

LEGAL STUFF - PRIVACY POLICY

Welcome and thanks for visiting our website. (the “Site”) This Site is owned and administered by DGI Beverage, LLC, (“DGI”), a Texas limited liability company. All references to “our”, “us”, “we” or “company” within this Policy refers to DGI, its affiliates and subsidiaries. We strive to protect the privacy of you as a user of our Site. Our Privacy Policy is designed to let you know how DGI collects information from the Site, the use we make of the information, and how we will protect your personal information. By providing us with your personal information you agree to our collection, use, and disclosure of your personal information as set forth below. If you do not agree with our Privacy Policy please don’t provide personal information to us.

Must be of Legal Drinking Age

First, you must be of legal drinking age where you live in order to access or use the Site. We do not want your personal information unless you are of legal drinking age and we don’t intend to or knowingly market our products or services to any person under legal drinking age.

Site Updates& Effective Date

This Privacy Policy was last updated as of February 22, 2007 . DGI will need to continue to update this Privacy Policy from time to time. Please regularly visit this page to make sure you have read the latest update.

Types of Information

When you browse and use the Site we collect internet-related information and also personal information that you voluntarily provide when you register with the Site or make contact with us. These two types of information are used in different ways:

Internet-related information is generic and statistical in nature and is used to gather demographic data for system administration and so that we can monitor the traffic patterns within the Site and activity level of the Site as a whole. For this purpose we collect information regarding the referring URL, your IP address, the browser that you use to access the Site, your country and state, the pages of the Site you chose to visit, and the search terms you may have entered. We use this data to administer and improve the Site, and to gather statistical information regarding potential market opportunities. In addition we may share aggregated statistical information regarding Site usage, traffic patterns within the Site, sales, and other shopping information with third parties.

Personal information is information about an identifiable individual as defined by applicable law. Personal information does not include business contact information such as name, job title, name of business, or business address and phone number. You may choose to provide personal information to us by registering on a page, purchasing our products from the Site, filling out a survey, participating in a promotion, posting

information to a public portion of the Site, or otherwise voluntarily telling us about yourself, your ideas, or your activities. Personal information includes, but is not limited to, name, residence and/or mailing address, phone numbers, date of birth, gender, attitudes and preferences regarding products, consumption and spending habits, ways you use and enjoy our products, and other personal information. Personal information will only be used or disclosed in one or more of the following ways:

Transactions – Personal information will be used to fulfill any purchases of our products, queries, and requests you may make, including the management of your credit transactions. We may also share your personal information with an authorized vendor for purposes of credit transactions, order fulfillment and delivery.

Marketing – Personal information will be used in the marketing of our brands and products. We may contact you with communications regarding our products, brands, and upcoming events that may interest you. You may also be contacted by third parties seeking your voluntary participation in surveys regarding our products. We may also use personal information for internal purposes related to marketing analysis.

Sale or Transfer of Business – In the event of a sale of the company or its assets, or a merger, DGI may transfer some or all of the personal information that you have provided to another entity or organization that is a participant or involved in the sale or merger.

Interactive Activities – If you choose to participate in the public areas of the Site, for example chat rooms or discussion groups, please be aware that these areas are accessible generally and by other users of the Site. Please exercise caution when providing any personal information about yourself in interactive areas of the Site.

Service Providers – We sometimes contract with third parties who provide services and perform functions for us. We may disclose personal information to such third parties as necessary for them to perform services and functions for us, but they are restricted from using personal information for any other purpose.

Legal – Personal information and information regarding your use of this Site may be disclosed if we have a good faith belief that such disclosure is necessary to defend or safeguard the property, rights, and safety of DGI or other users of this Site. Personal information may also be disclosed to fulfill the requirements of any applicable law, or in the event of claims that content violates the rights of third parties. In addition we may disclose personal information to satisfy applicable governmental regulations, requests, or legal process.

Cookies

As with many websites, when you visit our Site we may place small data files known as “cookies” on your web browser. The cookie provides us with information regarding your IP address, your browser and operating system, your travel between pages within the Site, the internet address from which you visit the Site, and the date and time of your visit. We

may use cookies to track repeat visitors for generic analytical and statistical marketing purposes, to anonymously track user interaction with online advertising, and to report to advertisers generic compilations of information regarding users of the Site. We may also coordinate your personal information with information collected via cookies to provide you with a personalized visit to the Site, for credit card transactions, and to make sure any communications we send you are relevant to your use of the Site, or to provide you with information regarding areas of the Site you have not visited before.

If you do not wish to receive cookies from our site you may delete them at any time or set your browser to reject them. If you need assistance please view the Help Documentation provided by your web browser.

Opting Out

Any email that we send to you will contain opt-out instructions. If you do not wish to receive further communications from us please follow the instructions provided.

External Links

The Site may contain links to other websites whose privacy policy differs from ours. We do not control the privacy policies of these websites. Use of the personal information you provide to these websites will be controlled by the privacy policy established by the operator of that website. Please inform yourself regarding the privacy policy of any of these websites before providing personal information.

Security

All of the personal information and internet related information that you submit to us is collected, processed and stored in the United States . We use reasonable and appropriate security procedures and safeguards to protect this information, however, no security system is fail proof. We make no guarantee regarding the security of our data base or that information you supply to us electronically will not be intercepted while being transmitted to us over the Internet.