

## Privacy Policy

Premier Wine Brokers are committed to maintaining the privacy of those who communicate to us on or through our web site. Any information which is voluntarily provided to Premier Wine Brokers through this web site is kept confidential and protected and is treated with the same consideration and confidentiality as any information sent to us by the US mail or communicated to us by telephone or fax.

Premier Wine Brokers urges all Internet users to take responsible and appropriate steps to safeguard their personal information to help protect their privacy.

## Information Gathering

Premier Wine Brokers will not collect nonpublic personal information about you, unless you provide us that information voluntarily. If you provide personal information to us voluntarily through our web site, we will not sell, license or transmit that information outside Premier Wine Brokers, unless we do so in accordance with express authorization you have given us. We will disclose information in compliance with applicable laws and regulations and will require the recipient to protect the information and use it only for the purpose provided.

Nonpublic personal information means data unique to the individual, such as a name, address, social security number, telephone and or fax number, email address and payment information, i.e. credit card or check information. Premier Wine Brokers may collect nonpublic personal information about you from you or your representative on application or order forms, through requests for information or services, or in order to deliver requested materials to you, respond to your questions, or deliver a product or service.

Premier Wine Brokers routinely gathers quantitative information on web site activity, including the number of users to the site, and the pages visited. No personally identifiable information is collected in this routine activity. Our site also uses order forms for users to request information, products, services and memberships. Contact information from the order form is used to send orders and information about our company to our customers and online users. The user's contact information is also used to get in touch with the user when necessary. Users may opt-out of receiving future mailings; see the choice/opt-out section below. We also use user Internet Protocol address information to help diagnose problems with our server, and to administer our web site.

## Purpose

Our purpose is to balance our legitimate business interests in collecting and using this information with our customers' reasonable expectations of privacy. Customer Information enables our business to use communication methods more likely to reach customers who will be interested in the offered products or services. Efficient advertising means reduced "clutter" from advertising to people less likely to buy the offered goods

and services. It also means that our limited advertising resources are expended more appropriately, which is a benefit to our business. We believe that our customers benefit from promotional activity based on Customer Information employed to market goods and services offered by and through our business.

#### Minor's Guidelines

At Premier Wine Brokers, the safety of minors is very important to us. We are committed to protecting the online privacy of minors. We will not knowingly or intentionally collect personal information about persons under the age of 21. If you are under 21, purchasing items from Premier Wine Brokers is strictly prohibited.

Premier Wine Brokers cannot prohibit minors from visiting this site. Premier Wine Brokers must rely on parents, guardians and those responsible for supervising those under the age of 21 to decide which materials are appropriate for such persons to view and/or purchase.

Each time you purchase a product from Premier Wine Brokers or provide information about yourself or your family, you are representing to Premier Wine Brokers that you are 21 years of age or older.

#### Choice/Opt-Out/Correct/Update

Our site provides users the opportunity to opt-out of receiving communications from us at any point. This site gives users the following options for changing and modifying information previously provided, removing their information from our database in order to not receive future communications or to no longer receive our service:

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