

# BrewPlanner™ Application and Website Privacy Policy

This privacy statement discloses the privacy practices of BrewPlanner™ LLC, hereinafter called **Owner**. The types of information that we collect fall under two general categories: *personally identifiable information (PII)* and *non-personally identifiable information (NPPI)*. *PII* consists of any information which can be used to specifically identify you as an individual, whereas *NPPI* consists of information that does not reveal your identity. The following sections describe how your *PII* and *NPPI* are collected by us, and how we use such information.

## I. Collection and use of information

### A. Information we collect directly from you:

#### 1. Information about you.

When you register or subscribe to any of our services, we collect your contact email and brewery name. We do not disclose your *PII* to third parties or other users.

#### 2. E-mails.

We require an e-mail address from you when you register for our services. We use your e-mail for both *transactional* and *promotional* reasons. For example, *transactional* would be such things as order confirmation, support, or refund and renewal processing. *Promotional* would be BrewPlanner™ emails that could be newsletters, new product offerings or software updates. If you would rather not receive promotional e-mails from us, you may *opt out* as described below in **Section V**. We reserve the right to send you certain communications relating to our services, such as service announcements and administrative messages, without offering you the opportunity to opt out of receiving them. We may also contact you by telephone solely in connection with support of our services and with your prior approval.

#### 3. Online Survey Data.

We may periodically conduct voluntary member surveys. We encourage our members to participate in such surveys because they provide us with important information regarding the improvement of our services. You may also volunteer for certain surveys that we may offer to our users, and any additional rules regarding the conduct of such surveys will be disclosed to you prior to your participation. We do not link the survey responses to any *PII*, and all responses are anonymous.

#### 4. Purchase Information (does not apply for the free version).

To process purchases, we may require your name, address, phone number, email address and credit card information. Such information is used primarily to process your order or as otherwise described in this Policy. Credit card transactions are processed in accordance with industry standards, and we only use your credit card information for that purpose.

### B. Information we collect automatically on our web properties

#### 1. Log Files.

As is true of most websites, any time you visit any of our web properties our servers automatically gather information from your browser such as the following: your IP addresses, browser type, internet service provider (ISP), referring and exit pages, platform type, the date and time you visit, and the number of *Hits* (total number of times our site has been visited).

A log file is a file that lists actions that have occurred. For example, web servers maintain log files listing every request made to the server. With log file analysis tools, it is

possible to get a good idea of where visitors are coming from, how often they return, and how they navigate through a site. Using cookies enables webmasters to log even more detailed information about how individual users are accessing a site.

We use the information we collect from you to:

- Administer your account.
- Assess the needs of your business to determine suitable products and services
- Link or combine with other information we receive from third parties to help understand your needs, provide you with better service and for marketing purposes.
- Monitor and analyze trends and activity on our Web Properties.
- Provide, improve, maintain and operate our services.
- Send you administrative messages, invoices, order confirmations, security alerts, support messages, technical notices, and updates.
- Investigate and respond to illegal activities or fraudulent transactions and/or fraudulent usage of our Web Properties.
- Respond to customer service requests and provide support.
- Respond to your comments, concerns and questions.
- Send you requested information and for other purposes which we have notified you about

## **2. Cookies.**

A *cookie* is a small string of text stored on a user's computer by a web browser. A cookie consists of bits of information such as user preferences, and the identifier for a server-based session, or other data used by websites. It is sent as an HTTP header by a web server to a web client (usually a browser) and then sent back unchanged by the client each time he or she accesses that server. A cookie can be used for authenticating, session tracking and maintaining specific information about users, such as site preferences.

We use cookies to keep track of some types of information while you are visiting our website or using our services. Cookies are very small files placed on your computer, and they allow us to count the number of visitors to our website and distinguish repeat visitors from new visitors. They also allow us to save user preferences and track user trends. We do not link the cookies to any *PII*.

## **3. Web Beacons.**

A *web beacon* is a transparent image file used to monitor your journey around a single website or collection of sites. They are also referred to as *web bugs* and are commonly used by sites that hire third-party services to monitor traffic. They may be used in association with cookies to understand how visitors interact with the pages and content on the pages of a web site. We may also use web beacons in email communications in order to understand the behavior of our customers. We do not link the web beacons to any *PII*.

## **C. Disclosure of Your Information to Third Parties.**

### **1. Disclosure by Law.**

You agree that we may disclose information you provide if required to do so by law, at the request of a third party, or if we, in our sole discretion, believe that disclosure is reasonable to (1) comply with the law, requests or orders from law enforcement, or any legal process (whether or not such disclosure is required by applicable law); (2) protect or defend *Owner's*, or a third party's, rights or property; or (3) protect someone's health or

safety, such as when harm or violence against any person (including you) is threatened.

## **2. Disclosure to Protect Abuse Victims.**

Notwithstanding any other provision of this privacy statement or our Terms of Use, we reserve the right, but have no obligation, to disclose any information that you submit to the website, if in our sole opinion, we suspect or have reason to suspect, that the information involves a party who may be the victim of abuse in any form. Abuse may include, without limitation, elder abuse, child abuse, spousal abuse, neglect, or domestic violence. Information may be disclosed to authorities that we, in our sole discretion, deem appropriate to handle such disclosure. Appropriate authorities may include, without limitation, law enforcement agencies, child protection agencies, or court officials. You hereby acknowledge and agree that we are permitted to make such disclosure.

## **3. Information Transferred As a Result of Sale of Business.**

As we develop our business, we may buy or sell assets and, depending on the transaction, your *PII* may be one of the transferred assets. In the event that another company acquires us, your *PII* may be part of the assets transferred to the acquiring party. If this occurs, you will be notified if there are any material changes to the way your *PII* is collected or used.

## **II. Age Restrictions**

You must be over the age of eighteen (18), or whatever the drinking age limit in your country is to use our services.

## **III. Security**

We have security measures in place to protect the loss, misuse and alteration of the information stored in our database. We will exercise reasonable care in providing secure transmission of information between your computer and our servers, but given that no information transmitted over the Internet can be guaranteed 100% secure, we cannot ensure or warrant the security of any information transmitted to us over the Internet and hence accept no liability for any unintentional disclosure.

## **IV. Links to Other Sites**

We are not responsible for the privacy practices or the content of other websites that may be linked to this site or of any third party advertisers.

## **V. Choice/Opt-Out**

You may use the following options for removing your information from our e-mail database if you wish to opt out of receiving promotional e-mails and newsletters. Click on the “unsubscribe” link on the bottom of the e-mail or send a letter or post card to the following postal address letting us know which promotional e-mails you wish to opt-out of:  
BrewPlanner™, LLC at 1942 Broadway St. Suite 314 Boulder, CO 80302.

## **VI. Contacting the Website**

If you have any questions about this privacy statement, the practices of this site, or your dealings with this site in any way, you may contact: BrewPlanner™, LLC at 1942 Broadway St. Suite 314 Boulder, CO 80302.

## **VII. Acceptance of Privacy Statement**

Your use of our website, including any dispute concerning privacy, is subject to this privacy statement and the applicable Terms of Use. **BY USING OUR APPLICATION OR WEBSITE, YOU ARE ACCEPTING THE PRACTICES SET OUT IN THIS PRIVACY STATEMENT AND THE APPLICABLE TERMS AND CONDITIONS OF SERVICE.**

If we decide to change our privacy policy, we will post those changes to this privacy

statement page and any other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, or by other means, such as e-mail, at our discretion.

Your continued use of any portion of our website following posting of the updated privacy statement will constitute your acceptance of the changes.

**VIII. Effective Date**

This privacy statement was last revised on May 15th, 2016.