

**CRAFT BEER PROFESSIONALS  
PRIVACY POLICY**

**Last Modified: November 7, 2020**

**Update Log: N/A**

OVERVIEW

Craft Beer Professionals, LLC (“Craft Beer Professionals”, “Company”, “we”, “our”, or “us”), respects your privacy and is committed to protecting it through our compliances with this policy. This notice (this “Privacy Policy”) describes how we may collect personal information from the visitors to <http://www.craftbeerprofessionals.org> (this “Website”), how we may use it, with whom we may share it, what choices you have regarding it, and how we protect it. This Privacy Policy is incorporated into and is a part of the Terms of Service of this Company and we encourage you to become familiar with the terms and conditions contained herein.

CONSENT

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**By accessing and using this Website, you agree that you have read and understand this Privacy Policy, and that you accept and consent to the Company’s privacy practices described in this Privacy Policy.**

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CHANGES TO PRIVACY POLICY

We reserve the right to change the terms of our Privacy Policy at any time. The Company may change its privacy practices because of changes in relevant and applicable legal or regulatory requirements, the business or business practices of the Company, or in its attempts to better serve your needs. Notice of such changes to our privacy practices will be given in the manner described in the Company’s Terms of Service and a revised Privacy Policy will be posted on this Website.

WHAT INFORMATION DO WE COLLECT?

The Company may collect various types of information from or about you depending on how you use the Website and its various features. You supply us various types of information, including personal information that you choose to disclose and we also collect information automatically regarding how you use the Website, which we collect as you interact with our Website.

**Information you Provide to Us**

With respect to personal information, you may provide us with various types of information. Such information may include you and your name, address, telephone number, e-mail address, transaction information, as well as billing and payment information that you voluntarily provide through the Website. This information is generally entered into fields in the registration

or subscription forms and enables you to take full advantage of the services that we offer. Should you purchase or use any Company services on or through the Website, the information that you supplied during the registration process may be used to track details about those purchases or use. We may collect email addresses from customers and visitors to the Website for the purpose of communicating with customers. If at any time you wish to be removed from the Company's email database, you can request removal by contacting [andrew@craftbeerprofessionals.org](mailto:andrew@craftbeerprofessionals.org). We reserve the right to contact you via postal mail, email or telephone for the purpose of administering your account.

The Company may also retain the content of and metadata regarding any correspondence you may have with the Company or its customer service representatives, regardless of the mode of communication by which such correspondence was made. This includes, without limitation, any information contained and consented to, as described in the Terms of Service. This information helps the Company to improve the Website and the materials, products and services that we offer on the Website, and to more effectively and efficiently respond to both current and future inquiries.

### **Automatic Information Collection and Tracking**

When you access and use the Website, it may use technology to automatically collect:

- **Usage Details.** When you access and use the Website, we may automatically collect certain details of your access to and use of the Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through the Website.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** The Website also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Location Information.** The Website collects real-time information about the location of your device for analytics.

If you do not want us to collect this information, do not access the Website. We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services.

As with many other Websites, the Web servers used to operate the Company Website collect certain data pertaining to you and the equipment and communication methods that you use to access the Internet and the Website. Without combining these data with other sources of information, the servers do not readily identify you. They do reveal such things as the Internet protocol ("IP") address assigned to your computer, pages you accessed on the Website, or immediately prior to visiting the Website, and the length of time you accessed the Website.

This information is collected to, among other things, facilitate Website operation and system administration, to generate aggregate, non-identifiable statistical information, and to improve content and content delivery with regard to the Website and the materials, products and services that the Company makes available on the Website.

The Company uses “cookies” (small text files stored on your computer) to help track and customize your access and use of the Website. Cookies store and retain information that helps us recognize you when you return to the Website following a previous visit. Cookies may also store any login or ID assigned to you by the Company and the associated password, though this information is stored in encrypted form. Most popular Internet browser packages allow you to configure the browser so as not to accept cookies. However, setting your browser to reject cookies may prevent you from taking full advantage of the Website and the materials, products and services that the Company makes available on the Website.

#### CHILDREN'S ONLINE PRIVACY PROTECTION ACT

We do not collect personal information from children. Children under 18 years old are not the target audience for the Website. To protect their privacy, we prohibit the solicitation of personal information from these children. If you are under the age of 18, do not submit your email address or any other personal information to us through the Website.

#### DISCLOSURE FOR LEGAL PURPOSES

We reserve the right to disclose any personally identifiable information or other information we collect through the Website or otherwise if we are required to do so by law or if we reasonably believe that the disclosure is necessary in order to (a) fulfill a government request; (b) conform with the requirements of law or to comply with legal process served on us; (c) protect or defend our legal rights or property or third party licensors of any material on the Website; or (d) in an emergency to protect the health or safety of the users of the Website or the general public.

Your use of the Website, including any disputes arising from it, is subject to this Privacy Policy as well as our Terms of Service and all dispute resolution provisions therein, limitation on damages and choice of law. We encourage you to refer to this policy on an ongoing basis so that you understand our current Privacy Policy. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you and your account.

#### HOW DO WE USE THE INFORMATION THAT WE COLLECT?

In addition to the uses mentioned or described above, the Company uses the information that it collects from or about you to improve the materials, products and services that the Company makes available on the Website, to notify you of changes made to the Website or new products or services made available on or through the Website, to evaluate your needs and customize Website content delivered to you according to those needs, to facilitate the processing of any purchases or uses you make through the Website, to send you promotional material from the Company and some

of our affiliates, and for other legitimate and lawful business purposes of the Company. Other than to the extent necessary or convenient for the Company to perform the Terms of Service, the Company does not share information collected about you with third parties, except with regard to certain special programs that we offer in connection with some of our business affiliates, which may involve special promotions and/or pricing, and in which you may, or may not, be participating. Should you register as a participant in one of those programs, the Company will acknowledge your registration and notify our applicable business affiliate of your registration, thereby enabling you to receive the corresponding program benefits. At this time, which may be subject to change in our sole discretion, it is our policy not to sell lists containing personal information about Website users, Clients, registrants or subscribers.

#### HOW DO WE PROTECT INFORMATION COLLECTED ABOUT YOU?

The Company places a high value on protecting information transmitted via this Website. For this reason, we use state-of-the-art security solutions to process payments and to provide secure communication methods. Our payment services providers use industry-standard Secure Socket Layer (SSL) encryption technology to safeguard the account registration process and sign-up information. Other security safeguards include but are not limited to data encryption, firewalls, and physical access controls to building and files. The Company takes commercially reasonable measures to secure and protect customer-specific information transmitted via or stored on our Website. However, no security system is impenetrable. **WE CANNOT GUARANTEE AND HEREBY EXPRESSLY DISCLAIM THAT INFORMATION USERS SUPPLY TO US WILL BE TOTALLY SECURE.**

#### DO WE DISCLOSE INFORMATION TO OUTSIDE PARTIES?

Craft Beer Professionals may share your information to individuals outside of the Company, including without limitation, its affiliates or to any third parties. We may sell, trade, or otherwise transfer to outside parties your personally identifiable information for a referral fee. Craft Beer Professionals, in its sole discretion, may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. Additional non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

#### BUSINESS TRANSFERS

As the Company continues to grow and develop its business, it is possible that its corporate structure might change or that it might merge or otherwise combine with, or that substantially all of its assets might be acquired by, another company. In any such transactions, customer information generally is, will most probably be, and should be expected to be one of the transferred business assets.

#### LINKED SITES

For your convenience, some hyperlinks may be posted on the Website that link to other

websites not under the control of the Company. Other company logos may also be posted on the site as service providers to Craft Beer Professionals. Please note that this Privacy Policy applies only to our Website and not to other websites of other organizations to which we link. We are not responsible for the privacy policies or practices of any other third party sites. You should make your own inquiries regarding them. In addition, when you initiate a transaction on a website that our Website links to, even if you reached that site through our Website, the information that you submit to complete that transaction becomes subject to the privacy practices of the owner of that linked site. You should read their privacy policies to understand how they use and protect personal information that they collect. The Company is not responsible for the privacy or information practices of its suppliers or any third party web sites.

#### WHAT CHOICES DO YOU HAVE?

You may update at any time the information about you and your personal preferences stored on the Website derived from information you have provided Craft Beer Professionals. You may also ask us at any time to remove your name from our list of Website users or Clients who wish to receive electronic communications and e-mail advertisements from the Company and our affiliates by simply sending such a request to us at the numbers or addresses given below. Once you opt-out, we will honor your choice until you inform us otherwise. Please remember, however, that if we have already shared information about you pursuant to your registration and participation in any special programs of our business affiliates (as described above), we have no control over how such business affiliates may further use that information and you will need to contact them directly in that regard.

#### WHO CAN YOU CONTACT FOR MORE INFORMATION?

Should you feel that your privacy or security is being compromised, or have any other questions regarding our privacy practices or this Privacy Policy, please notify us using the following contact information:

In Writing:

Craft Beer Professionals, LLC  
Attn: Manager  
P.O. Box 6304  
Norfolk, VA 23508  
Email: [andrew@craftbeerprofessionals.org](mailto:andrew@craftbeerprofessionals.org)

**YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND AND CONSENT TO THE PRIVACY PRACTICES DESCRIBED IN THIS PRIVACY POLICY AND AGREE TO BE BOUND BY THE TERMS OF SERVICE REFERENCED HEREIN.**