

PRIVACY POLICY

Welcome to www.leiniebeergarden.com Wide Web site (the "Site"). The Site is owned and/or operated by Common Area-Beer Garden, LLC (here and after "the company") and is subject to the following privacy policy ("Policy"). Common Area-Beer Garden, LLC is referred to herein as "we", "us", and "our". The terms "you" and "your" when used in this Policy means any user of the Site.

Overview

This Policy discloses the online data collection and usage policies and practices for this Site only, including an explanation of:

the categories of Personally Identifiable Information about you that may be collected;

- how the information is used
- the categories of persons or entities with whom the information may be shared
- the choices that are available to you regarding collection, use, and distribution of the information
- how long we keep this information
- how you can opt in or out of www.leiniebeergarden.com promotional e-mail or other correspondence
- the kind of security procedures that are in place to protect the loss, misuse or alteration of information
- how you can review and request changes to the information
- how we notify visitors and users of this Site of changes to this privacy statement

Questions regarding this Policy should be directed to Common Area-Beer Garden, LLC info@leiniebeergarden.com with the email subject line referring to the privacy policy, or by mailing a notice to:

Leinenkugel's Beer Garden
4 Market Place
Baltimore, MD 21202
Attn: Marketing/Privacy Feedback

By registering with or using this Site, you explicitly accept, without limitation or qualification, the collection, use and transfer of the Personally Identifiable Information (as we define it below) provided by you in the manner described in this Policy. Please read this Policy carefully as it affects your rights and liabilities under law. If you disagree with the way we collect and process Personally Identifiable Information collected on the Site, please do not use it.

Information Collected

In order to better provide you with content, and access to products, and services, we collect two types of information: Personally Identifiable Information, which is information that can be used to identify you, or any other individual to whom the information may relate, personally (together "Personally Identifiable Information") and non-personally identifiable information like demographic and behavioral information. Sometimes we collect combinations of all these types of information. Our primary goal in collecting information from you is to provide an enjoyable and customized experience while using our Site.

Personally Identifiable Information. Some examples of Personally Identifiable Information that we collect on our Site are:

- Your name
- Address
- Email address
- Phone number
- Date of Birth
- Gender

Demographic information is information that is not unique to you in the sense that it refers to selected population characteristics, such as your ZIP code or postal code.

We also collect behavioral information regarding how you use our Site, information about your computer hardware and software including your IP address, geolocation, browser and operating system type, domain names, access times and referring Web site addresses. This information is necessary for, among other things, analyzing the use of resources, serving up advertisements, providing promotional offers, troubleshooting problems, preventing fraud, and improving our services.

How We Use the Information We Collect

We may use the information we collect from you, including any Personally Identifiable Information you provide, to:

- complete a transaction related to a purchase of products offered for sale through the Site;
- provide you with information about us;
- enhance or update the Site;
- review your account to determine whether other products or services we provide may be of interest to you;

- conduct another transaction you request;
- compile demographic statistics about our users;
- make a record of your visit and log your IP address, the date and time of your visit to the Site, the pages accessed and any documents downloaded, and the type of browser used;
- provide you with information about products or services;
- give you the opportunity to take part in sweepstakes, contests, marketing and other promotional offers; and/or
- use in connection with business-related matters.

We may also on occasion combine information about you that we have with information we obtain from other parties to enhance our ability to market to you those products or services that may be of interest to you.

Sharing With Third Parties

We may also share your non-personally identifiable information, and/or Personally Identifiable Information, with third-parties who provide: (i) services to us, our customers and/or visitors to our Site, (ii) marketing or advertising, and (iii) sweepstakes, contests and other promotional offers. These other companies may be supplied with or have access to your Personally Identifiable Information for the sole purpose of providing these services to us or the offer or advertisement to you.

Though we will make every effort to preserve user privacy, pursuant to the terms of this Policy, we also may need to disclose Personally Identifiable Information if legally required to do so, or at our discretion pursuant to a request from a governmental entity or if we believe in good faith – after considering your privacy interests and other factors – that such action is necessary to: (a) conform to legal requirements or comply with legal process; (b) protect our rights or property of our affiliated companies; (c) prevent a crime or protect national security; or (d) protect the personal safety of users or the public. Because the company is a US company and information collected on our Site is stored in whole or in part in the United States, your information is subject to U.S. law.

Examples of How We Use Collected Information

A. General Browsing; Provision of Advertising and Services

We may use information collected for promotional purposes, and to use such information to enhance the operation of our Site and administer our systems.

Demographic data also may be collected at our Site through the use of third-party advertising servers, content servers, or website analysis agents who provide us with the zip code and area code associated with a visitor's server, along with pages viewed on our Site. We may review the actions of the visitors of our Site on an aggregate basis to determine customers' preferences. We also may conduct research on our visitors' demographics, interests, and pages viewed based on the information collected in connection with use of our Site. We may use this data to tailor the visitor's experience at our Site, to improve our marketing and promotional efforts, to statistically analyze Site usage, to improve our product offerings, service offerings, and to customize the content, layout, and/or services provided on our Site. We may, for example, receive reports from third-party ad servers, content servers, or web site analysis agents that tell us how many ads were presented and clicked upon or what content was served or viewed.

B. Online Surveys and Polling

We may ask some of our customers to voluntarily complete surveys, which may be collected by an independent third-party. If you do not wish to participate in a survey, simply decline to participate when asked.

C. Credit Card Processing

If you desire to purchase a product we offer for sale on our Site, you will be linked to a third party credit card processing site to complete the transaction. While on the third party site, you will be asked to provide credit card information as well as other Personally Identifiable Information. This credit card processing website is not part of this Site and the terms of use and privacy policy of the third party site govern the use of the information you provide to them. Please read the terms governing the use of your information before providing it.

D. Advertisements on Our Site

We license technology to serve advertisements on our Site and across the Internet. By knowing a little about you we are able to deliver more relevant advertisements and content to you in the form of targeted ads, banners and promotions. We also use third-party advertising servers to display advertisements linked to certain search terms that you have entered, or to certain pages that you are viewing. We share aggregated data with advertisers. We also use advertising partners to assist us in delivering personalized on-line advertisements to you through the use of cookies while you are on the Internet. We and our network advertisers may target advertisements for products and services in which you might be interested based on your visits to both the Site and other websites.

We do not share Personally Identifiable Information with these third parties, but ad network providers, the advertisers, the sponsors, and/or analytics service providers may set and access their own cookies, pixel tags and similar technologies on your device and they may otherwise collect or have access to information about you, including information about your use of the Site.

Opting Out

If you prefer to not receive targeted advertising, you can opt out of network advertising programs that use your information. To do so please visit the NAI Opt-Out Page: http://www.networkadvertising.org/managing/opt_out.asp. Please note that even if you choose to remove your

information (opt out), you will still see advertisements while you're browsing online. However the advertisements you see may be less relevant to you and your interests. Additionally, many network advertising programs allow you to view and manage the interest categories they have compiled from your online browsing activities. These interest categories help determine the types of targeted advertisements you may receive. The NAI Opt-Out Page provides a tool that identifies its member companies that have cookies on your browser and provides links to those companies.

E. Newsletters, Promotional E-mails and Personalized On-line Advertisements

On our Site, we use your information (including Personally Identifiable Information) to provide newsletters, promotional e-mails and personalized on-line advertisements as a service to our customers. We may send you newsletters and e-mails periodically listing current specials and deals.

Opting out

You may "opt-out," or unsubscribe from our newsletters, emails or personalized on-line advertisements by following any unsubscribe instructions in any e-mail, newsletter or personalized on-line advertisement you receive from us, or by sending an e-mail to info@leiniebeergarden.com and refer to our privacy policy and request to be opted out. After doing so and following a commercially reasonable time period necessary to delete the information, if you have opted out of receiving all newsletters, all promotional emails or all personalized on-line advertisements, you will not receive future promotional emails, newsletters or personalized on-line advertisements from us (as applicable), unless you open a new account, enter a contest, or otherwise subsequently sign up to receive newsletters, emails or personalized on-line advertisements. Please Note: If you receive e-mails separately from third-party merchants, then all information that you choose to disclose to them will be subject to their privacy policy, terms of use, and opt-out procedures.

F. Co-Branded Offers

In arranging to have marketing and promotional information of certain companies or businesses with whom we may have formed a strategic alliance ("Affiliated Companies"), we may disclose to the Affiliated Companies your Personally Identifiable Information, including information such as your address and telephone number.

Cookies

We use cookies (some of which are permanent cookies) and allow third-parties to use cookies in the operation of our Site. A cookie is an industry-standard small file placed on your computer. Cookies allow us to "remember you" when you return to the Site to make your visits more relevant and to retrieve information from your prior visits. The cookie stores information about the searches that you have made and the items that you have viewed and allows us and other third-parties to replace non-relevant advertisements with ones that are more relevant to your presumed interests.

Deleting Cookies

You have the capability of deleting cookies on your computer; however, if you enjoy the convenience of the Site remembering you, do not delete your cookies. The cookies we use do not permit us to personally identify you.

Web Beacons (also known as Action Tags, Clear Gifs or Pixel Tags)

We use and sometimes allow third parties to use web beacons in the operation of our Site. A web beacon is an industry-standard, often transparent graphic image usually no larger than a 1x1 pixel that is placed on the Site. Web beacons allow us to track responses or actions by users who view certain advertisements and to count the number of times that users visit the pages of our Site and may be used by both us and third-parties for the purpose of providing personalized media, determining which advertisements are most effective on our Site and for targeting future advertising campaigns. We may also include web beacons in email messages or promotional newsletters for detecting whether the messages have been opened or if you performed any actions after opening them.

Third-Party Sites and Links

The Site contains links and/or advertisements to other websites maintained by us in addition to links to websites maintained by unrelated companies and persons. In some instances, a window containing a third party merchant's website may appear. Legal Venue Name does not control the privacy policies of these sites and we are not in any manner responsible for any information you disclose to any third party via any of these third party sites. The privacy policies of the third party site will govern their use of any information you provide to them through their sites.

You acknowledge that we are not responsible for the actions or privacy policies of any third party sites accessed through these links or made available through these resources, nor for any damages or losses, directly or indirectly, caused or alleged to have been caused as a result of your use or reliance on such websites. We do not make any representations whatsoever, or give any warranties of any kind, expressed, implied, or otherwise about other websites which you may access through this Site, including without limitation any third party site providing credit card processing services, sweepstakes or other contests, community forums, bulletin boards, chat rooms, blogs about the various products, promotional offers, or advertisements. If you access these other websites, you do so at your own risk.

Saving Information

It is our general policy to save the information collected on the Site indefinitely unless deletion is otherwise specifically required.

Your Choice and Updating Information

You may always direct us not to: (i) or to stop sharing your Personally Identifiable Information with third parties, (ii) or to stop using your Personally Identifiable Information to provide you with information or offers sent by us, or (iii) or stop sending you newsletters, e-mails or other communications provided by us. You may do so by: (i) sending us an e-mail at info@leiniebeergarden.com; (ii) contacting us by mail at Leinenkugel's Beer Garden 4 Market Place, Baltimore, MD 21202 Attn: Marketing/Privacy Feedback; or (iii) following the removal instructions in the

communication that you receive. Your opt-out request will be processed within a commercially reasonable time frame of the date on which we receive it.

If you wish to verify, correct, or update any of your Personally Identifiable Information collected through the Site, you may edit your profile preferences or contact us at the above address or e-mail. In accordance with our routine record keeping, we may, at our sole discretion, delete records that contain Personally Identifiable Information you have submitted through the Site. We are under no obligation to store Personally Identifiable Information indefinitely and disclaim any liability arising out of, or related to, the destruction of such Personally Identifiable Information. In addition, you should be aware that to the extent we delete any of your Personally Identifiable Information, it is not always possible to completely remove or delete all it from our databases without some residual data because of backups and other reasons.

Security

We have put in place physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access to and maintain the security of your Personally Identifiable Information. The Site has industry-standard security measures in place to protect the loss, misuse, and alteration of the Personally Identifiable Information under our control, and we make good faith efforts to store your Personally Identifiable Information in a secure operating environment. Unfortunately, no data transmission over the Internet can be guaranteed to be absolutely secure. As a result, while we strive to protect your Personally Identifiable Information, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk. If we provide you with a user name and password to access portions of the Site, you are responsible for the security of that information and are further responsible for anything that occurs as a result of you willingly or inadvertently disclosing your user name and password to others.

Children's Privacy

This Site is intended for use by persons over the age of 13. We do not seek to collect information about children under the age of 13. No information should be submitted to or posted on this Site by users under 13 years of age. In addition, some of the services and offers provided by third party sites to which we provide a link, such as sweepstakes offers, are intended for persons over the age of 18. No information should be submitted to or posted on these sites by users under 18 years of age. We encourage parents to take an active role in their children's use of the Internet, and to inform them of the potential dangers of providing information about themselves over the Internet.

If you are the parent or guardian of a child under 13 years of age and believe that he or she has disclosed Personally Identifiable Information to us, please contact us at info@leiniebeergarden.com so that we may delete the child's information.

Changes to the Policy

If we decide to change our Policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it. In addition, if required by applicable law, we will make any updated terms available to you by e-mail, direct mail, or other reasonable means as selected by the company. You understand and agree that if you use the Site after the date on which the changes take effect, you are bound by any such revisions and we will treat your use as acceptance of the updated Policy.

International Users

Like almost every website, our Site is accessible around the world. By visiting the Site and providing your information, you acknowledge and agree that your information can be stored for the purposes identified in this Policy. We process and store your information in North America and your information may be stored on servers located outside your residential jurisdiction and which may have less stringent privacy practices than your own. If you access the Site from outside the United States, your usage of the Site constitutes consent to the transfer of your data outside of your country and to North America.

California Residents

California law permits our customers who are California residents to request certain information regarding our disclosure of Personally Identifiable Information to third-parties for their direct marketing purposes. To make such a request, please send an e-mail to info@leiniebeergarden.com or write to us at: Leinenkugel's Beer Garden 4 Market Place, Baltimore, MD 21202, Attn: Marketing/Privacy Feedback.

Contacting Us

If you have any comments or questions, you may send an e-mail to info@leiniebeergarden.com or write to us at:

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This Policy was updated as of July 27, 2016