

12. Use your favorite Web search engine to obtain a list of Web pages that include the words “privacy statement.” Visit the Web pages on the search results list until you find a page that includes the text of a privacy statement. Print the page and turn it in with a report of about 200 words in which you answer the following questions:

a. Does the site follow an opt-in or opt-out policy (or is the policy not stated clearly in the privacy statement)?

b. Does the privacy statement include a specific provision or provisions regarding the collection of information from children?

c. Does the privacy statement describe what happens to the collected personal information if the company goes out of business or is sold to another company? (List these provisions, if any.)

Close your report with one paragraph in which you evaluate the overall clarity of the privacy statement.

For this assignment I decided to use Bath & Body Works and their online privacy policy:

<https://www.bathandbodyworks.com/customer-care/do-not-sell.html>

Bath and Body Works are a Fortune 500 company that is based in Columbus, Ohio. It is the largest bath shop chain in the United States with a large following for its custom perfumed soaps, lotions and 3 wick candles. Like most companies they have a large online presence that helped make up their \$7.429 billion dollar revenue for the 2024 fiscal year.

When navigating to their website you immediately have a pop-up asking you for your input on how cookies are used on their website with the option to turn off everything but essential cookies. Next, navigating to the bottom of the page allows you to select FAQ's then follow an additional navigation link to privacy and security to be able to select which section of the privacy policy that is desired. Once on the landing page you can select the options to opt in or out of them selling your collected information, targeted cookies, and interest-based advertising. Unfortunately, even with Bath and Body Works being a company with a following of minors, there is not an option to opt out for minors. There is also no option to select if the user is a minor and should not be subjected to information gathering.

Another missing option is what happens with information gathered if the company goes out of business or declares bankruptcy. In fact, while performing a more thorough search for such information the use of information regardless of whether opting out or not is

disturbing. Here is a standout in the policy that allows Bath and Body Works ownership in perpetuity even for currently undiscovered technology!

“Except as otherwise described in any applicable Additional Terms, you grant to BBWD the non-exclusive, unrestricted, unconditional, unlimited, worldwide, irrevocable, perpetual, and cost-free right and license to use, copy, record, distribute, reproduce, disclose, sell, re-sell, sublicense (through multiple levels), display, publicly perform, transmit, publish, broadcast, translate, make derivative works of, and otherwise use and exploit in any manner whatsoever, all or any portion of your User Content (and derivative works thereof), for any purpose whatsoever in all formats, on or through any means or medium now known or hereafter developed, and with any technology or devices now known or hereafter developed, and to advertise, market, and promote the same. Without limitation, the granted rights include the right to: (a) configure, host, index, cache, archive, store, digitize, compress, optimize, modify, reformat, edit, adapt, adopt, publish in searchable format, and remove such User Content and combine same with other materials, and (b) use any ideas, concepts, know-how, or techniques contained in any User Content for any purposes whatsoever, including developing, producing, and marketing products and/or services. “

With the legalese in which this is expressed, BBWD brand is using any and all information in any way which they see fit, without limitation. This also includes information in the cache, any and all user content that is even from other sources for any purpose whatsoever.

While the company started offering their diversity and beloved products, the deep dive proves this company is absolutely involved in capturing and selling shoppers information. In fact, even if you do not purchase any products they will save the users information. Also under closer inspection, they opt out policy is clear as what states this is a requirement for them to provide. While it does not state if it will not work for states outside of the list, a user has to wonder if the request is null and void if you do not reside in one of the 16 bold states that require this for their residents. Overall, this company did not provide reasonable accommodations for minors to interact with their page, no clear line of recourse if they go out of business for any reason, or a true opt out option unless you happen to reside in a state with user protections in place by law.

Resources: <https://www.bathandbodyworks.com/customer-care/do-not-sell.html>

https://en.wikipedia.org/wiki/Bath_%26_Body_Works,_Inc.

[https://investors.bbwinco.com/static-files/87fb59a9-75ff-4b8b-b3d1-deae3c25c76d#:~:text=Fourth%20Quarter%202024%20Results,net%20income%20was%20\\$469%20million.](https://investors.bbwinco.com/static-files/87fb59a9-75ff-4b8b-b3d1-deae3c25c76d#:~:text=Fourth%20Quarter%202024%20Results,net%20income%20was%20$469%20million.)