

PRIVACY POLICY

POPPY WINES, LLC, a California limited liability company (“Company”) is committed to protecting the privacy of our customers, especially those who access and use our website and any material made available for download (collectively the “Site”). This Privacy Policy is designed to inform you about the types of information that we gather about you and your organization, how we may use that information, whether we disclose it to anyone, and the choices you have regarding our use of that information.

Collection and Use of Your Personal Information

For all visitors to this Site, the Company collects general data pertaining to each visitor, such as the visitor’s IP address, operating system, browser type and version number, and the web pages viewed. This information is aggregated with all other visitor information.

The Company collects personal information, which means information by which specific individuals can be identified, including by name, identification number, mailing address, e-mail address, and other personal characteristics or attributes. The Company will process personal information collected from you fairly and lawfully and will not use such personal information for purposes that are incompatible with the purposes it was requested and received. For example, the Company will use your personal information to process orders; to help us to improve our Site and your online experience; to provide you with information about our products and services; for ordering, customer support, payment, processing and service purposes; to transact business with us; for billing or collection purposes; and as otherwise allowed by law.

Sharing Your Personal Information

The Company may share your personal information within our organization, with any Company affiliate, or with authorized third parties (e.g., business partners, suppliers and financial institutions) as described in this policy. We may also disclose information in response to subpoenas, governmental requests or other legal process or to otherwise protect our legal or contractual obligations. We will not sell or otherwise transfer your personal information to individuals or entities outside of us or one of our authorized partners or resellers without your approval.

Cookies

A cookie is type of identifier sent from a website to your computer system via your web browser to provide tailored features. The Company uses cookies in order to secure and confirm your information when logging into partner access with your private login name and password. We do not use this information for any other purpose than to grant you access to secured specific reseller only website pages.

E-mail Communications

The Company provides customers with promotional announcement for savings, rebates and product launches and these announcements can be stopped at any time by selecting the opt-out feature at the bottom of the e-mail. We do not sell these e-mail lists to any of our business partners for any reason.

Third Party Service: Contests and Events

From time to time, the Company will collect personal information for contests and events. This information may be disclosed to our third-party partners for the limited purpose of awarding prizes and/or developing business opportunities.

Communication Preferences and Reviewing Your Personal Information

You can manage your communication preferences by sending an e-mail to info@poppywines.com or sending a letter to the mailing address below. When contacting us please include your name, e-mail address, and the details of your request. For example, if you wish to unsubscribe from a newsletter, include the name of the newsletter. You can also access and update your personal information by sending an e-mail to info@poppywines.com or sending a letter to the mailing address below that includes your name, e-mail address, and the purpose of the request.

Security of Your Personal Information

The Company uses a combination of industry standard security measures to protect your personal information from loss and misuse. For example, we use encryption when transmitting payment card information over the Internet.

Children's Privacy

This website is not directed to persons under the age of 21. The Company does not normally collect the personal information of children under the age of 13. If we learn that we have collected children's personal information without parental consent, we will delete it from our systems.

How to Contact Us

You can contact the Company by sending an e-mail to info@poppywines.com or sending a letter to the mailing address listed below. Please include your contact information, name of the Company website or service, and a detailed description of your request or privacy concern.

Poppy Wines, LLC

King City, California, 93930
Attention: Shannon Valladerez

The Company reserves the right to change its practices concerning information gathered from visitors to this Site. If such changes occur, this Privacy Policy will be updated. Visitors should check back periodically to confirm the then-current terms of this Policy. This Privacy Policy is not intended to and does not create any contractual or other legal rights in or on behalf of any party.

Last Update: November 2012