

# PRIVACY POLICY

## NEW OAKLAND BEER GROUP ONLINE PRIVACY POLICY

[LAST UPDATED 3/29/2021]

This Privacy Policy describes how New Oakland Beer Group DBA Oakland United Beerworks collects, uses, and shares your personal information when you visit or make a purchase from <https://oaklandunitedbeerworks.com/> or <https://store.oaklandunitedbeerworks.com> [collectively "Our Sites"]. By visiting or using Our Sites, you consent to us gathering and processing information about you in accordance with this Privacy Policy.

### PERSONAL INFORMATION

When you visit Our Sites, we automatically collect certain information about your device, including information about your device identifier, web browser, IP address, general location data based on your device information [such as time zone, country, state, or province], and some of the cookies that are installed on your device. Additionally, as you browse Our Sites, we collect information about the individual web pages or products that you view, what websites or search terms led you to Our Sites, and information about how you interact with Our Sites. This information is referred to herein as "Device Information."

We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier.
  - o You can set your device or browser to accept or reject most cookies, or to notify you in most situations that a cookie is offered so that you can decide whether to accept it. However, if you block cookies, certain features on Our Sites may not function. Additionally, even if you block or delete cookies, not all tracking will necessarily stop.
- "Log files" track actions occurring on Our Sites, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse Our Sites.
- Flash LSOs display content based upon your preferences for how you like to view Our Sites.
- When subscribing to our email newsletter we collect your email address.

When you make a purchase or attempt to make a purchase through Our Sites, we collect certain information from you, including your name, billing address, shipping address, payment information [including credit card numbers and payment information], email address, and phone number. We also collect any other information you volunteer during the order process including order notes. This information is referred to herein as "Order Information."

"Order Information" and "Device Information" is referred to herein as "Personal Information."

We may encourage users to post comments and images from their social media account[s] (including, but not limited to, Instagram, Facebook, Twitter, YouTube, and TikTok) with certain hashtags. In some instances, if those hashtags are added to your image, if your social media privacy settings permit, the image may be redisplayed on Our Sites. While you retain ownership of the image, using the hashtags we request gives us permission to display the image. The image may contain information about you, and we may collect and use that information for marketing and research purposes. If you do not want your image posted on Our Sites, please do not use our requested hashtags.

We also offer and deliver services, content, or interactive features through and/or using third party application programming interfaces, gadgets, and/or extensions that are hosted on Our Sites or through other third-party websites or social networking platforms. When you use these services, content, or interactive features or otherwise connect with, or “accept” or “allow” third party applications, networks, platforms or services through Our Sites, you are authorizing those third parties to receive your information and additionally to potentially share any or all of your information with us, based on your privacy or their settings on the particular third-party network or platform. Any information we receive by these means will be treated and/or processed according to this Privacy Policy.

In addition, we may receive certain categories of Personal Information listed above from sources other than you, such as from our business partners and third-party applications (including, but not limited to, Instagram, Twitter, Facebook, Textual, and Stripe) that you use in conjunction with Our Sites.

## **HOW WE USE PERSONAL INFORMATION**

We use the Order Information that we collect generally to fulfill any orders placed through Our Sites (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you,
- Screen our orders for potential risk or fraud,
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services,
- Improve the quality of Our Sites, services, and products.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address) and more generally to improve and optimize Our Sites (for example, by generating analytics about how our customers browse and interact with Our Sites, and to assess the success of our marketing and advertising campaigns).

## **SHARING YOUR PERSONAL INFORMATION**

On occasion, we share your Personal Information with third party service providers and authorities to help us use your Personal Information, as described above. We may share your information with

third parties who perform functions on our behalf [e.g. hosting or operating Our Sites, processing credit card payments, sending email marketing communications, data analysis, and other business support services]. We do not authorize these third parties to use your information for purposes other than for which it was provided, and do not authorize these third parties to disclose that information to unauthorized parties. We require these third parties to maintain appropriate security to protect your information from unauthorized access or processing.

For example, we use Shopify to power our online store- you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>. We also use Google Analytics to help us understand how our customers use Our Sites. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. In addition, we use MailChimp to deliver email newsletters containing company news. You can unsubscribe at any time by clicking the unsubscribe link at the bottom of our email newsletters. Lastly, we use Textual for our Shop By Text campaigns. You can learn more about how Textual uses your personal information here: <https://client.textual.com/common/g-terms/oakland-united-beerworks>.

We may also share your information with other parties as directed by you or subject to your consent. We may also share and otherwise process aggregated information or de-identified information that does not identify you individually with other parties. For example, we may share aggregated statistics about pages viewed on Our Sites, demographic information and sales, and other shopping information with third parties to enrich your visitor experience.

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ["NAI"] educational page at <https://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by visiting:

FACEBOOK: <https://www.facebook.com/settings/?tab=ads>

GOOGLE: <https://www.google.com/settings/ads/anonymous>

BING: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at <http://optout.aboutads.info/>.

For those outside of the US, visit the European Interactive Digital Advertising Alliance [<http://www.youronlinechoices.eu/>] [EU only], Digital Advertising Alliance- Canada [<http://youradchoices.ca/choices>] [Canada only], DAA App Choices Mobile App [Mobile Devices Only] [Mobile Devices Only].

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful request for information we receive, or to otherwise protect your rights.

## **SECURITY OF YOUR INFORMATION**

We take commercially-reasonable technical, administrative, and physical security measures to protect your information, including generally accepted industry standards to protect the information submitted to us during transmission and once we receive it. However, no method of transmission over the Internet or method of electronic storage is 100% secure, so we unfortunately cannot guarantee absolute security. If you have reason to believe that your interaction with us is no longer secure [e.g. if you feel that the security of any account you might have with us has been compromised] please contact us immediately as detailed below.

## **OTHER WEBSITES**

Our Sites may contain links to other websites or services that are not owned or controlled by us, including but not limited to links to websites of our advertisers, sponsors, and partners. This Privacy Policy only applies to information collected by our Sites. We have no control over these third-party websites, and your use of third party websites and features are subject to privacy policies posted on those websites. We are not responsible or liable for the privacy or business practices of any third-party websites linked to our Sites. Your use of third parties' websites linked to our Sites is at your own risk, so we encourage you to read the privacy policies of any linked third-party websites when you leave one of our Sites.

## **DO NOT TRACK**

Please note that we do not alter Our Sites' data collection and use practices when we see a Do Not Track signal from your browser.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you [for example, if you make an order through Our Site], or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **DATA RETENTION**

When you place an order through Our Sites, we will maintain your Order Information for our records unless and until you ask us to delete this information.

We will retain your Personal Information for the period necessary to fulfill purposes outlined in this Privacy Policy and as otherwise needed to comply with applicable law and internal company policies.

## **MINORS**

Our Sites are not intended for individuals under the age of 21.

## **CHANGES**

We may update this privacy policy in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have any questions, or if you would like to make a complaint, please contact us by e-mail at [info@oaklandunitedbeerworks.com](mailto:info@oaklandunitedbeerworks.com) or by mail using the address below:

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