

DSW, INC.
CALIFORNIA NOTICE AND
DIRECT MARKETING OPT-OUT FORM

DSW, Inc. collects various types of personal information about you, both online (at dsw.com) and offline, during the course of our business relationship. If you would like to request that your personal information not be disclosed to third parties for their direct marketing purposes, please fill in this form completely with all of the postal addresses that you have provided to us.

FULL NAME: _____
STREET/PO BOX: _____

CITY: _____
STATE: _____ ZIP CODE: _____

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STREET/PO BOX: _____

CITY: _____
STATE: _____ ZIP CODE: _____

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STREET/PO BOX: _____

CITY: _____
STATE: _____ ZIP CODE: _____

dsw.com does not sell or rent your e-mail address to unrelated third parties without your consent. We may share e-mail addresses with our affiliated companies so that they may send you promotional materials about their products. If you would like to request that your e-mail address not be disclosed to our affiliated companies for their direct marketing purposes, please write all of the e-mail addresses that you have provided to dsw.com below:

E-MAIL: _____ E-MAIL: _____

Once this form is complete, please sign and mail it to: DSW, Inc., Corporate Customer Relations, 810 DSW Drive, Columbus, Ohio 43219. It may take up to 45 days to implement your opt-out request once it is received.