

This Privacy Policy applies to the Barr Brands International, Inc. (BARR) website located at www.barrbrandsinternational.com, and your use of any affiliated third-party websites that may contain a link to this Privacy Policy, or to any pages, facilities, services, or capabilities accessible on or by any top-level BARR domain (each, a “Site” and collectively the “Sites”). The Site is the property of Barr Brands International, Inc. (BARR). This Privacy Policy governs the manner in which BARR collects information from you (“User” or “you”) on the Sites.

Our Privacy Policy explains: (1) what information we collect and why we collect it; (2) how we use that information; (3) the choices we offer, including how to access and update information.

Please familiarize yourself with our privacy practices and let us know if you have any questions. By using the Site, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Sites.

Terms and Conditions

By accessing or using the Sites in any manner, you also agree to be bound by BARR’s Terms of Use (the “Agreement”). Please read the Agreement carefully. If you do not accept all of the terms and conditions contained in or incorporated by reference into the Agreement, please do not use the Sites.

Information We Collect:

We collect information, including personal data, to provide better services to all our Users.

We collect information in the following ways:

1. Information You Give to Us

You may choose to provide us with information about yourself, including your name, email address, and zip code.

1. Information We Get from Your Use of Our Services

We collect device-specific information, such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number. When you use our Site, we automatically collect and store information in service logs. This includes: details of how you used our Site; Internet protocol address; and cookies that uniquely identify your browser. We may also collect and process information about your actual location. We use various technologies to determine location, including IP address and other sensors that may, for example, provide us with information on nearby devices, Wi-Fi access points and cell towers. We may collect and store information – including personal information – locally on your device using mechanisms such as browser web storage and application data caches.

1. Cookies and Similar Technologies

We and our partners use various technologies to collect and store information when you visit one of our services, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store information when you interact with services from our partners.

How We Use Information We Collect

We use your personal information for the following purposes:

1. To inform you about products and services available from BARR;
2. To administer content, promotion, survey or other Site features;
3. To communicate about, and administer your participation in, special programs, surveys, contests, sweepstakes, and other offers or promotions, and to deliver pertinent emails;
4. To improve our customer service;
5. To respond to and support customers regarding their use of the Site;
6. To support our ecommerce operations;
7. To comply with all applicable legal requirements.

We use the information we collect from our Site to provide, maintain, and improve them, to develop new services, and to protect our Company and our customers.

We use information collected from cookies and other technologies, to improve your user experience and the overall quality of our services. For example, by saving your language preferences, we'll be able to have our services appear in the language you prefer. We may use your personal information to see which web pages you visit at our Site, which web site you visited before coming to our Site, and where you go after you leave our Site. We can then develop statistics that help us understand how our visitors use our Site and how to improve it. We may also use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

We will ask for your consent before using information for a purpose other than those set out in this Privacy Policy.

Accessing and Updating Your Personal Information

Whenever you use our services, we aim to provide you with access to your personal information. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes.

You may choose not to receive marketing email communications from us by clicking on the “unsubscribe” link in our marketing emails. You also may ask us not to send you other marketing communications by contacting us as specified in the “Contact Us” section below, and we will honor your request.

We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

Subject to applicable law, you may obtain a copy of personal information we maintain about you or you may update or correct inaccuracies in that information through your BARR account at www.barrbrandsinternational.com. To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to the information. In addition, if you believe that personal information we maintain about you is inaccurate, subject to applicable law, you may have the right to request that we correct or amend the information by contacting us as indicated below.

Information We Share

We do not share personal information with companies, organizations and individuals outside of the Company unless one of the following circumstances applies:

- With your consent. We will share personal information with companies, organizations or individuals outside of BARR when we have your consent to do so.
- For external processing. We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures. These third parties may include ecommerce vendors, retailers, third-party shipping services and our charitable promotion partner. We do not share personal information with third parties for marketing purposes.
- For legal reasons. We will share personal information with companies, organizations or individuals outside of BARR if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:
 - meet any applicable law, regulation, legal process or enforceable governmental request.
 - enforce applicable Terms of Use, including investigation of potential violations.
 - detect, prevent, or otherwise address fraud, security or technical issues.
 - protect against harm to the rights, property or safety of BARR, our Users or the public as required or permitted by law.

We may share non-personally identifiable information publicly and with our partners – like advertisers or connected sites. For example, we may share information publicly to show trends about our products and services.

If BARR is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected Users notice before personal information is transferred or becomes subject to a different privacy policy.

How BARR Protects Personal Information

BARR maintains administrative, technical and physical safeguards designed to protect the User's personal information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. In addition, we also implement appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or

destruction of your personal information, username, password, transaction information and data stored on the Site. If BARR collects account information for payment or credit, BARR will use the information only to complete the task for which the account information was offered.

When this Privacy Policy Applies

Our Privacy Policy applies to all of the services offered by the BARR brand, and services on the Sites, but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Third Party Links

The Sites may contain links to webpages operated by parties other than BARR. We do not control such websites and are not responsible for their contents or the privacy policies or other practices of such websites. Our inclusion of links to such websites does not imply any endorsement of the material on such websites or any association with their operators. Further, it is up to the User to take precautions to ensure that whatever links the User selects or software the User downloads (whether from this Site or other websites) is free of such items as viruses, worms, trojan horses, defects and other items of a destructive nature. These websites and services may have their own privacy policies, which the User will be subject to upon linking to the third party's website. BARR strongly recommends that each User review the third party's terms and policies.

Children

The Site is not intended for use by children. We do not intentionally gather personally identifiable information about visitors who are under the age of 13. If a child has provided us with personally identifiable information, a parent or guardian of that child may contact us to have the information deleted from our records. If you believe that we might have any information from a child under age 13, please contact us at <https://www.barrbrandsinternational.com/>. If we learn that we have inadvertently collected the personal information of a child under 13, or equivalent minimum age depending on jurisdiction, we will take steps to delete the information as soon as possible.

Information for California Residents

BARR does not track its customers over time and across third party websites to provide targeted advertising and therefore does not respond to Do Not Track (DNT) signals. However, some third-party sites do keep track of your browsing activities when they serve you content, which enables them to tailor what they present to you. If you are visiting such sites, your browser may include controls to block and delete cookies, web beacons and similar technologies, to allow you to opt out of data collection through those technologies.

California residents are entitled to contact us to request information about whether we have disclosed personal information to third parties for the third parties' direct marketing purposes. We do not disclose

personal information to third parties for the third parties' direct marketing purposes. California customers may request further information about our compliance with this law by e-mailing us at the address listed in the "Contact Us" section.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services or products, email notification or privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

SMS

By providing your mobile phone number, you consent to receive SMS messages from Barr Brands International related to account updates, issue resolution, customer service communications, and other transactional notices.

Message Frequency

Message frequency may vary depending on your interactions with our customer service team and ongoing support needs.

Message and Data Rates

Standard message and data rates may apply depending on your wireless carrier plan.

Opting Out

You may opt out of receiving SMS messages at any time by replying with "STOP" to any SMS message you receive from us. After you send "STOP," you will receive a confirmation message and will no longer receive SMS messages unless you opt back in.

Help and Support

If you need assistance or have questions about our SMS service, reply with "HELP" to any SMS message you receive, or contact our support team at 1-800-398-3892.

Data Use and Privacy

Your phone number and any related opt-in information will be used solely for the purpose of delivering SMS messages as described above. No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All the stated categories in this privacy policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Consent Method

As of now, all SMS opt-ins are collected via verbal consent.

By opting in, you confirm that you understand and agree to the terms outlined in this SMS Privacy Policy.

Contact Us

If you have any specific questions about this Privacy Policy, you can contact:

Barr Brands

Attn: Corporate Counsel

1715 Aaron Brenner Drive | Suite 600

Memphis, Tennessee 38120

1-888-326-7743