

## **BELFOUR SPIRITS PRIVACY POLICY**

Belfour Spirits (hereinafter “BELFOUR SPIRITS” or “We”) recognizes the importance of your privacy and We are committed to protecting the information We collect from you. The following privacy policy (the “Privacy Policy”) governs your use of Belfour Spirits website, <http://www.belfourspirits.com>, (which includes without limitations, the home page and all other pages under the same top-level domain name, and all content thereon (the “Site”) as provided by BELFOUR SPIRITS. We may change the Privacy Policy from time to time and at any time, without notice, by posting such changes on the Site. By using the Site, you agree to the terms of this Privacy Policy, which are also incorporated by reference into the Terms and Conditions for use of the Site which can be accessed as the following link [www.belfourspirits.com/site/default/files/Belfour%20TC.pdf](http://www.belfourspirits.com/site/default/files/Belfour%20TC.pdf) to which you must agree to in order to use the Site.

BELFOUR SPIRITS is committed to protecting and respecting your privacy and BELFOUR SPIRITS appreciates your confidence that We will do so carefully and sensibly. By visiting the BELFOUR SPIRITS Site, you are accepting the practices described in this Privacy Policy.

### **What Information Do We Collect?**

While We have tried to be complete, the following list is not necessarily exhaustive, given that these activities can vary from time to time. When We collect information, We will notify you at the point of collection what information is required and what information is optional. We collect personal information both directly from the information you provide us with as well as automatically as you navigate through the Site. Information collected automatically may include usage details, IP addresses, and information collected through cookies. This collection of information includes any information that can personally identify you. This information may include details such as your name, age, gender, email address, mailing address, phone number, credit card information, and your Internet Protocol (“IP”) address.

### **Information You Provide to Us**

Examples of information that you provide us with include information collected from filling in forms on our Site, when subscribing to promotional communications, when reporting a problem with our Site, when responding to a survey, and records and copies of correspondence, including email addresses, if you make contact with us. The types of personal data typically collected by us may include the following, depending on your activities:

- **Contact information and Geographic Location**, including name, title, street address (home, work, billing, shipping), postal code, country, telephone numbers (home, work, cell, etc.), email address (home, work), company name and other similar information, and your geographic location.
- **Personal/demographic information**, including birthday/age/age group, gender, birth date, salary range, occupation, level of education, contest- or promotion-specific information.

- **Authentication information**, including user IDs, log-in names, passwords, password reminders, etc. (in addition to other personal data such as contact information, birth date and the like).
- **Transactional and financial information**, including payment information for membership fees and debit/credit card information.
- **Preferences, views and comments**, including communication preferences, feedback in response to surveys, etc.
- **Participation information**, including event attendance, sweepstakes/contest entries (including all information submitted on an entry), registrations, information relating to use of online communities and all other user submissions and content you provide.

## **Information Automatically Collected Through Data Collection Technologies**

As is the case with many websites, our Site may use cookies and other automated information collection means.

### **Consent to the Use of Cookies on This Website:**

By using this website and agreeing to this policy, you consent to BELFOUR SPIRITS's use of cookies in accordance with the terms of this policy.

### **About Cookies:**

Cookies are small files which often include an anonymous unique identifier sent by web servers to web browsers and stored by the web browsers which enable the site or service provider's systems to recognize your browser and capture and remember certain information. The information is then sent back to the server each time the browser requests a page from the server. This enables a web server to identify and track web browsers. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, and the time spent at our Website. There are two main kinds of cookies: session cookies and persistent cookies. Session cookies are deleted from your computer when you close your browser, whereas persistent cookies remain stored on your computer until deleted, or until they reach their expiry date.

### **Why We Use Cookies:**

We use cookies to help us save your preferences for future visits, keep track of advertisements and compile aggregate data about website traffic and website interaction so that We may offer better website experiences and tools in the future. We may contract with third-party service providers to assist in better understanding website visitors. These service providers are not permitted to use the information collected except to help BELFOUR SPIRITS conduct and improve our business.

### **How We Use Cookies:**

Our Website requires you to enter your date of birth and cookies allow us to remember the data you have entered, so that We do not need to ask you to re-enter information every time you browse to a different page of the Website. We also use Google Analytics type of cookies which, in conjunction with our web server's log files, allow us to calculate the aggregate number of people visiting our website and which parts of our website are most popular. This helps us gather feedback so that We can improve our website and better serve our customers. We do not generally store any personal information that you

provide to us in a cookie. The purpose of Google Analytics cookies is storing information such as the time you visit the Website, and whether you have visited it before.

We may also use “Social Media” cookies to personalize your interaction with third-party social media platforms, such as Instagram and Facebook, where our website uses such features. Such cookies recognize users of these social media sites when you view social media content on our website. They also allow you to quickly share content across media, through the use of simple “sharing” buttons. We use the following Social Media cookies: Twitter, Facebook, Instagram, YouTube, LinkedIn, Pinterest, and Tumblr. For further information about those Social Media cookies please see here:

<http://www.facebook.com/help/cookies>  
<https://twitter.com/privacy>  
<https://www.instagram.com/legal/cookies/>  
[https://www.youtube.com/static?template=privacy\\_guidelines](https://www.youtube.com/static?template=privacy_guidelines)  
<https://www.linkedin.com/legal/cookie-policy>  
<https://policy.pinterest.com/en/cookies>  
<https://www.tumblr.com/policy/en/privacy>

### **Blocking Our Use of Cookies:**

You can block our use of cookies by activating the settings in your browser but in order to use certain services offered through our website, your web browser must accept cookies. You may disallow receiving cookies at any time through your web browser. Although you may still use the site if you reject cookies, some functionality may be limited. Most browsers allow you to refuse to accept cookies:

- In Internet Explorer, you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector.
- In Firefox, you can adjust your cookies settings by clicking “Tools”, “Options” and “Privacy”.
- In Google Chrome, you can adjust your cookies settings by clicking the “Chrome Menu” on the browser tool bar, “Settings”, “Show Advanced Settings”, “Privacy”, “Cookies” and select your preferred setting.

Most of our cookies expire within 30 days, although our analytics cookies may persist for between 2 and 10 years.

Our Site may also use IP addresses for the same purposes identified above, as well as to analyze trends, administer our Site, track users' movements and online activity and gather broad demographic information for aggregate use.

We may use web beacons (also known as Internet tags or clear GIFs) on our Site to access and set cookies and otherwise help us to better understand how users are moving through our Site. Information provided by the web beacon includes the computer's IP address, the type of browser being used, traffic data, location data, information about your computer and internet connection, and the time that the web beacon was viewed. We may also use web beacons in emails and newsletters so that We know when such communications have been opened and to otherwise help us tailor our communications to individual users. The information We collect automatically is statistical data and may contain personal information. It helps us to improve our Site and to deliver a better and more personalized service, by enabling us to:

- Estimate our audience size and usage patterns
- Store information about your preferences
- Speed up your searches

### **Information is Used in the Following Ways:**

- To personalize your experience: Your information helps BELFOUR SPIRITS to better respond to your individual needs;
- To improve the Site: We continually strive to improve the Site offerings based on the information and feedback We receive from you;
- To improve customer service: Your information helps BELFOUR SPIRITS to more effectively respond to your requests and support needs;
- To administer a contest, promotion, survey or other Site feature; and
- To send periodic emails: The email address you provide for order processing may be used to send you information and updates.

### **Who Do We Share Your Information With?**

Information about our members, registrants, sponsors and exhibitors (collectively “Users”) is an important part of our business, and We are not in the business of selling it to others. We share customer information only as described below and with such entities that either are subject to this Privacy Policy or follow practices at least as protective as those described in this Privacy Policy.

- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include agencies providing marketing assistance, providing conference administration assistance, processing credit card payments, and providing User service. They have access to personal information needed to perform their functions but may not use it for other purposes.
- **Affiliated Businesses:** We work closely with affiliated businesses, namely the companies that sponsor the BELFOUR SPIRITS Site. These businesses may be provided your name, address, email address, and phone number to send you promotional offerings. We cannot control and nor are We liable for contact attempts from these companies to you.
- **Promotional Offers:** Sometimes We send offers to Users on behalf of other businesses. If you do not want to receive such offers, please let us know by contacting us at [ecornelius@belfourspirits.com](mailto:ecornelius@belfourspirits.com).
- **Release:** We release account and other personal information when We believe release is appropriate to comply with the law; enforce or apply our Terms & Conditions and other agreements; or protect the rights, property, or safety of BELFOUR SPIRITS, our Users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from Users for commercial purposes in violation of the commitments set forth in this Privacy Policy.

## **How Do We Protect Your Information?**

The security of your personal identifying information is important to BELFOUR SPIRITS. Therefore, We implement a variety of appropriate technical and organizational security measures to protect personal data from loss, misuse, unauthorized access, disclosure, or alteration. Please keep in mind, however, there is no such thing as perfect security, and no Internet transmission is ever completely secure or error-free. Moreover, you are responsible for maintaining the confidentiality of any username and password you use, if applicable.

## **Do We Disclose Any Information to Outside Parties?**

We do not sell, trade, or otherwise transfer to outside parties your personal identifying information. This does not include trusted third parties who assist in operating the Site, conducting business, or servicing you, so long as those parties agree to keep this information confidential. However, non-personal identifying visitor information may be provided to other parties for marketing, advertising, or other uses.

## **Your Consent:**

By using this Site, you consent to this Privacy Policy and our Terms and Conditions incorporated herein by reference.

## **Changes to our Privacy Policy:**

If We decide to change the Privacy Policy, We will post those changes on this page. We reserve the right to modify this Privacy Policy at any time. If We make material changes to this Privacy Policy, We will notify you here, by email, or a notice on our homepage.

## **Legal Disclaimer:**

We reserve the right to disclose your personal identifying information as required by law and when We believe that disclosure is necessary to comply with a judicial proceeding, court order, or legal process, to operate the Site properly, or to protect ourselves or our users.

## **Choice/Opt-Out:**

The Data Protection Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. We will inform you (before collecting your data) if We intend to use your data for marketing purposes or if We intend to disclose your information to any third party for marketing purposes. You may choose to have your name taken off the BELFOUR SPIRITS email list or to “opt-out” of having your personal identifying information used for certain purposes, including but not limited to receiving additional marketing materials from BELFOUR SPIRITS. If you no longer wish to receive marketing and promotional materials from BELFOUR SPIRITS, you may contact us at [ecornelius@belfourspirits.com](mailto:ecornelius@belfourspirits.com).

## **Unsolicited Materials:**

Unless specifically requested, We do not solicit nor wish to receive any confidential, secret or proprietary information or other material from you through the Site, by email, or in any other way. Any unsolicited information or material submitted or sent to BELFOUR SPIRITS will not be deemed to be confidential or secret.

**Posting Information to the Site:**

You are solely responsible for any information and other content you post on or through the Site. You understand that anything you post on or through the Site is generally accessible to and may be collected and used by others and may result in unsolicited messages or other contact from others. Users of any available forums are encouraged to exercise caution when providing information about themselves.

**Questions/Concerns/ Feedback:**

If you have any questions regarding the Privacy Policy or would like to contact us, please do so at: [ecornelius@belfourspirits.com](mailto:ecornelius@belfourspirits.com), Elizabeth Cornelius, 25 Highland Park Village, Suite 100 #338, Dallas, TX 75205.