

Welcome to our web Site (the "Site"). This Site is administered by Brown-Forman Corporation ("BFC") in Louisville, Kentucky, USA. We are committed to protecting the privacy of Internet users who visit our Site. This Privacy Practices Policy ("Privacy Policy") is intended to inform you of the ways in which this Site collects information for Brown-Forman products and services (the "Company"), the uses for that information, and the ways in which we will protect any personal information you choose to provide us.

### **Note Regarding the Use of the Site by Children**

The Site is not directed to individuals under the age of thirteen (13), and we request that such individuals do not provide "Personal Information" (as defined below) through the Site.

### **Effective Date/Updates**

This Privacy Policy was last updated on August 8, 2013. We may update this Privacy Policy from time to time. Changes in our Privacy Policy will be effective immediately. If you are a regular visitor to this Site, we recommend that you check this Privacy Policy on a regular basis. By using the Site, you consent to the collection, use and transfer of your information in accordance with this Privacy Policy. If you do not agree to this Privacy Policy, please do not use this Site.

### **Information Voluntarily Provided by You**

We may collect information that our visitors volunteer to us, including but not limited to name, date of birth, address, city, state, zip code, telephone numbers, cell phone numbers, gender, household income ranges, consumption habits, product usage, attitudes and preferences regarding our products and other personal information (collectively, "Personal Information"). Any Personal Information you send us will be used for the purpose indicated on the Site or as stated in this policy.

### **Use of Personal Information**

This Personal Information will be held by BFC and may be used by BFC and its affiliated companies and their agents, partners, or licensees. We will not sell, exchange or otherwise distribute your Personal Information to unaffiliated third parties without your consent, except to the extent required by law, or as set out below:

### **Safe Harbor**

BFC has subscribed to and will adhere to the U.S.-EU Safe Harbor program relating to personal information received from entities in the European Economic Area. Click [here](#) to view the Safe Harbor Privacy Policy.

### **Agents and Service Providers**

We sometimes contract with other companies and individuals to perform functions or services on our behalf. They may have access to Personal Information needed to perform their functions, but are restricted from using the Personal Information for purposes other than providing services for us.

## **Business Transfers**

In the event that our business is transferred to or merged with another company or entity, your Personal Information may be transferred to another company or entity that is part of the business transfer or merger.

## **Legal Matters**

We may preserve and disclose any Personal Information and any information about your use of this Site if we have a good faith belief that such action is necessary to: (a) protect and defend the rights, property or safety of BFC, its affiliates, other users of this Site, or the public; (b) enforce the Site's TERMS OF USE; or (c) respond to claims that any content violates the rights of third-parties. We may also disclose information as we deem necessary to satisfy any applicable law, regulation, legal process or governmental request.

The Personal Information we receive may be used in our marketing, promotions and advertising, and, unless we state otherwise, as a result of providing us with your contact information, we may contact you by sending you mailings or other communications (electronic or otherwise) regarding the Company's products, services, promotions, or upcoming events that we believe may be of interest to you. We may also ask you (or have a service provider ask on your behalf) to participate in a survey seeking information or opinions related to our category of products.

## **Cookies**

Please read our Cookie Policy by [clicking here](#).

## **Pixel Tags**

We and our service providers may also use so-called "pixel tags," "web beacons," "clear GIFs" or similar means (collectively, "Pixel Tags") in connection with some Website pages and HTML-formatted e-mail messages to, among other things, compile aggregate statistics about Website usage and response rates. A Pixel Tag is an electronic image, often a single pixel (1x1), that is ordinarily not visible to Website visitors and may be associated with Cookies on the visitors' hard drives. When used in HTML-formatted e-mail messages, Pixel Tags can tell the sender whether and when the e-mail has been opened. Some GIF files on this Site are provided by one of our ad management partners, DoubleClick. These files enable DoubleClick to recognize a unique cookie on your web browser, which in turn enables us to learn which advertisements bring users to our Site. The cookie was placed by us, or by another advertiser who works with DoubleClick. With both cookies and Spotlight technology, the information that we collect and share is anonymous and not personally identifiable. This particular information does not contain your name, address, telephone number or email address. For more information about DoubleClick, including information about how to opt out of these technologies, go to <http://www.doubleclick.net/us/corporate/privacy>

### **Your Information and Opting-Out**

If you do not want to receive further communications from the Company, please send a written request to the postal or e-mail address set out in this Privacy Policy or follow the opt-out instructions in the e-mail you receive from us. Please specify the means of communication from which you would like to opt-out. Otherwise, you may not get communications you would otherwise expect to receive from us.

### **Access to and Amendment of Information**

You can ask to review and correct the Personal Information that we maintain about you by sending a written request to Brown-Forman Consumer Support, 3310 West End Avenue, Suite 600, Nashville, TN 37203, USA or [click here](#).

### **External Links**

This Site may include links to other websites whose privacy policies we do not control. Once you leave our servers (you can usually tell where you are by checking the URL in the location bar on your browser), use of any information you provide is governed by the privacy policy of the operator of the site you are visiting (unless otherwise stated). That policy may differ from ours. If you can't find the privacy policy of any of these sites via a link from the site's homepage, you should contact the site directly for more information.

### **Information Storage and Security**

This Site and all information that you submit through this Site is collected, stored, and processed in the United States. We use reasonable physical, electronic, and administrative safeguards to protect your Personal Information from unauthorized or inappropriate access. However, regardless of the effectiveness of our security measures, no security system is impenetrable. We cannot guarantee the security of our database, nor can we guarantee that information you supply will not be intercepted while being transmitted to us over the Internet. We ask that you do your part by, at a minimum, keeping any computer passwords you use to access the Internet or this Site strictly confidential.

### **Information Related to Employment**

If you choose to submit your resume or apply for a position with us through this Site, we will use (and transfer, if necessary) the information you provide in order to evaluate your experience as it relates to potential employment opportunities with BFC or our affiliated companies throughout the world. We will use the information to contact you regarding any positions for which we believe you may be interested in submitting an application or other opportunities at BFC or our affiliates that we think may interest you.

### **Contact Information**

Questions regarding this policy should be directed to Brown-Forman Consumer Support, 850 Dixie Highway, Louisville, KY 40210 USA or by email to .

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