

Last Updated: 2/13/2026

WELCOME!

This privacy policy ("Privacy Policy") explains how Hasbro, Inc. and its subsidiaries and affiliated companies that operate within the United States (collectively, "Hasbro", "we", "our", or "us") collect, use and disclose your information when you visit the business-to-business ecommerce site for at BuyHasbroUS.com (the "Site"), view or interact with content or functionality on the Site to find out more about or order Hasbro products on behalf of your business, (the Site, such content and functionality, and related online products and services collectively, the "Services"), or interact with us offline regarding the Services.

We note that the Services are intended for businesses owners operating in the United States and are not directed to or otherwise intended for use by individuals under 16 years of age. To learn more about our privacy practices on our child-directed and general audience websites and in relation to mobile applications that we publish, please be sure to review the applicable posted Hasbro Privacy Policy. If you are a California resident, please see the ["Additional disclosures for California residents"](#) section below.

We ask that you take the time to read this Privacy Policy carefully. By using the Services, you agree to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Services.

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1. IMPORTANT NOTE TO USERS

We control and operate the Services from the United States, and do not accept orders to be shipped to countries outside the United States. If you choose to access the Services from outside the United States, your personal information will be transferred to and processed in the United States and may be transferred to and processed by our affiliates, subsidiaries, service providers, and other parties in other countries, where data protection laws may be different from the laws of your country. We make no representation that the Services or its contents or functionality are appropriate or available for use outside the United States or otherwise comply with any laws, rules, and regulations outside the United States.

The Services are not intended for individuals under 16 years of age, and we do not knowingly solicit or collect personal information from individuals under 16 years of age in connection with the Services.

If you believe that we may have unintentionally collected your and/or your child's personal information, you may contact us at:

Hasbro, Inc.
Attn: Hasbro B2B Site Services Administrator
1027 Newport Avenue, Mailstop A906
Pawtucket, RI 02861
(800) 255-5516

For all issues, including product-related questions and requests, please contact BuyHasbroUS@hasbro.com. Please note that any personal information provided by you via our Consumer Care website or any other Hasbro branded website is subject to the privacy policy and terms of use of that website. Please read those documents before providing any personal information to us via our consumer care website.

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2. CHANGES TO THIS PRIVACY POLICY

We encourage you to review this Privacy Policy whenever you access the Services to make sure that you understand our information collection, use and disclosure practices. We may change the provisions of this Privacy Policy at any time and will indicate when changes have been made by revising the date at the top of this Privacy Policy. Your use of the Services, or any portion thereof, following the posting of such changes shall constitute your consent to such changes. If we make material changes to this Privacy Policy, we will provide you with additional notice of such changes by sending you an email at the last email address that you provided us, or by prominently posting notice of the changes on the Site. If you do not agree with the changes we make, please stop using the Services.

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3. WHAT INFORMATION IS COLLECTED FROM ME?

INFORMATION THAT YOU PROVIDE

Hasbro or its service providers collect information that you provide when you use the Services, such as when you:

1. create an account or subscribe to the Services;
2. make a purchase or request to purchase a product;
3. rate, review, or ask a question about a product;
4. participate in contests, events or promotions;
5. send questions or comments to us, or contact BuyHasbroUS@hasbro.com;
6. fill out online surveys;
7. sign up for our newsletter or other email alerts; or
8. otherwise communicate with us through the Services.

Depending on the activity, the types of personal information that we or our service providers collect, including in the last 12 months, may include:

1. your first and/or last name;
2. company name and company contact;
3. company email address;
4. company telephone number;

5. company address (including billing address and/or shipping address);
6. credit card or other payment information; and
7. other contact or identifying information that you choose to provide.

Other information you may also provide through your use of the Services includes your product preferences, searches, and browsing activity.

In some cases, we also collect information you provide about others, such as when you refer someone to the Services (including promotions) or when you purchase and ship products to someone. We will use this information to fulfill your requests and will not send communications to your contacts unrelated to your requests, unless they separately consent to receive communications from us. If you provide us with information regarding another individual, you represent that you have that person's consent to give us his or her information and to permit us to use the information in accordance with this policy.

Please note that this Privacy Policy applies to any information that we collect (or that our service providers collect on our behalf) through your use of the Services or offline. If the Services collect and/or share personal information in a manner that differs from what is described in this Privacy Policy, we will notify you of the purposes for which such information will be collected and/or with whom such information will be shared (if applicable), whether via a just-in-time notification at the point of collection or via an alternate notice.

INFORMATION COLLECTED AUTOMATICALLY FROM YOU

When you access or use our Services, we may also automatically collect information about your visit (collectively, "Online User Activity"). When you visit our websites, the personal information we collect is your computer's Internet Protocol ("IP") address, which we use for the support of our internal operations. Other information we and our service providers may collect includes your operating system, access times, browser type and language, country, and the URL of the website you visited before navigating to our Services. If you access our Services via a mobile device, we may also collect your device make and model, mobile carrier, operating system version, language your device is set to, mobile web browser type and version, the country in which you are using your device, and non-personal analytics and statistical data regarding use of the websites (e.g., downloads, number of users, sessions, frequency of use, retention, territories, and in-game events).

To collect this Online User Activity, we use various technologies, including the following:

Cookies: Cookies are small data files stored on your computer or mobile device by a website. Among other things, cookies help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. In addition, when you view a video on our Services, we may set a "flash cookie" (sometimes called a "flash object") on your computer or device. For more information about cookies, and how to disable them, please see "[What are my information choices?](#)" section below.

Clear GIFs: Clear GIFs, sometimes called "web bugs" or "web beacons," are small electronic images that are placed on a web page or in an email message or advertisement. We use clear GIFs to monitor user behavior, deliver cookies, collect information, count visits, understand usage and campaign effectiveness, and to tell if a recipient has opened and acted upon an email.

Log Files: Log files record website activity on the Services and enable us to gather statistics about our users' browsing habits. These entries help Hasbro determine (among other things) how many and how often users have accessed or used the Services, which pages of the Services they've visited, and other similar data.

Do Not Track (DNT) Signals: Your browser may allow you to set a Do Not Track (DNT) signal indicating that you do not wish your online activity to be tracked. Currently, our system does not support and cannot act on DNT signal headers that we may receive. However, the choices that we provide you concerning collection and use of your personal information will continue to operate as described in this Privacy Policy.

We may also associate the information we collect from these technologies with other information that you provide for the purposes described in this Policy.

INFORMATION COLLECTED FROM OTHER SOURCES

We may also obtain information from other sources and combine that with information we collect through the Services. For example, if you connect with us on a social media service or log into a Hasbro account using a third-party "social sign on", we may have access to certain information from that party, such as your name, account information and friends, in accordance with the authorization procedures determined by such third-party social networking site.

THIRD-PARTY WEBSITE TECHNOLOGY AND ANALYTICS

Third party technologies include analytics services and software to help us understand how users access and use the Services. These tools and services use cookies, web beacons and other devices or technologies on our Services to track website traffic and performance. The data collected typically includes Online User Activity such as IP address, Internet Service Provider, web browser, the time spent on web pages, the links clicked and the products or advertisements viewed on various pages. We use this information to improve our Services and your experience, to see which areas and features of our Services are popular, and to count visits.

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4. HOW DOES HASBRO USE MY INFORMATION?

USE OF INFORMATION

We use personal information collected through our Services for the purposes described in this Policy or as otherwise disclosed to you on or in connection with our Services. For example, we may use your information to:

- Provide the Services to you, including to operate our websites, maintain customer records, and send you advertising or promotional materials, including information about new products, contests, features and enhancements, special offers and other events of interest from Hasbro and our select partners;
- Operate and improve the Services, including by linking or combining your information with other information we get from third parties;
- Send you technical notices, updates, security alerts and support and provide administrative messages, such as changes to this Privacy Policy or our Terms;
- Respond to your comments, questions, and requests and provide customer service;
- Analyze and enhance our communications and strategies (including by identifying when emails sent to you have been received and read);
- Monitor performance of the Services, overall usage of the Services and user retention rates, track how users are engaging in the games, identify which website features are least and most utilized, identify problem areas within the websites, and inform design development for future application updates;
- Comply with and enforce as needed applicable legal requirements, industry standards, our policies and our contractual rights; and
- Carry out any other purpose conveyed to you at the time the information was collected.

We may also use or share information in an anonymized or aggregate manner for many purposes such as research, analysis, modeling, marketing, and improvement of the Services.

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5. WITH WHOM DOES HASBRO SHARE MY INFORMATION?

SHARING OF INFORMATION

We do not share your personal information with third parties other than as described in this Policy or in connection with the Services, including:

- With your consent, including if we notify you through our Services that the information you provide will be shared in a particular manner and you provide such information;
- With third party vendors, consultants and other service providers who are working on our behalf and need access to your information to carry out their work for us. We require these entities to maintain the confidentiality, security, and integrity of the personal information they obtain from us.
- With our affiliates for internal business purposes;
- Except for information collected from Children, with our affiliates and third parties for Hasbro's own marketing purposes and those affiliates' and third parties' own business purposes, including direct marketing purposes (California residents have certain rights set forth in the section entitled "[Additional Disclosures for California Residents](#)");
- When we believe it is necessary or appropriate to: (i) comply with applicable law or legal process or to respond to lawful requests or legal authorities; (ii) protect the rights and property of Hasbro and our employees, agents, users and other third parties, including to enforce our agreements, policies and terms of use and protect against fraudulent, abusive, inappropriate, or unlawful use of our Services; and (iii) protect the safety of Hasbro, our users or any third party; and
- In connection with, or during negotiations of, any merger, sale of company assets, bankruptcy or reorganization, financing or acquisition of all or a portion of our business to another company.

We may also share aggregated information or information that we have collected from you through the Services, including on co-branded pages and where we have taken reasonable measures to de-identify such information.

SOCIAL SHARING FEATURES

The Services may offer third party social sharing features and other integrated tools (such as the Facebook widget), which let you share actions you take on our Services with other media, and vice versa. The use of such features may enable the sharing of information with your friends or the public, depending on the settings you establish with the third party that provides these features. The third party provider may also collect other information in connection with your use of their features, including your IP address, which page you are visiting on our Services, and may set a cookie to enable the features to function properly. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the third parties that provide these features.

LINKING TO THIRD PARTY SITES

To provide relevant information not found on the Services, to facilitate online shopping, and to allow you to interact with other websites and/or applications in which you may have accounts (such as Facebook and other social media sites), Hasbro may provide links to or embed third-party applications that allow login from the Services to third party websites. Your use of these third party websites and/or applications is subject to the third parties' privacy policies and terms of use, and we encourage you to read the third parties' privacy policies and terms of use before submitting personal or other information or using the websites and/or applications.

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6. WHAT ARE MY INFORMATION CHOICES?

REGARDING ACCOUNTS

If, you have created an account with the Services, you may at any time review and/or update the contact details and address information we have for you by signing in, or inform us that you want us to remove your account information from our database by contacting BuyHasbroUS@hasbro.com and please be sure to include the email address you used to sign up for that account so that we can verify your request. If you have requested that we save information for you in connection with placing an order through the Services, please contact BuyHasbroUS@hasbro.com. We will respond to requests as soon as possible. Please note, however, that we may retain your information following such requests as described in the section on [Security](#) below.

REGARDING PROMOTIONAL COMMUNICATIONS

We may send you promotional communications if you sign up to receive them through the Services.

You may opt-out of receiving promotional emails or mail from Hasbro by declining to receive such communications when you place an order or at the time you otherwise provide your contact information to us. You may also opt-out of receiving promotional emails at any time by following the instructions to "unsubscribe" in those emails or by contacting BuyHasbroUS@hasbro.com.

If you opt-out, we may still send you transactional or relationship messages, such as emails about your account, an order you have placed, a crowdfunded product you have backed, or our other ongoing business relations.

REGARDING COOKIES

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to

remove or reject cookies, this could affect the availability and functionality of the Services.

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7. SECURITY AND RETENTION

Hasbro has established a security program with administrative, technical and physical safeguards designed to protect your personal information against loss, misuse and unauthorized access, disclosure, alteration and/or destruction. For example, Hasbro strives to provide only those employees performing a legitimate business function with access to users' personal information. Hasbro also reviews its security procedures periodically to consider appropriate new technology and updated methods.

Hasbro retains your information based on a number of factors, including (i) for business purposes such as for as long as your account is active, as long as is reasonably necessary to provide you with our products and services, and for the other purposes we use your information as described above, and (ii) as reasonably necessary to comply with our legal obligations, resolve disputes and enforce our agreements. We may also retain cached or archived copies of your information for a reasonable period of time.

Despite our efforts, please be aware that no security measure is ever perfect or impenetrable. To that end, Hasbro will notify users of a data breach when Hasbro determines that is reasonably necessary in accordance with applicable law, and you agree to receive such notice via email where possible.

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8. STATE-SPECIFIC PRIVACY DISCLOSURES AND RIGHTS

Residents of California, Virginia, Colorado and Connecticut

These additional disclosures currently apply to personal information concerning individuals who reside in California or Virginia, and starting July 1, 2023, also include individuals who reside in Colorado or Connecticut. We anticipate expanding these disclosures and rights to residents of additional states in the future.

The California Consumer Privacy Act ("CCPA") and California Privacy Rights Act ("CPRA"), the Virginia Consumer Data Protection Act ("VCDPA"), Colorado Privacy Act ("CPA"), and Connecticut Public Act No. 22-15 (collectively, "State Privacy Laws") direct businesses (1) provide additional disclosures about privacy practices and (2) offer consumers the right to access, correct or delete their personal information (subject to certain exceptions), as well as the right to opt out of the selling/sharing of personal information, third party targeted advertising, or certain other activities as described further below.

NOTICE OF COLLECTION

In at least the past 12 months, we or our service providers have collected the categories of personal information described above in this Policy in connection with the Services, and as enumerated in one or more State Privacy Laws that includes:

- Identifiers, including IP address;
- Name, address, phone number, and mailing address to the extent you are interacting with our Consumer Care site;
- Internet activity, including history of visiting and interacting with our Services, browser type, browser language and other information collected automatically; and
- Geolocation data, including location enabled services such as WiFi.

For more information on information we collect, including the sources we receive information from, review the "[What information is collected from me?](#)" section. We collect and use these categories of personal information for the business purposes described in the "[How does Hasbro use my information?](#)" section, including to provide, manage and improve our Services. Hasbro does not generally sell information as the term "sell" is traditionally understood. However, to the extent any of the activities described in the "[With whom does Hasbro share my personal information?](#)" section constitute selling or sharing information with third parties, we will comply with State Privacy Laws as to such activity. Specifically, we may share email addresses with third parties for targeted advertising purposes, and may share Online User Activity with third parties who provide cookies and other tools described in the "[Information Collected Automatically From You](#)." section above for enhanced website functionality, analytics and targeted advertising purposes.

RIGHT TO ACCESS, CORRECT OR DELETE YOUR INFORMATION

You have the right to request access to, and a copy of, the:

- categories of personal information we have collected about you;
- categories of sources from which the personal information was collected;
- categories of personal information about you we disclosed for a business purpose or sold;
- categories of third parties to whom the personal information was sold or disclosed for a business purpose;
- business or commercial purpose for collecting or selling the personal information; and
- specific pieces of personal information we have collected about you.

You also have a right to request that we delete your personal information (subject to certain exceptions), and request that we correct your personal information if it is inaccurate.

To exercise any of these rights, please submit a request to us by calling our toll-free number at (800) 255-5516, or by completing the request form found [here](#). In the request, please specify which right you are seeking to exercise and the scope of the request. We will endeavor to confirm receipt of your request within 10 business days. We may require specific information from you to verify your identity before processing your request, and we may send you a confirmation email that you must respond to before we process the request. Due to our privacy-protective practices, in some instances Hasbro may not have sufficient personal information (e.g., name, email) that would enable us to verify an individual's identity and complete a request to know or delete information. We aim to complete requests within 45 days, and if needed we may extend the response by another 45 days.

RIGHT TO OPT OUT

You have the right at any time to opt out of (i) selling or sharing of your personal information to third parties, and (ii) third party targeted advertising activities. You may contact us by calling our toll-free number at (800) 255-5516, or emailing us at DPO@hasbro.com, if you have any questions or concerns.

State Privacy Laws may offer other opt-out rights which are inapplicable. In particular, Hasbro does not engage in impactful profiling activities with respect to consumers, and Hasbro does not collect, use or disclose Sensitive Personal Information (such as government identification number, precise geolocation, financial account credentials, etc.) except for the specific purpose(s) that you provide it.

AUTHORIZED AGENT

You can designate an authorized agent to submit requests on your behalf. However, we will require written proof of the agent's permission to do so and verify your identity directly with you.

APPEALS

If we deny a privacy request, you may appeal the decision to us at DPO@hasbro.com. To the extent possible, please describe the basis for your appeal and if there is any specific personal information that concerns you. We will endeavor to provide a prompt response. If we deny your appeal, you can raise concerns with your state's Office of the Attorney General.

MINORS

We do not to our knowledge sell or share the personal information of individuals under 16 years of age to third parties, although as described above we may use third parties in connection with Online User Activity in compliance with COPPA.

RIGHT TO NON-DISCRIMINATION

You have the right not to receive discriminatory treatment by us for the exercise of any of your rights, and we do not discriminate against anyone for exercising such rights.

NO FINANCIAL INCENTIVES (GENERALLY)

We do not generally provide a loyalty program or other financial incentive in return for the collection or use of personal information under this Policy. On some occasions we may

engage in a limited-time marketing event or promotional offer that includes a registration or other collection of personal information, and we will disclose the benefits and terms of that promotion at the time of collection.

California Residents

SHINE THE LIGHT

California Civil Code Section 1798.83 permits customers of this website who are California residents to request certain information regarding our disclosure of personal information as defined by the statute to our affiliates and third parties for their own direct marketing purposes. For inquiries regarding our disclosure policy, please call (800) 255-5516 or write us at: Hasbro, Inc., Attention: Website Administrator, 1027 Newport Avenue, Mailstop A906, Pawtucket, RI 02861.

RIGHTS REQUESTS FOR NON-CUSTOMERS

California privacy rights apply to all individuals (not just general customers), including job applicants, current and former employees, contractors and business partners. Due to the nature of these relationships, the collection and use of personal information can vary, but in general terms and in addition to all the disclosures above:

- Job applicants may provide us with personal information as part of an employment application and review process that includes the applicant's contact information, education and employment history, resume and cover letter. We do not use this information for any purpose other than to evaluate the individual for employment with us and manage our Hasbro careers program. Job applicants may provide additional information for routine background checks to a third-party provider of such services, under specific privacy terms and consents that will be provided at the time of collection.
- Employees receive disclosures during and after onboarding that provides additional details regarding our employee privacy practices.
- We collect contact information and other personal information reasonably necessary to engage and work with contractors and business partners in the course of a business relationship.

All such individuals who are California residents can request additional information about our privacy practices with respect to their information, as well as submit access, deletion, correction or opt-out requests as described above by contacting us at DPO@hasbro.com. Please provide sufficient information that we can identify you and be aware that we may employ a more extensive authentication process to verify your identity before responding to your request.

Nevada Residents

For Nevada residents, please note that we do not sell personal information as defined by Nevada law (Ch. 603A, Sec. 1.6). You can submit a request to us regarding the sale of such information via the contact information provided below.

Virginia Residents

Virginia provides additional rights to Virginia residents through the Virginia Consumer Data Protection Act (“VCDPA”). This section addresses those rights and applies only to Virginia residents. You have the following rights under the VCDPA:

- To confirm whether or not we are processing your personal data;
- To access your personal data;
- To correct inaccuracies in your personal data;
- To delete your personal data;
- To obtain a copy of your personal data that you previously provided to us in a portable and readily usable format; and
- To opt out of the processing of personal data for purposes of targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects concerning you.

To exercise any of these rights, please contact us through this [Form](#).

Colorado Residents

Effective July 1, 2023, the Colorado Privacy Act (“CPA”) provides specific rights to Colorado residents. This section addresses those rights and applies only to Colorado residents.

If you are a Colorado resident, you have a right under the CPA to access all of the personal information we have collected from you and that we maintain about you, to obtain a portable copy of that information, and a right to request deletion or correction of that information.

Under the CPA, we must obtain your clear, affirmative consent for:

Selling your personal data, as “selling” is defined in the CPA;
Processing your personal data for targeted advertising using Matched Ads (defined in the Analytics and Advertising section above); and
Processing any personal or sensitive information for any Child or Children living in Colorado. You may additionally opt out of any sales or processing of any data for which we formerly obtained your consent.

Data Minimization: We must also limit the data we store by reviewing no less than annually

whether storage of your information serves a legitimate business purpose and removing that data if no legitimate business purpose is identified.

Re-Obtaining Consent: We may re-seek consent from you if you have previously opted out from processing activities. If you have not interacted with us for at least one year, we are required by the CPA to re-obtain your affirmative consent to process any of your information.

For clarification on any of these rights and requirements or to submit a request for us to access, correct, or delete your information, please contact us through this [Form](#).

Connecticut Residents

Effective July 1, 2023, the Connecticut Data Privacy Act (“CTDPA”) provides specific rights to Connecticut residents. This section addresses those rights and applies only to Connecticut residents.

Under the CTDPA, you have a right to access, correction, and deletion of your personal information. You further have the right to obtain from us a portable copy of your personal data to the extent it is technically feasible for us to provide such a copy.

You may also opt out of processing for:

Targeted advertising (“Matched Ads” in Analytics and Advertising, above); and
Sale of personal data, as “sale” is defined in the CTDPA.

Consent: We must obtain your direct, clear consent for processing of any sensitive personal information, and must provide an effective method to you for revocation of consent. If we receive a revocation request, we must cease processing your data within 15 days.

Data Minimization: We must limit collection of personal data to what is adequate, relevant, and reasonably necessary for the purposes listed in this Privacy Policy.

Children in Connecticut: We may not process children’s personal data for targeted advertising or sell children’s personal data. We must obtain consent to use personal data for targeted advertising or sell personal data from a person aged 13 to 15 when we have actual knowledge that that person is between 13 and 15.

For clarification on any of these rights and requirements or to submit a request for us to access, correct, or delete your information, please contact us through this [Form](#).

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9. CONTACT US

If you have questions or concerns regarding this Privacy Policy, please contact us using the following contact information:

Hasbro, Inc.

Attention: Hasbro B2B Site Services Administrator 1027 Newport Avenue, Mailstop A906
Pawtucket, RI 02861
(800) 255-5516

If you have a disability and would like to access this Privacy Policy in an alternative format, please contact us at (800) 255-5516 or BuyHasbroUS@hasbro.com.

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