



Lowe's Privacy Notice

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Welcome!

Thanks for being a Lowe's customer!

You're here because you care about your privacy—and we do too. Whether you interact with us online or in stores, we want you to understand how we collect, use, store, and share your information. If you'd like to make choices about your personal information, we'll help you do that too.

How to Find What You're Looking For

This Privacy Notice is split into short sections, so you can find what you need quickly.

Here's what's in it:

[Our Website](#)

[Our Stores](#)

[Our Apps](#)

[Children's Privacy and Our Kids Club](#)

[Customer Service and Mylow](#)

[Rewards Program and Discounts](#)

[Credit Cards and Financing](#)

[Delivery, Installation, and Related Services](#)

[Insights We Develop About You](#)

[Information Collected From or Shared with Others](#)

[Advertising, Marketing, and Promotions](#)

[Your Rights and Choices](#)

[Who We Are and How to Contact Us](#)

[What Haven't We Covered?](#)

Want a quick chart that shows the types of personal information we collect and why? Click [here](#).

What is Personal Information?

Let's start with what we mean when we talk about "**personal information**." Personal information is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with you. Personal information does not include information that is publicly available, deidentified (meaning it cannot reasonably be used to identify you), or aggregated (combined with data about others in a way that no longer identifies you or anyone else). Where we maintain deidentified data, we will maintain and use the data in deidentified form and not attempt to reidentify the data except as required or permitted by law.

Personal information is more than just your name or phone number—it includes any information that can be linked to you and your business, like what you buy, browse, or prefer. We get some of this information directly from you when you make a purchase on our website, mobile app, or in our store, but a lot of it is collected as you browse our website or use our services, or from trusted partners. We use this information to better understand your needs, improve our products and services, and personalize your experience with us.

Our Website

When you use our website, we collect information about you and your device to make the site work, let you shop, and improve your experience. We also use some information to show you tailored ads and deals we think you'll love. Sometimes you can limit what we collect, but in some cases, we need certain details to provide a service (like shipping your order). Read below to learn how we collect, use, and disclose your personal information when you browse, buy, or interact with us online.

Browsing Our Website

When you browse our site, we collect what you tell us — like your searches, quote requests, chat messages, or Contact Center notes — so we can help you and improve our services. We also use this info for analytics and marketing. If you upload a photo to search for a product, we'll store that photo only to provide the image-search feature.

Some information is collected automatically when you visit our site — including things like your **IP address, pages you visit, browser and device type, language, and approximate location**. We use these details to remember your preferences, show correct prices and delivery options, give local info (like weather or growing zone), improve the site, enhance our products and services, and show you tailored ads.

Want to learn more? See our [Cookies, Pixels, and Other Online Tracking Technologies](#) section.

Creating an Account

When creating a Personal or Pro Account, you give us your **name, email, phone, and a password**. If you create a Pro Account, we will also ask you for your business name and industry. We will then generate a Pro

Account ID so that you can add others in your business. You can also sign in with a **passkey** (fingerprint or face unlock). If you choose to do that, we don't receive or store your fingerprint or facial data — that stays on your device.

When you create a Personal or Pro Account, you're automatically enrolled in MyLowe's Rewards.

Want to learn more? See [Our Rewards Program](#) section for details.

Making a Purchase Online

To place an order online we collect what's needed to fulfill it — like your **name, contact info, payment details, and shipping or pickup address**. If you're logged into your MyLowe's Rewards account, we'll link the order to your Account so you can see it in your purchase history and checkout faster. If someone else places an order and provides your info (for pickup or delivery), we may collect the details they give so you can receive the order. We use order info to fulfill the order, contact you about it, and handle warranties or rebates. We also analyze purchase data, including inferences (what we think you might be interested in based on what you buy), to improve our services and personalized offers.

We also receive information related to your preferences and/or insights when you submit an online product review or participate in a survey about a product you've purchased.

Want to learn more? See [Online Reviews and Surveys](#) section for details.

Shopping Lists

You can create shopping lists for favorite or frequently purchased items, projects, or articles. After you make a list, you can print it, email it to yourself, or share it with others. If you share a list, we'll ask for the recipient's **email** so we can send it.

Subscription Programs

We offer our Personal Account holders subscription services (like recurring product deliveries) and Homecare Plus as part of our MyLowe's Rewards Program. When you sign up, we collect **basic account and payment** info. For some services we may also collect home details — for example your **address or photos** you upload so we can provide the service. We may supplement that info with third-party data to give you better recommendations.

Online Reviews and Surveys

If you leave a review or take a survey, we or our trusted third-party partners collect only what you choose to share, like your **name, contact info, answers, photos, and ratings**. Some surveys may ask optional **demographic** questions (like **age, language preference, race, gender**) and questions about **products** you've purchased. We receive any of this voluntary demographic information in an aggregated or anonymous form and it is collected solely to help ensure accurate survey sample representation. We do not sell this information. We may analyze responses and reviews to derive **insights or inferences about consumer preferences**, interests, or satisfaction with our products and services to ultimately help us improve your experience.

Cookies, Pixels, and Other Online Tracking Technologies

We use cookies and similar tools to understand how you use our website and to make your experience better. Some of these cookies come from our partners, like advertisers or service providers. You can manage your cookie preferences anytime in our [cookie preference center](#). While we offer options for adjusting your cookie preferences for non-essential cookies on our website, if you do not want to have cookies placed on your device, you should clear your cache and set your browser to refuse cookies before re-accessing our website.

Cookies are small files that websites store on your device through a web browser to help that website or third-party systems recognize your device and remember information — like what’s in your shopping cart or your preferred language. Web beacons (sometimes called tracking pixels) are tiny graphics embedded on a webpage or in an email that help us understand how people use our website and emails — like if you open one of our emails or visit a certain page.

In general, we use these technologies to:

- **Make our website work properly** — for example, by allowing you to log in, stay logged in, and add items to your cart
- **Improve your experience** — by remembering your preferences (like language or region) and personalizing content for you
- **Understand how our website is used** — we use tools such as **Google Analytics and Adobe Analytics** to understand how our website is used, see what products most interest you, and understand how you interact with our site and ads
 - You can opt out of Google Analytics by installing the Google Analytics browser add-on, available [here](#)
 - You can opt out of **Adobe Analytics** [here](#)
 - We also use session-replay tools, like **Fullstory**, to see how visitors use our services and track browsing patterns to make improvements— to opt out of Fullstory, click [here](#)
- **Show you tailored ads**— our ad partners may use cookies to display ads that match your interests on other websites or social media
 - You can adjust your cookie preferences and opt out of **targeted advertising, sales, and sharing of personal information** anytime through our [cookie preference center](#)
 - You can also opt out of targeted advertising through the [Digital Advertising Alliance](#) or opt out of ads from Google by visiting the [Google Ads Settings page](#)
 - Although our website responds to certain browser-based opt-out preference signals, such as Global Privacy Control, our website does not respond to “Do Not Track” signals
- **Measure email performance** — we use tracking tools to see if our emails are opened or if links are clicked

Cookies vary in how long they last. Some cookies only last while you’re on our website — these are called **session cookies**. They disappear once you close your browser. Others, called **persistent cookies**, stay on your device until a set expiration date. We use both types of cookies to help our website run smoothly and improve your experience.

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Third-Party Features and Links

Some parts of our website use third-party tools, like social media buttons (for example, “Like” or “Login with

Facebook”) or video players. These tools may collect information such as your **IP address**, or which pages you visit and send it to the company that provides the feature.

When you use these features, we may get limited information from that third party, and they may receive details about how you use our site. Any personal information collected by those companies is handled under their own privacy policies, not ours.

Our website also includes links to other sites. When you click a link that takes you off Lowe’s, you’re leaving our site, and this Privacy Notice no longer applies.

Information Storage, Security, and Fraud Prevention

We keep your information to meet the purposes described in this Privacy Notice and to comply with our recordkeeping, legal, or business obligations. This means we hold onto it to fulfill the reason we collected it, resolve disputes, or enforce our rights.

When deciding how long to keep information, we consider what type it is, how sensitive it is, legal requirements, and whether we can meet the same need in other ways. Once it’s no longer needed, we delete it or remove identifying details following our data retention policies.

We take your privacy and the security of your information seriously. We use a mix of administrative, technical, and physical safeguards to help prevent unauthorized access, loss, or misuse of personal information.

We may also use the personal information we collect to prevent fraud, detect security issues, and protect you, us, and others from malicious activity. While we do our best to protect your information, no system is completely secure. Because of how the internet and technology work, we can’t guarantee absolute security, but we take reasonable steps to protect your data.

Our Stores

When you shop in our stores, we collect information about you that helps us better serve you, run our operations, and keep everyone safe. Here’s how and why we collect it.

Store Entrance—Come on in!

Our store associates are here to help you find what you need, answer questions, or help with orders. You’ll also find pickup options for online purchases right at the entrance.

Pickup Zone

When you use curbside pickup, we collect information to confirm your order and prevent fraud, like your **name, photo ID, payment card, and order number**.

You can check in through the Lowe’s App or the link we **email** you. If you turn on location services, we’ll use your **precise location** to get your order ready and find you when you arrive.

Locker Pickup

Some stores have lockers so you can pick up orders fast. To make sure only you (or someone you choose) pick up the right order, we may collect your **phone number** and a quick **photo** at pickup.

Shopping and Aisle Browsing

Our in-store tools and the Lowe’s App can help you find products fast. Want to learn more? See the [Lowe’s App](#) section for details.

If you can't find something in store, our associates can help you order it for delivery. To do that, we'll collect the details needed to complete your order, like your **contact info, delivery address, and billing info**.

In-Store Wi-Fi

Some stores offer free Wi-Fi so you can look up products or access your Lowe's Account while you shop. When you connect, we may collect technical details like your **device ID, IP address, and MAC address**. We use this information for security, troubleshooting, and to recognize your device next time.

Design Services and Tools

Our design experts can help bring your project ideas to life — in store or online. For example, you can use Style Your Space in the Lowe's App to upload photos and visualize new looks or try Lowe's Style Studio in select stores using Apple Vision Pro. Want to learn more? See the [Style Studio](#) section for details.

Prefer to plan from home? Our online Kitchen Visualizer and other tools let you upload **photos** and explore design ideas.

Customer Service

Our customer service team is here to help with any project questions or requests. Depending on what you need, we may collect **contact info, project details, photos, or measurements** to prepare quotes, fulfill your request, connect you with installers, or communicate with you about our products and services.

If you call us, we may **record the call** for quality and training. You can also reach us online or chat with Mylow, our virtual assistant.

Pro Desk

For our Pro customers, the Pro Desk helps you save time and money through our dedicated checkout lanes and dedicated support. Depending on the type of request, we may collect your **name, phone number, address, email address, and the payment information** associated with your Pro Account. We may also collect project or commercial information about your customer's property or project (like photos, blueprints, measurements or floorplans). We use this information to fulfill your service request, provide you with quotes for your projects, products and services, and to communicate with you.

We also offer you dedicated customer service by **phone** or via our AI virtual assistant, Mylow. If you call customer service, we may **record the call** for quality and training.

Want to learn more? See the [Checkout](#) section for details.

Tool Rental

When you rent tools or equipment, we collect basic details like your **name, birth date, and driver's license**. Where allowed, we may scan your **license** to confirm it's valid. If you don't have an Account with us, we'll also need your **contact info**.

Renting a vehicle? We'll ask for a bit more info — like proof of insurance.

Checkout

When you checkout in our stores — whether with an associate, at self-checkout, or through one of our other easy options — we collect information that we need to complete your purchase, including **payment information**. For store security at checkout, we may also use cameras.

Want to learn more? See the [Cameras and Store Security](#) section for details.

If you're having something delivered, we'll ask for your **email, phone number, and shipping address**. If you add a **warranty or protection plan**, we may collect a bit more information to support that coverage through our trusted partners. Typically, this includes things like your **name, phone number, home address**, and the products or services you purchased.

Are you a Rewards member? Don't forget to provide your Rewards info at checkout to enjoy additional benefits, like earning points on eligible purchases and member-only deals and discounts.

We're proud to offer discounts for active-duty military, veterans, their spouses, and first responders. To verify eligibility and prevent fraud, we may check a **government-issued ID**. Where allowed by law, you can speed up verification at self-checkout by choosing to scan your driver's license or state ID — we don't store the information from the scan. Except in limited circumstances, such as for tool rentals and Lowe's Commercial Account transactions, you can skip the scan and ask a store associate to verify your ID manually.

Want to learn more? See the [Rewards Program and Discounts](#) section for details.

Returns and Exchanges

In most cases, we only need your **name, receipt, and payment info** to process a return. If you don't have a receipt, or if you later use a merchandise card issued from a no-receipt return, we may ask to see a **government-issued ID** to help prevent fraud.

Cameras and Store Security

We use cameras in our stores to help create a safer, better shopping experience.

In-Store Cameras. Our cameras may be in fixed locations throughout the store or physically worn by trained security specialists. They capture **video, audio, and images** to understand foot traffic, monitor shelves, respond to things like spills or theft, and analyze how long customers stay in our stores and what aisles they visit. Like all cameras, our cameras can capture physically visible attributes, such as characteristics like **race, ethnicity, or disability**. We do not sell this information. To learn how we share videos from these cameras or images taken from such videos, read the [Information We Share with Others \(Legal and Safety Reasons\)](#) **section below**.

In some states, we use image matching and analysis technology on images taken from **recorded footage**, to help aid investigation into incidents. Our Asset Protection and Store Operations teams only review footage and use this technology in response to, and after, an incident.

We also use cameras in the checkout areas to monitor lines, help prevent theft and improve the shopping experience. These cameras may capture your **image and product** you purchase.

We use this data solely to enhance store safety and understand how people move through our spaces. While we don't routinely share this footage with third parties or law enforcement, we may do so if required or appropriate.

Parking Lot Cameras. At some of our stores, you might notice cameras in the parking lot. These cameras capture **video and images of you, your vehicle, and others** (along with the **date, time, and general location**) to help deter crime and promote safety. Our Asset Protection team reviews footage regularly as part of our commitment to keeping you and our associates, and our stores and products safe.

Automated License Plate Recognition

At some of our stores, and when allowed by law, we use cameras with automated license plate reader ("ALPR") technology near and around parking areas. These systems use cameras to automatically capture images of **vehicles and their license plates**, along with the **date, time, and general location**. We use this

technology for limited, authorized purposes. Personal Information is collected through ALPRs to help ensure security, prevent theft and fraud, assist with parking enforcement, and to help maintain your safety and the safety of individuals and our properties.

Associate and Independent Contractor Access

Trained Asset Protection associates, information security staff, and select service providers who maintain or improve the system may use or access ALPR data. Each person must complete Lowe's ALPR training before gaining access and must renew that training every year.

Sharing with Law Enforcement

We only disclose your personal information if required by law or legal process, or when we believe doing so will help protect the safety, property, or rights of individuals or Lowe's. Examples include:

- Protecting the health or safety of individuals.
- Addressing crimes committed on Lowe's property.
- Identifying and addressing fraud or financial risk.
- Responding to a request from state or local law enforcement.
- A search warrant, other judicial order, or valid legal process.
- Assist with fraud prevention and potential criminal activity.

Sale and Sharing with Others

We do not sell ALPR information and we only share it with select service providers who help us maintain the technology and the National Center for Missing and Exploited Children.

How We Keep the Data Secure

Our ALPR systems are monitored by our Asset Protection team to ensure data is handled properly and lawfully. Access is role-based and audited, and system activity is regularly reviewed to confirm proper use. We also validate system accuracy and performance at least monthly to make sure the data remains reliable.

Oversight and Custodianship

Lowe's Vice President of Asset Protection is the official custodian responsible for overseeing Lowe's ALPR systems, ensuring compliance with this policy, and coordinating with our Legal Team for periodic reviews.

Data Accuracy and Correction

We take reasonable steps to ensure that ALPR data is accurate and current. ALPR matches are always verified with additional evidence (such as security camera footage) before being used in any investigation. If data errors are identified, they are corrected or removed promptly.

Data Retention

Lowe's retains ALPR data only as long as necessary for the reasons described above — typically no more than 90 days (though shorter in certain states), unless it's needed for an active investigation or to comply with a legal obligation. After that, the data is permanently deleted.

Our Apps

Our apps are designed to make shopping and home projects easier. You can use them to find the right products, check-in when picking up an order, or even preview how something looks in your space before you

buy. To do this, the apps collect some information about you and your device and may use built-in features like your camera. Below is a quick overview of what each app does.

Lowe's App

When you download the Lowe's App, you can sign in, create a MyLowe's Rewards account, or shop as a guest. We might ask for your **location** or **ZIP code** so we can show nearby stores, accurate pricing, and local offers. As you use the app, we also learn about your **shopping preferences** and how you interact with us. This helps us deliver the services you ask for and improves your overall experience.

We may use your device's **advertising ID** to show you relevant ads and see how they perform.

If you choose to share your **location**, we can help you:

- Find nearby stores and in-stock products
- Let the store know when you're on your way to pick up an order
- Get local info like weather, discounts, and special offers
- Navigate inside the store and find what you viewed online

While we don't track your steps like a fitness app, we may use motion data to understand how shoppers move through the store and improve our app features. Your location data is usually precise (within about 1,850 feet) but sharing it is totally your choice. You can allow or turn off location sharing anytime in your device or app settings.

Want to see how a product fits in your home before buying? The app's Style Your Space and Kitchen Inspiration features use **photos** and **AI tools** to help you visualize ideas. You can also access MyLow, our AI assistant, right in the app.

Want to turn off tailored ads and location sharing? See [Your Rights and Choices](#).

Lowe's Pro Supply App

Are you a Property Management Pro? The Lowe's Pro Supply app is designed to help you save time and get what you need faster. You can use the app to place maintenance and repair orders directly from your local Lowe's Pro Supply branch. When you download the app, you can log in to your existing Pro Supply account, request a new one, or continue as a guest. As you use the app, we may collect information about your orders, preferences, and how you interact with the app. We use this information to provide the services you request, personalize your experience, and make the app work better for you.

Want to learn more? See [Your Rights and Choices](#).

Lowe's Style Studio for Apple Vision Pro

The Lowe's Style Studio app lets you design your dream kitchen using Apple Vision Pro's immersive technology. Once you've created your design, you'll get a product list to make it a reality.

When you use the app, we collect information such as your **device** and **account details**, the products and designs you explore, and **usage data** that helps us keep the app running smoothly and make it better over time.

Children's Privacy and Our Kids Club

We value the trust parents and families place in us when participating in the Lowe's Kids Club. This section

explains how we handle your children’s personal information in connection with the program.

What We Collect

When you sign your child up for the Lowe’s Kids Club, we collect only your child’s first name and date of birth. We do not require or collect any other personal information about your child.

How We Use Children’s Information

We use your child’s information only to operate the Kids Club, such as to:

- Create and manage your Kids Club profile,
- Track their progress toward recognition and rewards, and
- Provide age-appropriate program features, such as birthday acknowledgments.

We do not use your child’s information for advertising, marketing, or profiling, and will only use limited data associated with the events for analytics – like dates of attendance and age range of those attending.

How We Share Children’s Information

We do not share your child’s personal information outside of Lowe’s, **except with our trusted service providers who need the information to help us operate the Kids Club (for example, to send birthday acknowledgments or other program communications)**. The only time we may disclose your child’s information is when required to respond to legal requests (such as subpoenas, court orders, or investigations) or to protect the safety and rights of Lowe’s, our customers, or others.

Parental Consent

We require your verifiable consent before collecting any of your child’s information. Consent is confirmed through a text message verification code sent to you. You must provide consent each time you add a child to your Account or sign them up for the Kids Club.

Parental Rights and Choices

You may:

- Review the information collected about your child,
- Correct or update your child’s Kids Club information,
- Delete your child’s Kids Club profile at any time through your MyLowe’s account, or by contacting us, and
- Withdraw consent to stop further use or collection of your child’s information.

When you delete your child’s profile or withdraw consent, we will delete their information as soon as reasonably possible. We retain only limited records (such as the date and time consent was given) to confirm that parental consent was obtained, and solely for compliance with applicable law.

Retention and Deletion

We keep your child’s information **only as long as reasonably necessary to operate the Lowe’s Kids Club**. Your child’s information will be deleted when:

- You delete your child’s profile,
- You withdraw consent by contacting us using the methods below, or
- Automatically when your child turns 18.

Security

We use technical, administrative, and physical safeguards to protect your child’s information. Access to your child’s information is limited to those with a need to know for program operations and technical support.

Contact Us

If you have questions about how we handle your child’s information or would like to exercise your parental rights, please contact us at:

Privacy Office
1000 Lowe’s Blvd., NB6LG
 Mooresville, NC 28117
800-309-5732
privacy@lowes.com

Customer Service and Mylow

We’re here to help. You can contact our Customer Care team by phone, chat, or online message if you have a question or need support. You can also ask Mylow, our AI-powered assistant, for help with home improvement ideas and product questions.

When you reach out to Customer Care, we may ask for some basic information, like your **name, email,** and **phone number,** to look up your order or answer your question. If you’re asking about a purchase or refund, we may also need **payment** or **transaction** details. Calls may be recorded or monitored for training and quality purposes.

If you chat with us online, please note that our chatbots are AI-powered and may share chat information with service providers who help us run the system.

You can also chat with Mylow on our website or through the Lowe’s App. Mylow can give you project ideas, how-to guidance, and product recommendations. Mylow can’t handle personal matters like taxes or health questions.

To protect your privacy, Mylow has filters to block sensitive information, but it’s best not to enter anything personal or confidential into the chat. Information you share with Mylow may be processed by trusted partners who help us provide this service.

Rewards Program and Discounts

We’re proud to support our shoppers’ home improvement journeys and their businesses. That’s why we created the MyLowe’s Rewards Program, for our DIY customers, and the MyLowe’s Pro Rewards Program, for our Pro customers. As a member, you’ll enjoy exclusive perks like special offers, member-only pricing, and points on eligible purchases that can be redeemed for rewards.

When you join, we’ll collect some basic info like your **name, email, phone number,** and an **account password.**

If you're a Pro customer, we'll also ask you to provide us with your **business name, industry, and business address**. To make online shopping even easier, you can also save your **shipping address, payment, and billing info** to your Account.

We also learn from the way you shop and interact with our services — whether online, in store, or in our app — to better understand your preferences and personalize your experience. This helps us improve our service offerings and may include us adding helpful details to your profile, like frequently purchased products, or, for our DIY customers, **property measurements** or **estimated home value** from public records, to make your planning even easier. You can view this data within your MyLowe's Rewards account.

In some cases, we may ask you for **extra information** — like your product and service interests, whether you prefer to engage with us in Spanish or if you're a Lowe's employee, military member, or first responder—to provide you with better services or confirm your eligibility for special rewards or discounts. This information may be collected by us or one of our trusted partners to help us verify and apply your benefits.

Notice of Financial Incentive Programs/Rewards Program Disclosures

We offer various financial incentives, including price discounts, rewards, coupons, services, and other perks (collectively, the "**Programs**"), including:

MyLowe's Rewards Program. Our rewards program provides do-it-yourself participants with access to rewards, offers, and promotions. (See additional terms [here](#).) MyLowe's Rewards Credit Card holders may receive additional discounts described [here](#).

Military Discount Program. We proudly offer a Military Discount for active-duty military, veterans, and their spouses. When you enroll, we use a third-party identity verification service to confirm your status as a military service member or spouse. (See additional terms [here](#).)

First Responder Discount Program. At Lowe's, we thank first responders during Fire Safety Month and all year long. When you enroll, we use a third-party identity verification service to confirm your status as a first responder. (See additional terms [here](#).)

MyLowe's Pro Rewards Program. Where Pro participants have access to rewards, offers, and promotions. (See additional terms [here](#).) MyLowe's Pro Rewards Credit Card holders may receive additional discounts described [here](#).

Pro Member Volume Discounts. If you are a MyLowe's Pro Rewards Program member, you may be eligible to receive better-than-shelf pricing on select items. (See additional terms [here](#)).

Pro Member Paint Discounts. If you are a MyLowe's Pro Rewards Program Member, you may be eligible to receive discount on certain qualifying paint purchases. (See additional terms [here](#)).

Material Program Terms. A summary of the program and material terms are provided in the links associated with each program listed above or are otherwise provided in the program offer (e.g., via email). Programs are subject to termination at any time at our sole discretion.

Information Collected in the Programs. To participate in some of these programs, you may be asked to provide personal information, like **name, email address, phone number, mailing address, and payment info**. We also collect information about your online activities and commercial information, like your transaction history. You may choose to provide other personal information, like **measurement data, pictures, property information, your children's information**, and details about your business. You may indicate your communications preferences in your online Account. We may also make inferences, like

your shopping preferences, using your Account activity.

How We Share Info Collected Through Our Programs. To learn more about how we share info collected in the Programs, read the [Information Collected From or Shared with Others](#) section.

For example, when necessary, we may share your information with trusted service providers who help us with things like:

- Installation, repairs or delivering products
- Processing and fulfilling orders
- Managing warranties and customer service
- Providing marketing and advertising support
- Performing data analysis and research
- Preventing fraud or handling calls
- Managing legal, compliance, or risk matters

We may also share information collected through these Programs with ad partners, social media platforms, and data analytics vendors to show you tailored ads and offers.

If you prefer not to receive tailored ads, you can opt out by following the steps in the [Your Rights and Choices](#) section. Please note that if you opt out, it will impact our ability to provide you with personalized offers, discounts, and promotions.

How to Withdraw From Our Programs. Joining any of our financial incentive programs is completely optional and you can leave a program at any time.

- Lowe's rewards or discount programs. To stop participating, contact our Customer Care team to deactivate your online account.
- Lowe's private-labeled payment cards. To end discounts associated with these cards, you can cancel the card directly with the issuing financial institution.
- Marketing-related incentives. If you no longer want to receive offers tied to our marketing emails or texts, you can unsubscribe using the link provided in our messages.

California residents, to opt out from all programs, you can submit a deletion request through the [Lowe's Privacy Portal](#) or by calling **1-800-309-5732**, or you can log onto the Lowe's app and delete a specific Account.

What Happens if You Delete Your MyLowe's Rewards or MyLowe's Pro Rewards Account. Our MyLowe's Rewards Programs are based on points that are linked to your unique membership identification number based on your purchases. If you ask us to delete your personal information, we will not be able to connect your purchases to your Account. That means you'll lose access to your member benefits, including any points or rewards you've earned.

Once your Account is deleted, it can't be recovered.

If you choose to exercise your privacy rights and it affects your participation in the Rewards Program, we'll let you know beforehand what that means for your membership or benefits before we make any changes.

The financial incentives we offer you are reasonably related to the value of your data to our business, based on our reasonable yet sole determination. We estimate the value of your personal information by considering the expenses incurred by the business related to the collection, storage and retention of personal information in the context of the programs and the expenses related to the provision of these programs. The value to our business of yours or any other customer's personal information is based on specific facts such as whether and to what extent you take advantage of any offerings and whether and to what extent you opt out of any offerings.

From time to time, we may provide additional terms that apply to a particular financial incentive program, which will be presented to you at the time you sign up for the program.

Credit Cards and Financing

We offer a variety of private-branded credit cards that give cardholders access to special discounts and benefits. These cards are issued in partnership with financial institutions like Synchrony, American Express, and Mastercard. Any personal information collected by those companies is handled under their own privacy policies, not ours.

Want to learn more about our credit products? Click [here](#).

Lowe's also makes available financing, credit, and payment plans for certain items or in connection with certain promotions, including [Lowe's Pay](#) and [Lowe's Lease-to-Own](#), which are issued in partnership with financial institutions like Synchrony and Progressive Leasing, and also handled under their own privacy policies, not ours.

Delivery, Installation, and Related Services

Lowe's Delivery Options

Depending on what you buy, there are a few ways to get your order, like Same-Day Delivery, Truck Delivery, or Appliance Delivery.

In addition to the details we collect when you [shop online](#) or [check out in store](#), we may need a little more information depending on your delivery choice.

- For Same-Day Delivery, we'll ask for your preferred delivery window.
- For Truck Delivery, you'll select a delivery date and time.
- For Appliance Delivery, you can choose optional haul-away services during checkout.

We may also use your **phone number** to send automated text updates about your order and delivery.

If you choose Same-Day Delivery, we will ask you to tell us the delivery window for your order. When you choose Truck Delivery, you must provide the delivery date and time. For Appliance Deliveries, you can choose to add haul away services as an additional product during checkout.

Delivery Service Apps

We've partnered with trusted delivery services, like DoorDash, Instacart, and Shipt, so you can shop your way. If you order through one of these third-party apps, their privacy policies apply to any personal information you share with them, not ours.

When we get your order, we may get limited details, like your **contact info** and **what you purchased**, so we can fulfill it. If you link your **MyLowe's Rewards Account**, we typically exchange limited data (like purchases or preferences) to make sure you get the right rewards, offers, or surveys.

Insights We Develop About You

We sometimes create or infer new information about you based on what we already collect. For example, we may analyze your purchases or online search activity to understand your preferences and make better recommendations.

We may also combine what we know about you with data from trusted third parties to help us spot trends, improve our services, personalize your experience, and show you more relevant offers and tailored ads — no matter how you shop with us.

Information Collected From or Shared with Others

Information We Receive from Others About You

To help serve you better, we may get information about you from trusted partners and sources. These may include marketing partners, service providers, Lowe's affiliates, or public records.

Here's what that may include:

- **Identification information.** We may get contact details like your **name, email, phone number, or address** from Lowe's affiliates, business partners, service providers, or others. For example, a delivery partner may confirm your **address**, an installer may share **photos** or notes about a project, or an email vendor may tell us if a message bounced back. We may also receive your details if someone places an order for you (for example, shipping a gift or scheduling a delivery).
- **Commercial and property information.** We may get purchase history or product information from Lowe's affiliates or partners. If you save an address in your online account, we may display publicly available property details, like square footage, number of rooms, or year built, to help you make home improvement decisions.
- **Inferences or preference information about you, protected class information under state or federal laws, professional or employment-related information, education background, and geolocation information.** We may get or infer information about your interests, preferences, or general demographics (like age range, language, or region) from partners such as data analytics firms, survey vendors, or public sources (for example, a customer review you post). In some cases, we may also receive sensitive demographic data (like race or ethnicity) in an aggregated or anonymous form from customers who provide it in connection with an online survey. This voluntary demographic information is collected solely to help ensure accurate survey sample representation. We do not sell this information.

Information We Share with Others

We share personal information with trusted partners who help us run our business, deliver orders, improve our services, provide you with the best experience, tailor ads just for you, and who help us protect our property, customers, associates and others.

- **Product and Service Providers.** We share information with companies that support us in areas like

delivery, installation, repairs, warranties, payments, financing, analytics, marketing (including promotions and contests), customer service, and fraud prevention. We also share information with partners who help us operate and secure our website, provide technical support, host our communications, manage our web or cloud infrastructure, and provide you with services that help you shop with us. For example, if you buy from a third-party supplier, we share only the details needed to complete your order or handle things like recalls or support. These partners use your information only to provide their service, not for their own marketing.

- **Marketplace Sellers.** Some products on our website come from independent marketplace sellers. When you buy from one, we share only what's necessary, like **your name, order details, and shipping address**, so they can fulfill your order.
- **Third Parties.** Sometimes we work with other companies that offer value-added services, for example, extended warranties, promotions, or joint marketing. We may also partner with advertising platforms to show you relevant offers from Lowe's or other brands. See [Advertising, Marketing, and Promotions](#) below for more on tailored advertising.
- **Legal and Safety Reasons.** We may share your information with law enforcement, regulators, or others if required by law or legal process, or when we believe doing so will help or is necessary to protect our customers, team, or business from fraud, threats, or illegal activity, and to collect debt or enforce our policies. To learn more about how and why we share personal information collected through ALPR technology, including sharing with law enforcement, see the [Automated License Plate Recognition](#) section.
- **Business Transfers.** If Lowe's merges with, sells, or transfers part or all of our business, your information may be included as part of that process.

Advertising, Marketing, and Promotions

If you're wondering why you're seeing our ads online or if you're wondering about how we promote the products we sell, you've come to right place (and no, your phone is not listening to you).

Let's help you understand how it works.

Tailored Ads, Sales, and Sharing of Personal Information

Although we do not sell personal information in exchange for money, some of our advertising, marketing, and analytics practices may be considered "sales" or "sharing" under some state privacy laws. This can include sharing things like **customer IDs, purchase details, or shopping preferences** with:

- Home improvement service partners (for example, when we team up to offer joint promotions), and
- Financial institutions (for example, when we work together on Lowe's private-label credit cards or analyze how those cards are used).

We also share information to show you tailored ads — what lawyers call "targeted" or "cross-context behavioral" advertising. This may include details like your **contact info, online activity, shopping history, job or professional details, general demographics** (such as age range or gender), and **insights** we draw from that information. We share this with our marketing partners, ad networks, and social media platforms so they can show you more relevant ads.

We don't sell or share your children's information. And to our knowledge, we don't sell or share the personal

information of anyone under 18. See [Children’s Privacy and Our Kids Club](#) for information on how we collect and safeguard your child’s information.

If you would like to opt out of these ads, or the sale or sharing of personal information, visit [Your Rights and Choices](#).

No matter what else is in this Notice that may make you think otherwise, Lowe’s doesn’t share information from our text message programs — like your phone number or consent record — with outside companies for their own marketing unless you’ve given us permission.

Our Events and Promotions

We love bringing customers together for special in-store and online events, like watch parties, workshops, sweepstakes, and other promotions. You may need a MyLowe’s Rewards account to take part in certain events. So, make sure you check the details when signing up!

When you sign up, we collect basic details such as your name, contact information, and any related purchase info. Sometimes, someone else may register you (for example, signing up a friend or family member).

If you sign your child up for a Lowe’s Kids Club event, we will also collect limited information about your child. See [Children’s Privacy and Lowe’s Kids Club](#) for information on how we collect and safeguard your child’s information.

We use this information to manage attendance, send updates, and let you know if you’ve won a prize.

Advertising or Promoting Third-Party Products and Services

Sometimes we team up with other brands to share promotions or ads we think you might like. Here’s what that means:

A partner brand lets us know the type of audience they want to reach, and we show their ads to the right group of customers—either on our website or through partner platforms.

For example, a company that sells gardening tools might ask us to feature their products for customers interested in outdoor projects. We don’t share your name or anything else that directly identifies you with these brands. If they want to know how their ads performed, we give them only **aggregated reports** — no names or personal details.

Some of these ads use cookies or similar tracking tools to collect limited information from your **browser** or **device**. We work with trusted partners who use this data to help us understand what our customers care about, see how our sites and ads are performing, and make our marketing more relevant to you.

If you’d rather not to see these tailored ads or want to limit this kind of data sharing, please see the section on [Opting Out of Targeted Advertising, Sales, and Sharing of Personal Information](#).

Your Rights and Choices

Personal information is, well, personal. You have options when it comes to how we collect, use, and disclose your personal information.

Accessing Your Account Information. If you created an account with us, you can directly access your Lowe’s account profile and order history when you log into your Lowe’s online account.

Updating Your Personal Information. We strive to make sure the personal information we maintain about you is accurate and up to date. If you would like to update your information, you have a few options:

- Log into your Account and navigate to the My Settings page
- Submit a request through the [Lowe's Privacy Portal](#)

Email Preferences. If you wish to opt out from receiving our promotional email communications, you can use the unsubscribe link in the emails you received from us.

Please note that if you opt out of our promotional emails, we may still send you email messages related to your Account or any services you request from us. Unsubscribing from our promotional emails will not affect the level or quality of service we provide to you.

Opting Out of Targeted Advertising, Sales, and Sharing of Personal Information.

- If you'd like to opt out of targeted ads, sales, or sharing of your personal information for cross-context behavioral advertising (remember, that's the lawyer speaking), please visit our [Cookie Preference Center](#) to submit your choices.
- You can also use the Global Privacy Control browser signal to opt out. If you choose to use a browser-based opt-out signal, you will be opted out of targeted advertising, sales, and sharing through tracking technologies such as cookies, and will need to turn it on for each browser you use.
- To submit a request to opt out of offline sales and sharing, please use the [Lowe's Privacy Portal](#).

You can find similar options within our apps. Just go to My Account>Do Not Sell My Info.

Want to learn more? Check out our section.

Text Messages. To stop receiving marketing text/SMS messages from Lowe's, please reply STOP to the text message and note, replying STOP only applies to the phone number that got the text.

Push Notifications. To opt out from Lowe's push notifications, please adjust the permissions in your mobile device. This opt out does not apply to in-app notifications.

App and In-Store Location Tracking. To stop us from collecting your precise location information in our mobile app, please adjust the mobile device settings on your phone.

State-Specific Privacy Rights

In addition to the options above, you may have additional privacy rights under the law of the state in which you live. This section describes the types of privacy requests available to residents of California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah and Virginia (collectively "**Covered States**").

To submit a request relating to your personal information, please use the [Lowe's Privacy Portal](#) or call us at **1-800-309-5732**. When you submit a request, we'll ask for basic contact details (like your name, email, phone number, and address). Depending on the nature of your request, we or our verification vendor may require 2-3 pieces of personal information to verify your identity. If you have a password-protected account with us, we may verify your identity through our existing authentication practices for your Account.

We may also collect your language preference during this process to make things easier for you and provide you with the verification questions in your preferred language — it is deleted once your request is complete.

In some states and for some types of requests, you may designate an authorized agent to make a request for you— but for some requests you will need to verify your identity directly with us before your request can be processed. An authorized agent can submit a request on your behalf using the [Lowe's Privacy Portal](#) or calling

us at **1-800-309-5732**. We will not discriminate against you if you choose to exercise your privacy rights.

California Privacy Rights

If you are a California resident, you have the right to submit certain requests relating to your personal information. These include:

Right to Know. California residents have the right to know:

- The categories of personal information we have collected about you, including:
 - The categories of sources from which the personal information was collected
 - Our business or commercial purposes for collecting, selling, or sharing personal information
 - The categories of recipients to which we disclose personal information
 - The categories of personal information that we sold or shared, and for each category identified, the categories of third parties to whom we sold or shared that particular category of personal information
 - The categories of personal information that we disclosed for a business purpose, and for each category identified, the categories of service providers or contractors to which we disclosed that particular category of personal information
- The specific pieces of personal information we have collected about you

Deletion. You have the right to request the deletion of personal information we collected from you, subject to certain exceptions. Where we use deidentification to satisfy a deletion request, we commit to maintaining and using the information in deidentified form and will not attempt to reidentify the information.

Please be aware that if you request to delete your personal information, all your information including your MyLowe's Rewards account and related points, rewards and perks will be deleted. We can't reinstate your account or those benefits if you later change your mind.

Correction. If you believe that your personal information is inaccurate, you may submit a request for us to correct that information. Upon receipt of a verifiable request to correct this information, we will use commercially reasonable efforts to correct the information as you direct and keep it corrected.

If you would like to change information related to your order or services, please contact a store associate or Lowe's Customer Care. You can also directly update your phone number, email address, stored payment method, and address through the account settings in your Lowe's online account.

Right to Opt Out of Sales and Sharing of Personal Information. You have the right to opt out of the sale of your personal information, and to request that we do not share your personal information for cross-context behavioral advertising (those lawyers again). For more information on how to use this right, please click [here](#).

Right to Limit Use and Disclosure of Sensitive Personal Information. You may limit our use and disclosure of your sensitive personal information to uses/disclosures that are reasonably necessary to provide our goods and services, or as needed,

- to ensure security and integrity,
- to prevent fraud or illegal activity
- for physical safety,

- for short-term, transient use, including for non-personalized advertising
- to perform services on behalf of the business,
- and to verify or maintain the quality or safety of a service or device owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance such services or devices.

California’s Shine the Light Law. California’s “Shine the Light” law permits California consumers to opt out of our disclosure of your personal information to third parties for their direct marketing. You may do so by following the opt-out instructions [here](#).

Response Statistics. To view statistics about the California customer data requests we received in 2024, please click [here](#).

Nevada Consumers

Nevada law provides consumers the right to opt out of the “sale” of “covered information” to third parties, including things like name, address, social security number, telephone number, email address, and other information through which a person may be contacted. Our uses of your personal information are not sales under Nevada law. If you have any questions or if you would like to us to email you should this change in the future, please contact us at privacy@lowes.com.

Other Covered States

Are you a resident of a **Covered State** other than California or Nevada? If so, you are in the right place to learn more about your state specific rights.

Access and Data Portability Request. You can use this type of request to confirm whether we are processing your personal information, to access your personal information, and to obtain a copy of your personal information in a portable format. Depending on your state, you can also request that we provide you with information about the categories or specific third parties to whom we disclosed personal information.

Deletion Request. You may request that we delete your personal information, subject to exceptions. Where we use deidentification to satisfy a deletion request, we commit to maintaining and using the information in deidentified form and will not attempt to reidentify the information.

Please be aware that if you request us to delete your personal information, all your information including your MyLowe’s Rewards account and related points, rewards and perks will be deleted. We can’t reinstate your account or those benefits if you later change your mind.

Correction Request. You may request that we correct inaccuracies in your personal information taking into account the nature of the personal information and our purposes for processing it. If you would like to change information related to your order or services, please contact a store associate or Lowe’s Customer Care. You can also directly update your phone number, email address, stored payment method, and address through the account settings in your Lowe’s online account.

Opt-Out Requests. You have the right to opt out of the following uses of your personal information: (a) targeted advertising; (b) the sale of personal information; and (c) profiling in furtherance of decisions that produce legal or similarly significant effects concerning your economic situation, health, personal preferences, interests, reliability, behavior, location, or movements. We do not sell personal information for money and do not profile individuals in furtherance of decisions that produce legal or similarly significant effects under applicable state privacy laws.

For information on how to opt out of targeted advertising and/or non-monetary “sales” of personal

information, please click [here](#).

Revoke Consent. If you consented to our collection or use of your personal information, you also have the right to revoke your consent.

Appeal. Sometimes we are unable to process requests relating to your personal information, in which case, your request will be denied. If your request has been denied by and you believe we denied it in error, you may appeal for reconsideration of your request.

Who We Are and How to Contact Us

“We,” “us,” “our,” and “Lowe’s” refer to Lowe’s Companies, Inc., including our subsidiaries and affiliated entities.

If you have questions about this Privacy Notice or if you need access in a different language or format, please contact us here.

Privacy Office
1000 Lowe’s Blvd., NB6LG
 Mooresville, NC 28117
privacy@lowes.com

We may update this Privacy Notice from time to time so please check back here regularly for the most up to date version.

The last time we updated this Notice was March 11, 2026.

What Haven’t We Covered?

In addition to the other purposes for collection, use, and disclosure of personal information described in this Notice, we may collect, use, and disclose personal information as required by law, regulation or court order; to respond to governmental and/or law enforcement requests; to identify, contact or bring legal action against someone who may be causing injury to or interfering with our (or others’) rights or property; for security and fraud prevention purposes; to support any actual or threatened claim, defense or declaration in a case or before any jurisdictional and/or administrative authority, arbitration or mediation panel; in connection with disciplinary actions/investigations; or as otherwise described at the time your personal information is collected. Likewise, we may use and disclose personal information to third parties in connection with the sale, assignment, merger, reorganization, or other transfer of any of our brands or companies.

This Privacy Notice does **not** apply to:

1. Job applicants — please click the link for our [Supplemental Privacy Notice](#).
2. Credit-related products (such as Lowe’s-branded credit cards), which are covered by the credit providers’ privacy notices.
3. Lowe’s Foundation and its charitable records.
4. Business Partners/Installers, Marketplace Sellers, Suppliers, Investors and Lowe’s Creators — please click the link for our [Supplemental Privacy Notice](#).
5. Lowe’s employees.