants for employment when acting in that capacity.

PERSONAL INFORMATION WE COLLECT

Information You Provide to Us: We collect any information that you submit to us voluntarily through the Tanger Services or provide to us in any other way. This includes when you create an online account or profile; use the interactive areas and features of our Services; make an online or in-person purchase; utilize certain services at a shopping center such as stroller rental; request customer service or otherwise connect with us via email; participate in contests, sweepstakes, promotions, or mailing lists; actively engage with us on social media platforms; join TangerClub or participate in other Tanger programs; and when you email, call, or otherwise communicate with us. Consequently, we collect various types of Personal Information from you such as your name, address, birthdate, payment information, phone number, email address, and transaction information.

Information Collected Automatically: We receive and store certain types of information automatically when you interact with Tanger Services, emails, and online advertising. This information may include personal information such as your IP address, browsing behavior while on our site, statistics on page views, browser and device characteristics, referring URLs, operating system you are using.

Information from Third Parties: We receive, and store certain types of information collected by third parties, including:

- *Information received in relation to a Tanger loyalty program*, including information from our partners and the Payment Card Networks (Visa, Mastercard, and AMEX) regarding transactions that you make at participating merchants, including the merchant, the date/time, and the amount of such transactions.
- *Information about your credit history and your identity* from agencies and other entities that provide credit scoring, identity verification, fraud prevention, and similar services.

- *Information about your interests, contact information, demographic information, and marketing inferences*, from third party sources that provide consumer data, social networks and other sources of publicly available data; and
- *Information about the marketing and advertisements* you have seen or clicked on, from online advertising companies.

ONLINE USER ACTIVITY, COOKIES AND INFORMATION COLLECTED BY OTHER AUTOMATED MEANS

When you use the Services, we, and our third-party vendors such as Google, use cookies and related tracking technologies to deliver and enhance the Services, for analytics, and to inform, optimize, and serve ads based on your interactions with our websites. Most browsers automatically accept cookies as the default setting, but you may choose to decline cookies if your browser permits, as described further below. Please be aware, however, that by blocking cookies you may not have access to certain features, content, or personalization available through the Tanger Services.

For example, we use Google Analytics to collect usage details. You can learn more about privacy and Google Analytics by [visiting https://support.google.com/analytics/answer/6004245](https://support.google.com/analytics/answer/6004245), and opt out of collection of your data by using the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>. We may also use cookies set by other third-party services.

We may use “web beacons” or “pixel tags” to compile tracking information from our website and in relation to our email campaigns. A “web beacon” or “pixel tag” is an electronic image, also called a “gif,” that may be used to deliver cookies, count visits, and compile statistics on usage and campaign effectiveness, or in our emails to tell us if an email has been opened and acted upon, and to relay other information to us or our third-party partners.

Your browser or device may include “Do Not Track” functionality; please note that we do not respond to such signals. However, our website is designed to honor Global Privacy Control signals.

COLLECTION OF PERSONAL FINANCIAL INFORMATION BY A PAYMENT SERVICE

We may use a third party to process payment card transactions, such as a gift card or participation in a Tanger loyalty program (“Payment Service”). Any information that you provide to a Payment Service will be subject to the applicable Payment Service’s privacy policy, rather than this Policy. We have no control over, and are not responsible for, any Payment Service’s use of information collected through any Payment Service.

HOW WE USE YOUR INFORMATION

Pursuant to the terms of this Policy, we may use the information we collect from you to:

- provide and deliver products and services, process and complete transactions, and send you related information, including purchase confirmations, invoices, updates, security alerts, notices, and support and administrative messages;
- investigate and prevent fraud and other illegal activities;
- respond to your comments and questions and provide customer service;
- communicate with you about Tanger's shopping centers and our retailers' products, services, offers, promotions, news, upcoming events, and other information we think will be of interest to you;
- monitor and analyze trends, usage, and activities;
- personalize the Service and provide advertisements, content, or features that are targeted toward your interests;
- process and deliver contest or sweepstakes entries and prizes;
- provide, maintain, and improve the Service or our overall business; and
- comply with legal requirements and industry standards, and protect the rights of Tanger, you, or others.

DISCLOSURE OF YOUR INFORMATION

We disclose your personal information in the following circumstances:

Affiliates: We may disclose the information we collect to our subsidiaries and affiliates, for operational, marketing, and promotional purposes consistent with this privacy policy.

Service Providers: We may disclose your information to service providers that act on our behalf to support various aspects of our technology, business and other professional operations.

Advertising Partners: We partner with third parties who assist us in serving advertising regarding the Services to others who may be interested in the Services, or who use cookies to display interest-based advertising to you on the Services. These third parties may use tracking technologies to collect or receive information from the Services and elsewhere on the internet and use that information to provide measurement services and target ads. Third parties may allow other companies to access information about you so that they may market other products you may be interested in.

Social Media Platforms: If you interact with us on social media platforms, the platform may be able to collect information about you and your interaction with us. To control this sharing of information, please review the privacy policy of the relevant social media platform.

Legal Disclosure: There may be instances when Tanger may use or disclose your information, including situations where Tanger has a good faith belief that such use or disclosure is necessary in order to: (i) protect, enforce, or defend the legal rights, privacy, safety, or property of Tanger, our Affiliates, or their employees, agents, and contractors (including enforcement of our agreements and our terms of use); (ii) protect the safety, privacy, and security of users of the Tanger Services or members of the public; (iii) protect against fraud or for risk management purposes; (iv) comply with the law or legal process; or (v) respond to requests from public and government authorities.

Business Transfers and Other Corporate Events: If Tanger sells all or part of its business or makes a sale or transfer of its assets or is otherwise involved in a merger or transfer of all or a material part of its business (including in connection with a bankruptcy or similar proceedings), Tanger may transfer your information to the party or parties involved in the transaction as part of that transaction.

LINKS TO THIRD-PARTY WEBSITES

Our Services may contain links to other websites. If you choose to click on a banner ad or other type of advertisement, or click on another third-party link, you will be directed to that third party's website. Other websites follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements of the other websites you visit.

YOUR PRIVACY OPTIONS

You may have certain choices when it comes to how we collect and use your information.

- *Account Information:* Please visit the TangerClub "Personal Preferences" page [found here](#) to update your personal information associated with your TangerClub account, updated your preferred center and favorite store, management your notification preferences, or delete your account.
- *Email Marketing:* You may opt out of receiving promotional communications regarding our Services at any time by either the specific means set forth in the method of communication, by sending STOP to 826437, or by emailing 826437@tanger.com. Please note, however, that opt-out requests may not apply to non-promotional system messages (e.g., transactional service messages, security alerts, update notices).
- *Online Activity Tracking and Interest-Based Advertising.* You have several options to either prevent our collection of information regarding your online activity, or prevent third parties from using such information from being used for interest-based advertisements:
 - You can opt out or set preferences regarding cookies when a device you utilize visits the Services, by visiting Tanger.com to access our cookie management tool. Please note that you will need to set preferences on each device you use to visit the Services. Tanger's cookie management tool can be found at the bottom of any page on Tanger.com, labeled Cookie Settings.
 - If your browser offers you the ability to use Global Privacy Control (GPC) to communicate your privacy preferences to us, we honor such signals.
 - You also modify your browser setting to disable or reject cookies across the internet; but if you do so, some features of our website or Services may not function properly or be available. If you are visiting the Services from a mobile device, the operating system of the device may offer you options regarding how

the device collects and uses your information for interest-based advertising. Please visit <https://thenai.org/opt-out/mobile-opt-out/> for more information.

- You may be able to prevent third parties from using your information for interest-based advertisements across the internet by visiting <http://www.networkadvertising.org> or <http://www.aboutads.info>. Please note this does not opt you out of being served ads, nor will it prevent the receipt of interest-based advertising from other companies that do not participate in these programs

SECURING YOUR PERSONAL INFORMATION

Tanger employs administrative, technical, personnel, and physical measures to protect information in its possession against loss, theft, and unauthorized use, disclosure, or modification. However, no one can guarantee the complete safety of your information.

CHILDREN AND MINORS

The Service is not intended for use by minors under the age of 13, and we do not knowingly solicit any information from or market to such minors. If we become aware that we have inadvertently received personal information from a user under the age of 13, we will take appropriate action to delete such information from our records. If you are a parent or legal guardian who discovers that your child has provided us with information without your consent, please contact us.

ACCESSING OUR SERVICES FROM OUTSIDE OF THE UNITED STATES

If you are a user located outside the United States, you understand and consent to having any personal information processed in the United States. United States data protection and other relevant laws may not be the same as those in your jurisdiction. This includes the use of cookies and other tracking technologies as described above.

DATA RETENTION

We will retain your information for the period necessary to fulfill the purposes outlined in this Policy.

UPDATES TO THIS PRIVACY POLICY

We may periodically update this Policy at our sole discretion. We will post any changes to this Policy to our website, and if the changes are significant, we will provide a more prominent notice (including, in some cases, email notification of such changes). Please ensure that your primary email address on file with us is correct. You can update or correct certain information through the Service. To do so, please visit our website, where you can access and modify your individual preferences and some of your personal information, or contact us.

CONTACTING US

Please contact us with any questions, comments or concerns about this Policy.

Email: tangercomments@tanger.com

Mail: Tanger Inc.

3200 Northline Ave., Suite 360

Greensboro, NC 27408

YOUR RIGHTS UNDER U.S. STATE PRIVACY LAWS

The laws of certain US states provide their residents with rights to access, delete, and correct certain personal information we collect about you, as well as to restrict the use of personal information for personalized advertising, restrict the “sale” of personal information, and control our use of personal information considered sensitive. We will not discriminate against you for exercising these options.

Right to Request Access to, Correction of, and Deletion of Personal Information

You have the right to request access to personal information collected about you in a portable format and to receive information regarding the source of that information, the purposes for which we collect it, and the categories of parties with whom we share it. You also have the right to request we correct inaccurate personal information and to request, in certain circumstances, that we delete any that we have collected directly from you.

To submit a request to exercise your rights to know/access, correct, or delete your personal information, email us at tangercomments@tanger.com. You may also authorize another individual or a business, called an authorized agent, to make requests on your behalf through these means.

In order to process your request, we must verify your request. We do this by asking you to provide personal information we can match against information we may have collected from you previously and confirm your request using the email account stated in the request.

We may have a reason under the law why we do not have to comply with your request, or why we may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response.

Right to Out of Targeted Advertising and Sale to Third Parties

You have the right to opt out of the use and disclosure of your personal information for the purposes of selecting or delivering advertising based on your activity over time and across different online platforms. U.S. residents also have the right to opt out of certain disclosures that are considered “sales” under applicable state laws. To exercise your right, please contact us at tangercomments@tanger.com. Please note that your right to opt out does not apply to our disclosure of your information to Service Providers, as described above.

Right to Limit Use of Sensitive Personal Information

Under California law, you have the right to request that we limit use of your sensitive personal information to certain purposes allowed by law. However, at this time, we do not use sensitive personal information for those purposes.

Right to Opt Out of Automated Decision-making

Residents of certain U.S. states have the right to opt-out of automated profiling in certain instances where such processing would produce legal or other similarly significant effects. At this time, we do not use personal information to make automated decisions about you in any situations where you may have a legal right to opt out.

Right to Request Further Review

If we deny your request, you may have the right to appeal our decision. You can request further review by emailing us at tangercomments@tanger.com.

SPECIAL INFORMATION FOR CALIFORNIA RESIDENTS

Your California Privacy Rights

California’s “Shine the Light” law permits customers in California to request certain details about how certain types of their information are shared with third parties for those third parties’ own direct marketing purposes. We have not disclosed this type of personal information to third parties for their own purposes within the past 12 months. However, if you are a California resident, and would like more information, please email us at tangercomments@tanger.com.

California Notice at Collection -- Consumers and Business Contacts

Collection, Use, and Retention

You have the right to receive notice of the categories of we collect, and the purposes for which those categories of will be used.

The following chart describes our practices with regard to the collection, use, and retention of your personal information if you are a customer, website visitor, or business contact.

The categories we use to describe the information are those listed in the CCPA. Certain Personal information may fall into multiple categories, and in some circumstances, how we use and how long we keep the information within each category will vary.

The examples of personal information listed below are illustrative and do not represent a complete description of the information we process.

Category	Required Information
Personal Identifiers	<u>Examples of what we collect:</u> Name, email address, phone number, and contact address, username, account information, unique identifiers (such as those assigned in cookies).

	<p><u>Sources</u>: Directly from you; Third parties.</p> <p><u>Purpose of collection and use</u>: All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations</u>: Certain personal details are maintained throughout the customer relationship in order to provide the Services. When you are no longer a customer, we may still need this information for a period of time for business and legal requirements, such as to calculate taxes and protect against fraud.</p>
<p>Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))</p>	<p><u>Examples of what we collect</u>: Physical characteristics or description, address, telephone number, credit card number, debit card number, or any other financial information.</p> <p><u>Sources</u>: Directly from you; Third parties.</p> <p><u>Purpose of collection and use</u>: All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations</u>: Certain personal details are maintained throughout the customer relationship in order to provide the Services. When you are no longer a customer, we may still need this information for a period of time for business and legal requirements, such as to calculate taxes and protect against fraud.</p>
<p>Protected classification characteristics under California or federal law</p>	<p><u>Examples of what we collect</u>: Race, gender, ethnic origin, religion.</p> <p><u>Sources</u>: Directly from you; Third parties.</p> <p><u>Purpose of collection and use</u>: All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations</u>: Demographic information is used to inform the delivery of our Services throughout the customer relationship.</p>
<p>Commercial information</p>	<p><u>Examples of what we collect</u>: Transaction information, billing records, payment records, order history.</p> <p><u>Sources</u>: Directly from you.</p> <p><u>Purpose of collection and use</u>: All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations</u>: The law requires us to maintain purchase records for a period of time, which varies by state.</p>
<p>Biometric information</p>	<p>Not collected.</p>

<p>Internet or other similar network activity</p>	<p><u>Examples of what we collect:</u> Unique numerical identifier, cookie or tracking pixel information, device ID, browsing history, search history, IP address, interaction with a website, or interaction with advertisement.</p> <p><u>Sources:</u> Automatically from you; Third Parties.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations:</u> Internet or other similar network activity is typically deleted at regular intervals when the information is no longer necessary for the purpose for which it was collected.</p>
<p>Geolocation data</p>	<p><u>Examples of what we collect:</u> Coarse information (e.g., ZIP code, IP address), device location.</p> <p><u>Sources:</u> Automatically from you when you utilize or interact with our websites.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations:</u> Geolocation data is deleted at regular intervals when the information is no longer necessary for the purposes for which it is collected.</p>
<p>Professional or employment related information</p>	<p>Not collected. Employees and applicants for employment should refer to any separate policy made available to them.</p>
<p>Education information</p>	<p>Not collected. Employees and applicants for employment should refer to any separate policy made available to them.</p>
<p>Audio, electronic, visual, thermal, olfactory, or similar information</p>	<p><u>Examples of what we collect:</u> Call recording (e.g., customer service calls).</p> <p><u>Sources:</u> Directly from you.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations:</u> Call recordings are deleted at regular intervals when the information is no longer necessary for the purposes for which it is collected.</p>
<p>Inferences drawn from other personal information</p>	<p><u>Examples of what we collect:</u> Interests, preferences.</p> <p><u>Sources:</u> Third Parties; created about you based on information you provide and information we receive from Third Parties.</p>

	<p><u>Purpose of collection and use:</u> All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations:</u> The retention period for this type of personal information will vary depending on the nature of the underlying information from which the inference is created.</p>
Sensitive information	<p><u>Examples of what we collect:</u> Password or credentials allowing access to an account.</p> <p><u>Sources:</u> Directly from you; Third Parties.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How We Use Your Information.</p> <p><u>Retention Considerations:</u> Certain personal details about you are maintained throughout the life of the customer relationship in order to provide the Services.</p>

Sale, Sharing, and Other Disclosure of Personal Information

Any category of personal information listed in the chart above may be disclosed for a business purpose to service providers and contractors, which are companies or individuals that we engage to conduct activities on our behalf. Service providers and contractors are restricted from using personal information for any purpose not related to our engagement.

California law also requires us to provide you with information regarding the parties to whom we “sell” or “share” your information, and the types of parties to whom we disclose your information for a business purpose. Under the CCPA, a business “sells” personal information when it discloses such information to another company for monetary or other benefits. A company may be considered a third party either because the purpose for its sharing of personal information is not for an enumerated business purpose under California law, or because its contract does not restrict it from using personal information for other purposes.

We sell or share your information as follows:

- Identifiers: Similar Companies; Analytics Partners; Advertising and Marketing Partners.
- Personal information categories listed in the California Customer Records statute: Similar Companies; Analytics Partners; Advertising and Marketing Partners.
- Internet or Electronic Network Activity Information: Analytics Partners; Advertising and Marketing Partners.
- Geolocation data (Coarse information only): Analytics Partners; Advertising and Marketing Partners.

We may disclose your information in other ways that are not considered sales under the law. Please see “Disclosure of Your Information” above for more information about how we disclose your information to third parties.

For more information on your rights and how to exercise them, please see Your Rights Under U.S. State Privacy Laws above.

LOYALTY PROGRAMS

We use personal information to operate the Tanger loyalty programs, including your contact information as well transaction information to offer you rewards and other savings. We also request information such as your date of birth to offer you rewards, free gifts, and special deals. We require this information to deliver the program. If you request to delete such information, you may no longer be eligible to continue to participate. Alternatively, where permitted by law, we may continue to process your personal information to deliver certain benefits.

We may disclose certain loyalty program information to third party partners for marketing purposes, including your name and email address.

Tanger does not generally assign monetary or other value to consumers’, and our promotions activity changes continually. To the extent California law requires that a value be assigned to such programs, or the price or service differences they involve, Tanger values the personal information as being equal to the value of the discounts or other financial incentives provided in each such program. Such calculation is based upon a practical and good-faith effort to assess, on an aggregate basis for all collected information: (1) the data elements collected (e.g., email address), (2) the use of such information by Tanger in connection with its marketing activities, (3) the range of discounts provided (which can depend on each consumer’s purchases under such offers), (4) the number of consumers enrolled in respective programs, and (5) the product or service to which the benefits (such as price difference) applies. These values can change over time.