

PAULANER USA LLC PRIVACY POLICY

Paulaner USA LLC (“We,” “Us,” “Our,” or the “Company”), respects the privacy of personal information, and We recognize that consumers have concerns about the privacy of personal information provided to others and security on the Internet. While the Internet has revolutionized the way We can interact with you, it is not entirely secure and presents unique challenges. This Privacy Policy is intended to provide you with information for making decisions when choosing to access Our Website, participate in activities on Our Website, or participate in promotions conducted by the Company. Our Website is located at www.paulanerhpusa.com (the “Website”). This Privacy Policy may be revised from time to time, so please check back periodically.

Use of Personal Information

If you provide personal information as a result of participating in a promotion being conducted by the Company, including those on Our Website, We will collect and use this information, including your name, address, and age, to comply with Our legal obligations and to confirm your eligibility for the promotion. We may also contact you about new promotions, products, and services which We believe you would have an interest in, and solicit your preferences and opinions. You may withdraw your consent to be contacted in the future at any time by sending an email, including your full name and street address, to info@paulanerhpusa.com. Your personal information will be removed from Our active mailing list as soon as possible but will be maintained only to the extent and time required for any current promotions in which you are participating, or for purposes of compliance with applicable laws.

Managing Our Business

We will use your personal information in Our business to manage promotions and contests, process requests for goods or services, update customer accounts, coordinate services which may be offered on the Website, verify identities, obey laws and regulations, and ensure the security and processing of information. We may provide mailing lists that include your personal information to parties connected with the sale of all or part of Our business or assets, including fulfilling any reporting requirements to such parties. We will require such parties to treat your personal information in accordance with this Privacy Policy.

Retention

The Company will retain your personal information until We delete it, you request that it be deleted, or for as long as required under applicable laws. For example, the Company is subject to laws requiring the retention of information relating to sweepstakes entries. You may also choose to receive goods and services on Our Website which are subject to their own terms of use including those relating to retention. For example, if you choose to register for an ecommerce account and your account remains inactive for a defined period of time, your account and/or personal information may be deleted.

Linking to External Sites

Links to other websites may be provided for your convenience only. The Company has no control over, does not necessarily endorse, and is not responsible for, the content, advertising, products, services, and other materials on or available from these websites.

Summary of Privacy Commitment

The Company will take reasonable safeguards to protect the security of your personal information. Upon your notice, and subject to certain exceptions, you are entitled to access your personal information to update it, correct it, or have it deleted.

Types of Information and Purposes

The Company does not require you to provide personal information (other than to confirm that you are 21 years of age or older) to access or view Our Website although We do monitor traffic to Our Website and We use cookies. However, if you decide to voluntarily participate in certain promotions or receive products or services offered on Our Website, We may ask for certain personally identifiable information about you. The information We may ask for may include your name, address (for example, to qualify you for a sweepstakes or contest which may be open only to residents of certain states or to notify you that you have won), date of birth to confirm that you are of legal drinking age, email or text messaging address (for example, to send you information about promotions), credit card information (in connection with credit card purchases), and other information such as gender, interests, and opinions (for example, beer brand preferences) so that We can bring to you future promotions, products, and services which We believe you would be interested in hearing about.

Traffic Patterns and Cookies

Every computer on the Internet has a unique address called an Internet Protocol address ("IP Address"). An IP Address is just like a telephone number in that it is a long string of numbers. IP Addresses are automatically assigned to all Internet users by their Internet Service Providers (ISP). However, since it would be difficult to remember everyone's IP Address, the Internet allows you to type in an easy to remember name, i.e., a domain name or email address which corresponds to the IP Address. When you use the Internet, your IP Address, as well as other information, is automatically logged by web servers. For example, Our servers may record information such as IP Addresses, operating system, number, time, and duration of visits, web pages requested, and domain names and browser types. These are statistics which We may use in aggregate form to improve the content and navigation on Our Website. We do not, in the normal course of business, link server log information to other personal information in order to identify individual visitors. However, for your protection, We may review server logs for security reasons. For example, We may need to detect or track unauthorized access to Our systems. It is possible, in the context of a criminal or legal investigation, that Our server logs may need to be shared with appropriate authorities, and ISP's may be requested to disclose the person behind the IP Address.

We use "cookies", a common Internet technology which provides you with tailored navigation and content on the Website based on your navigation history and preferences. Cookies may be sent to your browser's temporary memory to assist you in navigating during a particular session, or a cookie can be sent to your hard drive in order to serve

you better when you return to Our Website (for example, to recognize you when you return to Our Website, to save your password and to offer you customized content We believe would be of interest to you). You can set your browser to notify you when you receive a cookie giving you the opportunity to accept or to refuse it. See “Help” in your browser. Deleting or not accepting cookies will not prevent you from accessing Our Website or participating on Our Website. However, if you do not employ the technology, your navigation may be less convenient or personalized given the purposes for cookies.

By reviewing your navigation habits on Our Website, and the personal information you provide, We can have a better understanding of your preferences, needs, and interests. We can then develop a customized profile for you in order to provide you with the optimum site experience and to contact you about products, promotions, and services which We believe you would be most interested in hearing about.

Credit Card Data and Verification

If you choose to purchase products or services that require a credit card, the Company and third party credit card processors will collect and use your credit card information only to process the transaction you have made on Our Website. For your protection, We do not maintain credit card information on file after your transaction is completed. This means that for subsequent transactions, you will be required to re-enter your credit card information. We may ask you to create a password to which We will have access. This is for your protection to protect against error and fraud and to verify your identity.

Website Security

The Company has taken reasonable physical and technological measures to safeguard against unauthorized access to your personally identifiable information and to safely store your personally identifiable information. However, the Internet is not a secure medium. If you choose to disclose personal information, the privacy of your information can never be guaranteed. The Company has no control over the practices of others including other websites to which Our Website is linked and people who misrepresent their true identities.

Links to other websites

We cannot assume any responsibility for the privacy practices for websites other than Our Website. You should review the privacy policies and terms of use of all websites you visit including those to which Our Website may be linked.

Inquiries and withdrawing your information

If at any time you have any questions about this Privacy Policy or your personal information and how it is being used (including if you wish to update or correct any personal information), or if you wish to have your personal information deleted, please do not hesitate to contact Us via email at info@paulanerhpusa.com, by phone at (914) 908-6500, or by mail at Paulaner USA, 2 Westchester Park Dr., Suite 201, White Plains, NY 10604-3432.

Please Drink Responsibly!