

# PRIVACY POLICY – YOUR PRIVACY RIGHTS

Effective Date: December 9, 2015 (Last Updated: January 14, 2016)

This Privacy Policy applies to the sites and apps where it appears.

This Policy describes how we treat personal information on the websites where it is located. It also applies to our mobile sites and apps.

## WE COLLECT INFORMATION FROM AND ABOUT YOU.

We collect contact information. For example, we might collect your name and street address if you register on our site. We might also collect your phone number or email address.

We may collect payment information. For example, we collect your credit card number if you make a payment.

We collect demographic information. We may collect information like your gender and age. We may also collect your zip code. We might collect this when you engage with our sites and apps or contact us. We might also collect it if you enter a promotion.

We collect information you submit or post. We collect information that you post on our site. We also collect information when you contact us.

We collect other information. If you use our website, we may collect information about the browser you're using. We use tracking tools to collect

Internet and usage information from visitors to our site. This includes the referring URL and your IP address. It also includes information about the browser you used to visit the site and where you are located. It may include the pages or URLs of our site that you view during your visit and search terms you enter on our site. We might look at what site you came from, or what site you visit when you leave us. If you use our mobile app, we may collect certain device IDs and your GPS location. We might look at how often you use the app and where you downloaded it. We collect this and other information about users over time when you use this site. To learn more about why we collect this information, click [here](#) .

## WE COLLECT INFORMATION IN DIFFERENT WAYS.

We collect information directly from you. For example, if you register on our site or sign up for our emails we collect information from you. We also collect information if you contact us or enter a promotion.

We collect information from you passively. We use tracking tools like browser cookies and web beacons to collect information from you. We collect information about users over time when you use this website. We also collect information from our mobile apps, such as device identifiers. We may have third parties collect personal information this way. Learn more about these tools and how you can control them, [here](#).

We get information about you from third parties. For example, our business partners may give us information about you. Social media platforms may also give us information about you.

We combine information. For example, we may combine information that we have collected offline with information we collect online. Or we may combine information we get from a third party with information we already have.

# WE USE INFORMATION AS DISCLOSED AND DESCRIBED HERE.

We use information to respond to your requests or questions. For example, we might use your information to respond to your customer feedback. We may use your information to notify you about changes to your account or your purchases.

We use information to improve our products and services. We may use your information to make our websites and apps better. We might use your information to customize your experience with us. We may combine information we get from you with information about you we get from third parties.

We use information for security purposes. We may use your information to protect our company and our customers. We also use information to protect our websites and apps.

We use information for marketing purposes. For example, we might provide you with information about new products and special offers. We might also use your information to serve you ads about our products and services. We might tell you about new features or updates. These might be third party offers or products we think you might find interesting. If you register with us, we'll enroll you in our email newsletter. To manage this, read the "choices" section below.

We use information to communicate with you about your account or our relationship. We may contact you about your purchases or feedback. We might also contact you about this Policy or our website Terms. We may also use push notifications on our mobile apps.

We use information as otherwise permitted by law or as we may notify you.

# WE MAY SHARE INFORMATION WITH THIRD PARTIES.

We will share information within the Beam Global family of companies. We will share information with third parties who perform services. For example, we share information with vendors who operate our sites, provide analytics, or help tailor and serve ads. We may also share information with companies that send emails for us or run a promotion.

We may share your information with our business partners. For example, we will share information with third parties to jointly promote a product or service. These partners may send you information about events and products by mail or email.

We will share information if we think we have to in order to comply with the law or to protect ourselves. We will share information to respond to a court order or subpoena. We may share information if a government agency or investigatory body requests it. We might share information if we are investigating potential fraud. This might include fraud we think has happened during a sweepstakes or promotion. Or we may share your information if you are the winner of a sweepstakes or other promotion with anyone who requests a winner's list.

We may share information with a successor to all or part of our business. If part of our business is sold we may include user information as part of that transaction.

We may share information for other reasons we may describe to you from time to time.

# YOU HAVE CERTAIN CHOICES ABOUT HOW WE USE YOUR INFORMATION.

You can opt out of receiving our marketing emails. To stop receiving our promotional emails follow the instructions in any promotional message you get from us. Even if you opt out of getting marketing messages, we will still send you transactional messages. These include responses to your questions.

You can control cookies and tracking tools. To learn how to manage how we – and our vendors – use cookies and other tracking tools, and to read our Do Not Track policy, please click [here](#) .

You can control tools on your mobile devices. For example, you can turn off the GPS locator or push notifications on your phone.

[Link to About our Ads](#)

# THESE SITES AND APPS ARE NOT INTENDED FOR CHILDREN.

Our sites and apps are meant for adults. We do not knowingly collect personally identifiable information from children under 13 without permission from a parent or guardian. If you are a parent or legal guardian and think your child under 13 has given us information, you can contact us at [optout@beamsuntory.com](mailto:optout@beamsuntory.com). You can also write to us at the address listed at the end of this Policy. Please mark your inquiries “COPPA Information Request.” Parents, you can learn more about how to protect children's privacy on-line [here](#).

# WE USE STANDARD SECURITY MEASURES.

The Internet is not 100% secure. We cannot promise that your use of our sites and apps will be completely safe. We encourage you to use caution when using the Internet. This includes not sharing your passwords. We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

# YOUR CALIFORNIA PRIVACY RIGHTS.

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please send us an email at [optout@beamsuntory.com](mailto:optout@beamsuntory.com) or write to us at the address listed below. Indicate in your letter that you are a California resident making a “Shine the Light” inquiry.

# WE STORE INFORMATION IN THE UNITED STATES.

Information we maintain is stored in the United States. If you live outside of the United States, you understand and agree that we may transfer your information to the United States. This site is subject to U.S. laws, which may not afford the same level of protection as those in your country.

We may link to sites or apps or have third party services on our platforms we don't control.

If you click on a third party link, you will be taken to a platform we do not control. This Policy does not apply to the privacy practices of that platform. Read other companies' privacy policies carefully. We are not responsible for these third parties

# FEEL FREE TO CONTACT US IF YOU HAVE MORE QUESTIONS.

If you have any questions about this Policy, please email us at [optout@beamsuntory.com](mailto:optout@beamsuntory.com).

You can also write to us or call at: Customer Service  
Beam Suntory  
222 West Merchandise Mart Plaza  
Chicago, IL 60653

# WE MAY UPDATE THIS POLICY.

From time to time we may change our privacy policies. We will notify you of any material changes to our Policy as required by law. We will also post an updated copy on our website. Please check our site periodically for updates.