

## PRIVACY POLICY

**Last Updated: October 2016**

We are committed to protecting your privacy. This Privacy Policy describes how we collect, use, and share certain personal information from you to improve our products and services. This Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update that information.

By submitting information to this website (the “Site”), you agree to the terms and conditions of this Privacy Policy.

### **Scope of Privacy Policy**

This Privacy Policy applies when you visit the Site, when you register and when you participate.

This Privacy Policy does not apply to any data that may be collected through other sites, materials or entities, even when we may include links or references to those third party sites. (Unless otherwise stated, the inclusion of a link on the sites does not imply endorsement of the linked site by us.) Any information we collect when you enable or use a third party application is processed under this Privacy Policy. Information collected by the third party is governed by their privacy policies and we have no control over, and shall not be responsible for, the third party’s use of your personal information.

### **Information that We Collect from You**

We may collect certain personally identifiable information (“personal information” or “personal data”) from you, such as:

- Name
- User Name
- Location
- Date of Birth
- Email Address

We may also collect other information that we request from you and that you provide to us.

We may also collect certain information gathered from you passively through automated means (“other information”), such as the referring URL, your IP address, which browser you used to come to the Site, the country, state or province from which you access this Site, the pages of our Site that you viewed during your visit, and any search terms entered on our Site. We collect this information through cookies, web beacons, navigational and location data, and other technologies. A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “web beacon,” also known as an Internet tag, pixel tag or clear GIF, is used to transmit information back to a web server. We also may use third-party website analytics tools (such as Google Analytics), that collect information about visitor traffic on our sites and mobile applications. You can set your browser to notify you when a cookie is sent or refuse cookies altogether, but certain features of our website might not work without cookies. We may also use web beacons in emails and newsletters so that we know when such communications have been opened and to otherwise help us tailor our communications to you.

## **How We May Use Your Information**

We use the information described above to administer our site, to gather demographic information, and to understand consumer preferences. We may track visitors' traffic patterns throughout their online sessions, including which pages or specific URLs a visitor views while visiting our pages.

## **How We May Disclose Your Information**

Your personal data or other information submitted through this website will be used for consumer research purposes and will not be shared with affiliates or brands for their direct marketing purposes.

In certain cases, we may disclose your personal data to third parties under limited circumstances if we conclude that we are required by law or have a good faith belief that access, preservation, or disclosure of such information is reasonably necessary to protect the rights, property, for our safety, or the public.

We may also contract with other companies and individuals to perform certain functions and services, including processing, storing, tracking, and organizing information on our behalf. These third party service providers may have access to your personal data to perform their functions and to provide services to us.

We may aggregate your personal data so that the aggregated information does not personally identify you or anyone else. If we combine any non-personal information with personal information, the combined information will be treated by us as personal information as long as it is combined. We may collect, use, and disclose non-personal information for any purpose.

## **Not Directed to Individuals Under the Legal Drinking Age**

Our Site is not intended for people under the legal drinking age of 21. We do not seek or knowingly collect any personal information from or about individuals under the age of 21. If we become aware that we have unknowingly collected personal information from an individual under the legal drinking age, we will make commercially reasonable efforts to delete such information from our database.

## **Security**

We take appropriate organizational, technical and administrative measures to protect personal information under our control. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure or is ever completely secure or error-free. Please note that you are responsible for maintaining the confidentiality of any user name or password you use.

## **To Opt-Out or Change Your Personal Information**

To opt out of receiving electronic communications from us, you may (1) follow the "unsubscribe" instructions contained in any emails you receive, (2) send a blank email with "unsubscribe" in the subject line, to support@vintuitioncommunity.com from the email address you would like removed, or (3) logging in through the Vintuition portal and updating your profile to unsubscribe

Regardless of your opt-out preferences, there still may be times when we will contact you for administrative reasons, such as an inquiry you made, a legally required notice, and so on. Also, despite our efforts, there may be residual information that will remain within our databases and other records, which will not be removed or changed, or may be retained for recordkeeping purposes. Please note that we are not responsible for removing

information from or updating information in the databases of third parties with whom we have already shared your personal information.

### **California Do Not Track Disclosures**

Do Not Track is a privacy preference that users can set in their web browsers. When a user turns on the Do Not Track signal, the browser sends a message to websites requesting them not to track the user. At this time, we do not respond to Do Not Track browser settings or signals.

### **Your California Privacy Rights**

California Civil Code sections 1798.83-1798.84 give California residents the right to ask us for a notice describing the categories of personal information we share with third parties for their direct marketing purposes. Upon request, we will identify the categories of information shared and will include a list of the names and addresses of third parties with which it has been shared. If you are a California resident and would like a copy of this notice, please submit a written request using the contact information set forth below. Please allow 30 days for a response. If your request is received by a different method, please allow 150 days for a response. Please note that we are only required to respond to one request per customer each year.

### **Contact Us**

Any questions you may have regarding this Privacy Policy should be directed via email to [insights@jfwmail.com](mailto:insights@jfwmail.com). You can also write us at: Vintuition c/o Jackson Family Wines, Inc., ATTN: Consumer Insights, 425 Aviation Boulevard, Santa Rosa, CA 95403.

### **Updates to this Policy**

The terms of this Privacy Policy may change from time to time. We will notify you of any material changes to this Privacy Policy by posting a notice on the homepage for a reasonable period of time after such changes are made that this Privacy Policy has been updated, and by changing the "Last Updated" date at the top of this Privacy Policy. We encourage you to check this page periodically for any changes. Your continued use of this Site following the posting of changes to this Privacy Policy will mean you accept those changes.