

Privacy Policy

Carolina Beverage Corporation, its affiliates and agencies (collectively, "Carolina Beverage") are committed to protecting the privacy of personal information you provide on our web sites (collectively, the "Sites", and each, a "Site"). We are providing this Privacy Policy statement so that you know what information we collect, how we use it, and how you can contact us to request information or changes to the personal information you provide to us. Users can access many features on our Sites anonymously; however you may be asked to provide personal information when participating in sweepstakes, contests, surveys or providing feedback or when using other interactive areas of our Sites. Use of our Sites signifies your understanding and acceptance of the terms of this Privacy Policy. If you do not agree with any terms of this Privacy Policy, please do not use the Sites or submit any personally identifiable information to us.

How we collect and use personal information

We use personal information collected on our Sites to update you about our products, services, and promotions, to provide you with other information that you request, and/or to improve our products and service offerings. We collect information from our users at several different points on our Sites. In general, each user has access to all the information and features available on our Sites. However, users electing to participate in certain areas of our Sites, for example sweepstakes, contests and surveys, will be asked to provide specific user information. The requested information typically includes contact information (such as name, email, phone number and shipping address). Contact information will be used, for example, to notify the winners and award prizes in connection with promotions. If you elect to use our referral service for informing a friend about our site or a promotion we are offering, we will request your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit our Site. We store this information indefinitely for the purpose of sending this one-time email and tracking the success of our referral program. We do not employ cookie technology or other similar devices on our Sites.

How we protect your personal information

Any personal data you enter on our Sites when registering for promotions is collected and stored in a database. We will take reasonable security precautions to protect your personal information from unauthorized access, loss, misuse or alteration. Only authorized Carolina Beverage employees and agents have access to the data. Carolina Beverage employees and agents will not share information with any third parties outside Carolina Beverage, other than as set forth in this privacy policy. Notwithstanding the above, due to the open nature of the Internet, we cannot guarantee that any information stored on our servers, or transmitted to or from a user, will be free from unauthorized access. By using our Sites, you acknowledge that you understand and agree to assume these risks.

Communications from the Site

Special Offers and Updates

Users may occasionally receive information on products, services, special deals, contest announcements, surveys or a newsletter.

Service Announcements

On rare occasions it is necessary to send out a service-related announcement. For instance, if our service is temporarily suspended for maintenance, or if we update this privacy policy, we might send users an email.

Customer Service

We communicate with users on a regular basis to provide requested services or respond to inquiries. We will generally correspond with users via email or phone, in accordance with the user's wishes.

Choice/Opt-out

You may 'opt-out' of having your information used for commercial purposes. For example, our sweepstakes entry forms have an 'opt-out' mechanism so users who participate in promotions, but don't want any marketing material, can keep their email address off of our lists. Users who no longer wish to receive our promotional communications may contact us by email to be removed from our lists. (If you use more than one e-mail address, send your opt-out e-mail from each of your e-mail addresses.) Your option not to receive promotional and marketing material will not preclude us from corresponding with you, by e-mail or otherwise, regarding your existing or past relationship with us (e.g., your account activity or our responses to questions or inquiries you pose to us), and will not preclude us from accessing and viewing your personal information in the course of maintaining and improving our Sites.

If you want to opt-out of receiving any communications from us, or if your personally identifiable information changes (such as zip code, phone, email or postal address), you may correct, update or delete/deactivate your personally identifiable information by sending an email to comments@cheerwine.com.

What we provide to third parties

We may use or disclose your personal information to protect the security and integrity of our Sites, to correct technical problems and malfunctions on our Sites, to technically process your information, or to take precautions against liability. We also may provide your personal information to vendors who provide services on our behalf. Those vendors may use your personal information solely in connection with the specific services they provide for us, including fulfillment of a prize, responding to your question or comment, deployment of a consumer survey, or investigation of a complaint. We reserve the right to transfer any information we have about you in the event that we sell or transfer all or a portion of our business or assets to a third party. We reserve the right to disclose any personal information as needed if that information is requested by law enforcement agencies or if we are required to do so by law, regulation, subpoena, court order, or by a government entity. We also may disclose your personal information to third parties if we have reason to believe that disclosing such information is necessary to conduct investigations of possible breaches of law, to cooperate in any legal investigation, or to identify, contact, or bring legal action against someone who may be violating the terms of use of one of our Sites. We will not send you any online newsletter or similar e-mail communication unless you expressly consent to receive such a communication from us. If you do choose to receive any such e-mail communication from us, you will always have the opportunity to "unsubscribe" from receiving our e-mails at any time.

Uploading videos, information or other content

You are solely responsible for the information and other content you post on or through our Sites. You understand that personal and other information (e.g., user name, e-mail address, phone number) that you post on or through public areas of our Sites are generally accessible to, and may be collected and used by, others and may result in unsolicited messages or other contact from others. Users of our Sites are encouraged to exercise caution when providing personal information about themselves. If you elect to use any of our referral services to inform a third party about our site, or if you otherwise provide a third party's personal information to us, you warrant that you have permission to do so and you agree to indemnify, defend and hold harmless Carolina Beverage and its affiliates from and against any claim, liability, cost and expense arising in connection with your provision of that information.

Links to Other Sites

Our sites contain links to other sites and we are not responsible for the privacy practices or the content of such websites. Generally, users are prompted when leaving our Sites.

Children

Although this site is intended for use primarily by adults, Carolina Beverage is committed to safeguarding the privacy of children if they happens to visit our Sites. If you are under 13 years old, do not provide your name, e-mail address, or any other identifying information without the consent of your parent or guardian, or as otherwise provided for by applicable law. Verification of parent and guardian must be provided. We have developed our privacy practices as they relate to children from guidelines established by the Children's Advertising Review Unit and in compliance with the requirements established by the Children's Online Privacy Protection Act. You represent and warrant that you reside in the United States.

Notification of Changes

In the event our Privacy Policy should materially change, we will post those changes on this Privacy Policy, with a notice on our Sites and in other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. In general, we will use your information in accordance with the Privacy Policy in effect at the time the information was collected. If, however, we decide to use or disclose users' personally identifiable information in a manner different from that stated at the time of collection, we will generally notify users via email prior to such use or disclosure of any such information. Users will have the opportunity to opt-out of any change in the use of their information. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used or disclosed in this new manner. Your continued use of our Sites following the posting of changes to our Privacy Policy means you accept those changes. In some cases if we post such a notice, we will also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

Tell us what you think

Carolina Beverage welcomes your questions and comments about our privacy policy. Please send email to comments@cheerwine.com.

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