

**The Dress Barn, Inc. ("dressbarn")
Privacy Policy**

At dressbarn our commitment to customer satisfaction includes a respect for your privacy. This Privacy Policy discloses our practices for the dressbarn web site with respect to gathering, securing and disseminating your information. dressbarn is a member of the Direct Marketing Association ("DMA") and follows privacy protection guidelines set by the DMA.

Information Collected by dressbarn and How We Use That Information

dressbarn may collect certain non-personal information, such as your Internet protocol ("IP") address, Internet service provider ("ISP") and browser version. We also may track the path you travel through our web site. We use this non-identifying information to monitor the use of our web site and to improve the quality of experience for visitors to our site.

If you make a purchase through our web site, dressbarn may collect personal information that you provide such as your name, billing and shipping address, phone number and credit card number and expiration date. We use this information to process your order.

If you decide to register with our site, dressbarn may collect the information specified above, plus your email address and your postal address. We also may collect information, such as your product preferences and demographic information, from other sources, including when you shop in our stores. We may combine that information with the information you provide on our web site in order to improve and personalize your shopping experience.

dressbarn or its subsidiaries could merge with or be acquired by another business entity. If that should occur, it is likely that dressbarn would share your information. dressbarn will retain and disclose your information without notice to the extent required by law, or if we believe it is necessary to do so in order to comply with the law, or to protect the users of our web site or the public.

The dressbarn web site is not intended for use by children. We will not knowingly collect or maintain personally identifiable information provided by children under the age of 18.

Questions or Concerns

If you have registered with our web site and you would like to do any of the following:

- i. View, change or delete your information; or
- ii. Stop receiving promotional emails or postal mailings from dressbarn (if you purchase through our web site, dressbarn may still contact you with respect to your order); or

If you have any questions or concerns about this site; Please email us at customerservice@dressbarn.com; write to us at Customer Service, The Dress Barn Inc., 30 Dunnigan Drive, Suffern, New York 10901; or call us toll free at 1-800-DRESSBARN. Please allow us two to four weeks to process and comply with your request.

Security

dressbarn uses Secure Socket Layer (SSL) technology to encrypt your personal information before it travels over the Internet. SSL technology is the industry standard for secure online transactions. Some older browsers do not permit communication through secure servers. If you see an unbroken key or a closed lock at the bottom of your browser window when you are placing an order, then you know the information you provide will be secured by SSL technology. In addition our site protocol will change from http: to https:.

If you have a dressbarn credit card or choose to request one through our web site, a separate privacy policy adopted by the World Financial Network National Bank, the issuer of the dressbarn credit card, describes their privacy practices. The dressbarn web site contains a link to their site. dressbarn is not responsible for the privacy practices or content of the web site of the World Financial Network National Bank.

The dressbarn web site may contain links to other sites. These web sites have their own policies regarding privacy and other content, which are not under our control. You should review their privacy statements before visiting their web sites. dressbarn is not responsible for linked web sites or their practices.

Cookies

Cookies are small data files often stored on your computer's hard drive when you visit web sites, which assign a unique identification to your computer. At dressbarn we use cookies in order to improve and personalize your shopping

experience. If you place an order or register with us, we use a cookie to maintain non-personal information about your use of the site, such as the pages of our site you visited, and combine it with personal information you provide the next time you visit the site. If you are a registered user, your cookie enables us to recognize you when you return to our site so that you do not have to reenter your personal information. For security purposes you will have to reenter credit card information if wish to make a purchase. If you are not a registered user or have not placed an order with us, your cookie enables us to track and retain information about your use of our site in a way that does not identify you. You can usually change your browser to prevent it from accepting cookies, but if you do so we will not be able to recognize you as a registered user.

Acceptance of These Terms

dressbarn may change our information practices and this Privacy Policy at any time. Please read this Policy carefully and check this page for changes in the future. Your use of our web site, or your continuing use following the posting of changes to the Privacy Policy, means that you accept the terms of the Privacy Policy in effect at the time of your use. This Privacy Policy was last updated July 24, 2003.