



# C&D BREWING VENTURES, INC.

## PRIVACY NOTICE

*Updated November 2023*

C&D Brewing Ventures, Inc. is committed to providing local ingredients, superior products, and passionate service to all of our customers and guests. At times, in order to fulfill this mission, we must collect your personal information. The information you share with C&D Brewing Ventures, Inc., and any of our ventures, allows us to provide the products and services you need and want in the best ways possible.

The following Privacy Notice provides you with information on:

- How and why we collect your personal information.
- How your personal information is used and protected.
- When and with whom we disclose your personal information.
- What choices you can make about how we collect, use, and disclose your personal information.

This Privacy Notice applies to all C&D Brewing Ventures, Inc. subsidiaries, including:

- A.V. Farms
- Barrel 21 Distillery & Dining
- Hofbrau Pizza
- Keewaydin Cider Mill
- Otto's Pub & Brewery
- Otto's Soda Shop

### **What Types of Information Do We Collect and How do We Collect It?**

We may collect or receive the following categories of personal information. Not all categories may be collected or received about for every individual:

- **Identifiers:** Personal identifiers, such as name, telephone number, physical address, email address, government-issued identifiers (e.g., national identification numbers, driver's license numbers), and signatures
- **Device Information and Online Activity:** Device and online identifiers, account login information, keystroke patterns indicative of human or bot website/app usage, mobile and web network activity and related information (such as Mac address, IP address, cookie IDs, browser activity, and other information associated with your browsing history), and social media information
- **Commercial Information:** Purchase and transaction history information (such as products or services you have purchased, rented, or returned), health and safety-related information, product testimonials, travel and vacation information, and competition entries
- **Communications:** Communication details (such as the content of emails, text messages, or other communications), call logs, and calendar information.

- **Demographic Information:** Demographic information, such as age (including information about children under the age of 13 with respect to certain purchases and services (e.g., tobacco purchases), gender, citizenship, ethnicity, date of birth, family or marital status, household income, education, professional and employment information, family health, number of children, number of cars owned, and software or virtual assets owned
- **Financial Information:** Financial information, such as credit or debit card numbers, financial account numbers, and claims information
- **Biometric Information:** Biometric information, such as voice prints, imagery of the iris or retina, face geometry, and palm prints or fingerprints
- **Geolocation:** Location information, such as geolocation information
- **Sensory Information:** Audio, visual information, and other sensory information such as photographs and audio and video recordings
- **Background Information:** Background and criminal information, such as background checks and criminal convictions
- **Inferences:** Individual preferences and characteristics, such as inferences related to shopping patterns and behaviors, intelligence, and aptitudes

### **How Do we Collect Information?**

We collect information from you in a variety of ways. It may be:

- Provided directly by you or a member of your household;
- Collected from a device associated with you or your household;
- Collected through in-store technology;
- Collected from another company within our family of companies;
- Collected from an external third-party source;
- Collected from another solution or asset ;
- Collected from other sources, when it is appropriate, to help us correct or supplement our records, improve the quality or personalization of our services, increase the appeal and relevance of advertising, and to prevent or detect fraud.

When you engage in these activities, you may share different types of personal information with us, such as your name, email address, physical or postal address, phone number, date of birth, and payment information.

#### **Information Provided Directly by You or a Member of Your Household**

You actively share information with us in various ways in our establishments and online. For example, you share information when you:

- Make an online or in-house purchase, pickup order, or other transactions, from us;
- Create an account on one of our websites or mobile services;
- Conduct a transaction or request a service (including when required by law, such as purchasing alcohol and spirits);
- Request service from a representative or contact us;
- Post a review or comment on one of our social media pages, or post a rating, review, or other user-generated content on one of our websites or mobile services;  
or
- Participate in contests, sweepstakes, promotions, or surveys.

When you engage in these activities, you may share different types of personal information with us, such as your name, email address, physical or postal address, phone number, date of birth, and payment information.

### **Information Collected from a Device Associated With You or Your Household**

You also passively provide us information in other ways through technology. This information helps our websites and mobile services work correctly and supports customer marketing and analytics efforts – our work to understand our members’ needs and provide information about our products and services that may be of interest to you. Here are some examples:

- **Device Information:** We collect technical information when you visit our websites or use our mobile applications or services. This may include information such as Internet Protocol (IP) address, the type of mobile device you use, your device operating system and browser type, a unique device identifier, the address of referring websites, the path you take through our websites, and information about your session on our websites.
- **Browsing Information:** We use our own and third party technologies such as cookies, web beacons, and mobile device identifiers to collect information about the use of our websites and mobile services. We use these tools to provide an integrated and more personalized shopping experience for you. For example: cookies allow us to provide you with relevant information as you use or return to our sites. Web beacons allow us to know if a certain page was visited, an email was opened, or if ad banners on our websites and other sites were effective. Under certain circumstances, we permit third parties to collect information on our websites for their own business purposes using cookies, web beacons, iframes and similar technologies.

### **Information We Collect from In-Store Technology**

We may collect your personal information from technology we use in our establishments, such as our facility cameras. We operate cameras for security and operational purposes.

### **Information We Collect from Another Company within Our Family of Companies**

We may collect your personal information from another organization within our corporate family of companies, such as Barrel 21 Distillery & Dining, Otto’s Pub & Brewery, Keewaydin Cider Mill, Hofbrau, A.V. Farms, & Otto’s Soda Shop.

### **Information We Collect from Third Party Sources**

We receive personal information about you from other sources to help us to correct or supplement our records, improve the quality or personalization of our services, and prevent or detect fraud. For example, we receive information, such as device information and browsing information, from third parties for marketing purposes to provide you with personalized ads on third-party websites and mobile services.

## **How Do We Use Your Personal Information?**

We use your personal information to offer and provide you with products and services and to support our business functions. These business functions include order and service fulfillment, internal business processes, marketing, authentication, loss and fraud prevention, public safety, and legal functions.

Some examples include:

- To fulfill your order or requests for services and provide customer service;
- To create and maintain your account;

- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing analytics services, or providing similar services;
- Providing advertising and marketing services, including targeted advertising;
- To conduct auditing and monitoring of transactions and engagement, including auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance;
- Short-term, transient use, such as non-personalized advertising shown as part of your current interaction with us;
- Helping to ensure security and integrity and prevent fraud;
- Undertaking activities to verify or maintain the quality or safety of our services or devices and to improve, upgrade, or enhance them;
- Debugging to identify and repair errors;
- To conduct business analysis, such as analytics, projections, identifying areas for operational improvement;
- To conduct research and development, including undertaking internal research for technological development and demonstration; and
- To fulfill our legal functions or obligations.

To do the above, we combine information, collected online and offline, including information from third party sources. We also may transfer or share your personal information within our corporate family of companies for these purposes, as permitted by law.

## **How Do We Disclose Your Personal Information Outside of C&D Brewing Ventures, Inc.?**

We are careful to disclose your personal information in ways that respect your privacy and only as described in this Notice. All the categories of personal information that we collect have been disclosed to other companies, including those within our corporate family, for business purposes. We may disclose your personal information in the following circumstances:

### **Other Ventures in our Corporate Family**

We may disclose your personal information with other brands and businesses within the corporate family. When we do, the information will be used in ways that are consistent with this Notice.

### **Service Providers**

We disclose personal information about you with service providers that help with our business activities, including shipping vendors, billing and refund vendors, payment card processors, marketing and advertising vendors, and companies that help us improve our products and services. We require our service providers to keep your personal information secure. We do not allow our service providers to use or disclose your personal information for any purpose other than providing services on our behalf. Your personal information may be stored and processed by our service providers in the United States or other locations where the service providers maintain facilities.

### **Legal Requirements and Protection of Our Company and Others**

We may disclose your personal information in other special circumstances, which include situations when the disclosure is required by law, or we believe disclosure will help to protect the safety, property, or rights of all C&D Brewing Ventures, Inc. business & establishments, our customers, our associates, or other persons.

Examples include:

- Protecting the health or safety of customers;
- Addressing crimes committed on a C&D Brewing Ventures, Inc. property;
- Identifying and addressing fraud or financial risk;
- Providing personal information from cameras to law enforcement at their written request;
- Responding to a search warrant or other valid legal inquiry; and
- Responding to an investigative body in the case of a breach of an agreement or violation of law.

### **Business Transfers**

In the event that all or a part of our business is merged, sold or reorganized (including transfers made as part of insolvency or bankruptcy proceedings), personal information about you could be disclosed to the successor business. We will use reasonable measures to help ensure that any successor treats your information in accordance with this Notice.

### **With Specific Notice or Your Consent**

In circumstances other than those described above, we will provide specific notice or ask for your affirmative consent, as required by law, before we disclose your personal information outside of our corporate family of companies.

### **Categories of Personal Information We Disclose to Each Type of Third Party:**

We may disclose your personal information with certain categories of third parties, as described below.

#### **Types of Third Parties to Which the Personal Information May Be Disclosed for a Business Purpose**

#### **Categories of Personal Information Disclosed for a Business Purpose**

Financial service vendors	Demographic Information Device and Online Identifiers Financial Information Individual Preferences and Characteristics Government Identifiers Location Personal Identifiers Purchase History Information
Those we are legally required to disclose with	Audio, Visual and Other Sensory Information Demographic Information Device and Online Identifiers Education Information Employment Information Financial Information Government Identifiers Individual Preferences and Characteristics Internet, Application, and Network Activity Location Information Personal Identifiers Purchase History Information

Service providers that receive data in order to provide services to us (e.g. technology providers, cloud storage providers, etc.)	Audio, Visual and Other Sensory Information Characteristics of Protected Classifications under California or Federal law Demographic Information Device and Online Identifiers Employment Information Financial Information Government Identifiers Individual Preferences and Characteristics Internet, Application, and Network Activity Location Information Personal Identifiers Purchase History Information
Third parties with whom individuals direct us to disclose their personal information	Demographic Information Device and Online Identifiers Personal Identifiers Purchase History Information
Our suppliers or marketplace vendors	Device and Online Identifiers Financial Information Location Personal Identifiers Purchase History Information

## **What are Your choices & How to Update Your Personal Information**

You have choices about the various ways we collect, use, and disclose your personal information.

### **Marketing Communications**

When we are sending marketing communications to you, we use the following standards:

- We use an opt-in standard for automated phone and text messages, and for sharing personal information with companies outside our corporate family of companies for their use in direct marketing of their products, such as sending you promotions for their products. Opt-in means we will only conduct the activity with your affirmative consent.
- We use an opt-out standard for phone, email, app notifications, and postal mail. Opt-out means we may contact you but will stop upon your request.

To opt-out of receiving marketing emails from a C&D Brewing Ventures, Inc. venture, please see the “unsubscribe” button at the bottom of the email.

Please know that, even if you opted out of receiving marketing communications from us, we may still contact you for transactional or informational purposes. Some examples are contacts for member service, product information, service or reminder notices, or recalls. We may also need to contact you with questions or information regarding your order.

### **Third-Party Service Providers**

If you need to access your personal information related to a specified service provided to you by one of our service providers, we will refer you to the service provider. Please contact us via email, postal mail, or phone to make such changes.

### **How Long Do We Retain Your Personal Information?**

We will keep the personal information we collect about you for as long as necessary to carry out the purposes set forth in this Privacy Notice or any other notice provided at the time of data collection, but no longer than as required or permitted under applicable law.

### **Who Can I Contact at C&D Brewing Ventures About this Privacy Notice?**

You can contact C&D Brewing Ventures, Inc. online or by postal mail.

Email: [contact@cdbrewingventures.com](mailto:contact@cdbrewingventures.com)

Mail:

2235 N. Atherton Street  
State College, PA 16801

If you contact us by email or mail, please be sure to include your full name, your related contact information, and the types of communications you would like to receive or not receive. For instance, if you would like to opt-out of mail, include your mailing address. Please allow sufficient time for your marketing preferences to be processed. It may take up to ten days to process your requests related to email and up to 30 days to process your requests related to telephone calls, text messages, app notification and sharing information with your consent. Please note that postal mailings are often prepared many weeks in advance, and you may continue to receive mail for six to ten weeks.

### **How Will I Know if this Notice changes?**

Please check our Privacy Notice periodically for changes. We will provide additional notice of significant updates. We will post the date our Notice was last updated.