

Ridge Vineyards Privacy Policy

Last Updated: June 5, 2024

This Privacy Policy (“Policy”) describes how Ridge Vineyards, Inc. and its affiliate and related entities (collectively, “Ridge Vineyards,” “we,” “us,” or “our”) collects, uses, discloses, and retains personal information about visitors to our website, www.ridgewine.com (the “Site”), and users of the services available through our Site (collectively, the “Services”). This Policy also describes the rights you may have regarding our processing of your personal information under applicable local law.

By accessing the Site or using any of our Services, you acknowledge and agree that your personal information will be handled as described in this Policy. Your use of the Site and Services, and any dispute over privacy is subject to this Policy, including its applicable limitations of liability and the resolution of disputes.

Note to California Residents: This Policy describes how we collect, use, disclose, sell, share, and retain your personal information, and your rights and choices over our processing of your personal information. For additional information relating to your rights and our processing of your personal information, please navigate to the [Additional State Disclosures](#) section below.

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Categories of Personal Information We Collect About You

Depending on your interaction with us, we may collect the following categories of personal information about you directly from you, automatically through your use of our Site or Services, and from third parties:

- **Identifiers**, such as your name, email address, mailing and billing address, postal code, date of birth, login credentials and passwords, IP address, unique online identifiers, or similar identifiers.
- **Protected classifications**, such as your age and country of origin.

- **Professional or employment-related information**, such as your employer, company name, and professional contact information.
- **Payment information**, such as your financial account information, credit card number, debit card number, or other payment card information.
- **Commercial records**, such as products or services purchased, obtained, or considered, or other consuming histories or tendencies.
- **Audio, electronic, or visual information**, such as photos and video recordings when you attend one of our events.
- **Internet or other electronic network activity**, such as your browser type and operating system; browsing history, clickstream data, search history on the Services, and information regarding your interaction with an internet website, application, email, newsletter, or advertisement, including access logs and other activity information related to your use of our Services; the length of time you visit our Services; and the referring URL, or the website or application that led you to our Services.
- **Inferences**, such as inferences drawn to create a profile reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.
- **Sensitive personal information**, as defined under applicable local law, such as your financial account information, credit card number, debit card number, or other payment information, copy of a photo ID or driver's license, and account login credentials and passwords.

Information We Collect Directly From You. We collect personal information directly from you when you use our Site or Services. If you register for an account, membership, or event, we may collect your name, login credentials, email address, and preferences. If you contact us or participate in one of our contests or promotions, we may collect information such as your name, email address, your preferences, the contents of a message or attachments that you may send to us, and other information you choose to provide. If you make a purchase on our Site or book a reservation with us, we may collect your financial account information, credit card number, debit card number, or other payment card information. If you subscribe to our newsletter, we may collect your name, email address, and zip code.

Information We Collect Automatically. We and our third-party business partners, automatically collect personal information when you use our Site using cookies, pixels tags, clear GIFs, or similar technologies. This may include information such as your IP address and the types of personal information described above as "Internet or other electronic network activity." Please review our section below on "Our Use of Cookies and Related Technologies" for additional information regarding our use of cookies and related technologies.

Information We Collect From Other Sources. We collect personal information about you from other sources, such as third-party advertising networks, data analytics providers, internet service providers, operating systems and platforms, social networks, and our affiliate and related entities.

How We Use Your Personal Information

We use each of the categories of your personal information described above for the following business purposes:

- To Provide Our Services and Fulfill Your Requests. We use your information to provide and maintain our Site and Services, to process and fulfill your requests or orders, to communicate with you about your use of our Services, to respond to your inquiries, and for other customer service and business administration purposes. For example, if you register for an event or membership, we will use your personal information to process your request.
- To Improve our Services. We use your information to understand and analyze our user base and how you use our Services, to improve and enhance our Services, and to develop new products, services, features, and functionality.
- Identification and Authentication Purposes. We may use your information for identification and authentication purposes. For example, when you enter your login ID and password to enter our login portal, we use your credentials and password to authenticate your identity.
- Personalization. We use your information to tailor the content and information that we may send or display to you, to offer location customization, to provide personalized offers, personalized help and instructions, and to otherwise personalize your experiences while using the Site and Services.
- Marketing and Promotional Purposes. We use your information to send you news and newsletters, event updates, and to communicate with you about new features, events, or products offered by us or our third party business partners. We may also use your information to gather broad demographic information, to analyze trends, and to track users' movements around our Site.
- To Comply with Legal Obligations. We may use your information where we believe necessary to comply with our legal obligations or to exercise or defend our rights or the rights of a third party, including complying with law enforcement or government authority requests and participating in compliance audits. For example we require your date of birth to verify you are of a legal age to purchase alcohol.
- To Protect Us and Others. We may use your information where we believe necessary to investigate, prevent, or take action regarding suspected or actual illegal activities, fraud, situations involving potential threats to the safety of any person or to otherwise enforce this Policy or the integrity of the Site and Services.
- Deidentified Data. We may also deidentify or anonymize your data in such a way that you may not reasonably be re-identified by us or another party, and we may use this deidentified data for any purpose permitted under applicable law. To the extent we deidentify any data originally based on personal information, we will maintain and use such data in deidentified form and will not attempt to reidentify the data.

How We Disclose the Information We Collect

We may disclose each of the categories of your personal information described above for our business purposes as follows:

- **Related entities.** We may disclose the personal information we collect about you to our affiliate and related entities.

- **Service providers.** We may disclose the personal information we collect about you to service providers, contractors, and agents who perform functions and business operations on our behalf. For example, we engage service providers to help us with technical maintenance, processing our newsletters, and with our advertising and marketing efforts.
- **Third parties.** We may disclose the personal information we collect about you to our third-party business partners, such as entities that provide us with advertising and analytics services.

We may also disclose your personal information in the following circumstances:

- **Business Transfers.** If (i) we or our affiliates are or may be acquired by, merged with, or invested in by another company, or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected about you to the other company. As part of the business transfer process, we may disclose certain of your information to lenders, auditors, and third party advisors, including attorneys and consultants.
- **In response to legal process.** We may disclose your personal information where we believe necessary to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- **To protect us and others.** We disclose your personal information where we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which we are involved.
- **Aggregate and deidentified information.** We may disclose aggregate, anonymized, or deidentified information about you for any purpose permitted under applicable law.
- **Consent.** We may disclose your personal information with your consent.

Our Use of Cookies and Related Technologies

We, and our third party advertising and analytics partners, use cookies and similar technologies to track information about your use of our Site and Services. We use this information to better understand, customize, and improve user experiences with the Site and Services, as well as for advertising purposes. We may combine this information with other personal information we collect about you (and our third party business partners may do so on our behalf).

- **Cookies.** Cookies are small text files containing a string of alphanumeric characters. We may use both session and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to our Site. Please review your browser's "Help" file to learn the proper way to modify your cookie settings. Please note that if you delete or choose not to accept cookies from the Site, you may not be able to utilize the features of the Site to their fullest potential. To learn more about cookies, visit <http://www.allaboutcookies.org>.
- **Clear GIFs, pixel tags, and other technologies.** Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your

computer's hard drive, clear GIFs are embedded invisibly on web and app pages. We may use clear GIFs (a.k.a. web beacons, web bugs, or pixel tags) to among other things, track the activities of Site visitors, help us manage content, and compile statistics about Site usage. A clear GIF can collect information such as: the IP address of the computer that downloaded the page on which the tag appears; the URL of the page on which the pixel tag appears; the time the page containing the pixel tag was viewed; the browser type and language; the device type; geographic location; and, the identification number of any cookie on the computer previously placed by that server. We and our third party business partners may also use clear GIFs in HTML emails to our customers, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

- Analytics. We may use third-party analytics tools, such as Google Analytics, to help us understand user behavior on our Site. You can learn about Google's practices by going to www.google.com/policies/privacy/partners/, and opt-out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.
- Interest-based advertising. In certain instances, we may set tracking tools (e.g., cookies, clear GIFs) provided by third-party advertising partners to collect information regarding your activities on our Site (e.g., your IP address, page(s) visited, time of day) for advertising purposes. We may also share such information with third party advertising partners. These advertising partners may use this information (and similar information collected from other websites) for purposes of delivering targeted advertisements to you when you visit unaffiliated websites within their networks. This practice is commonly referred to as "interest-based advertising" or "online behavioral advertising." If you do not want interest-based advertising, you may be able to opt-out by visiting www.networkadvertising.org/managing/opt_out.asp and www.aboutads.info/choices/.
- Do Not Track (DNT). Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies). You may also be able to opt-out of certain targeted advertising by following the instructions set forth in the "Interest-based advertising" section above.

Additional State Disclosures

You may have certain rights regarding our processing of your personal information under applicable local law. If our processing of your personal information is governed by such laws, this section provides you with additional information regarding your rights and our processing of your personal information under applicable local law.

We may "sell" your personal information or "share" your personal information for cross-contextual behavioral advertising (as those terms are defined under applicable local law). We do not use and disclose your sensitive personal information for purposes other than permitted under applicable local law. Below is a chart that describes the categories of third parties to whom we may disclose, "sell," or "share" for cross-contextual behavioral advertising, each category of your personal information for the business purposes described above.

Category of personal information	Categories of third parties to whom we may disclose personal information for a business purpose	Categories of third parties to whom we may “sell” or “share” personal information
Identifiers	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	Advertising and analytics providers
Protected classifications	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	None
Professional or employment-related information	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	None
Payment records	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	None
Commercial records	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	None
Internet or other electronic network activity	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	Advertising and analytics providers
Inferences	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	Advertising and analytics providers
Sensitive personal information	<ul style="list-style-type: none"> • Related entities • Service providers • Government entities 	None

Data Retention

Your personal information will be held for only so long as it is necessary for the purposes for which it was originally collected, and in accordance with applicable local law. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Policy. When assessing retention periods, we first examine whether it is necessary to retain the personal information collected and, if retention is required, work to retain the personal information for the shortest possible period permissible under applicable law.

Your Privacy Choices and Rights

Depending on the jurisdiction in which you live, you may have the following rights under applicable local law:

- Right to request access and a copy of your personal information and information relating to how it is processed;
- Right to request deletion of your personal information;

- Right to request the correction or update of the personal information we hold about you;
- Right to opt-out of “sales” of your personal information and “sharing” of your personal information for cross-context behavioral advertising purposes (as these terms are defined under applicable law)
- Right to opt-out of targeted advertising;
- Right to limit our use of your sensitive personal information;
- Right to opt-out of certain profiling activities;
- Right to not be unlawfully discriminated against for exercising your rights.

These rights may be limited or denied in some circumstances. For example, we may retain your personal information where required or permitted under applicable law.

Submitting Requests

To exercise your rights under applicable local law, or if you are an authorized agent submitting a request on behalf of a consumer under applicable local law, you may contact us at 1-866-867-3233, or submit a request through our [WEBFORM](#). You or your authorized agent may be asked to provide information such as your name, address, date of birth, phone number, and email address to verify your identity. Authorized agents must also provide a copy of the consumer’s signed permission authorizing the agent to submit requests on the consumer’s behalf.

You may also opt-out of our “sale” or “sharing” of your personal information through privacy preference signals recognized under applicable local law, such as the Global Privacy Control (GPC), but please note that this signal will be linked to your browser only. For additional information on the GPC and how to use browser and browser extension tools that incorporate the GPC signal, please see: <https://globalprivacycontrol.org/>.

Appeals

You may have a right to appeal a decision we make relating to requests to exercise your rights under applicable local law. To appeal a decision, please contact us using the details provided in our Contact Us section below.

Marketing Communications

We may send periodic promotional emails to you. You may opt-out of promotional emails by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving promotional emails, we may still send you emails about your account or any services you have requested or received from us.

Security Of My Information

We implement physical, technical, and organizational security measures designed to safeguard personal information. These measures are aimed to protect the personal information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee security.

Third Party Links

Our Site and Services may contain links to third-party websites and applications. Any access to and use of such linked websites and applications is not governed by this Policy, but is instead governed by the privacy policies of those third-party websites and applications. We are not responsible for the information practices of such third-party websites and applications. We encourage you to review the privacy policies of any third-party websites and applications that you choose to visit.

Children

Our Site and Services are not designed for children under the age of 13. If we discover that a child under the age of 13 has provided us with personal information, we will delete such information from our systems. We do not knowingly “sell” or “share” the personal information of children under the age of 16.

Contact Us

If you have questions or concerns about the privacy aspects of our Site or Services, or have a question about your rights under this Policy, please contact us as follows:

- Contact Page: <https://www.ridgewine.com/contact/>
- Telephone number: 1-866-867-3233
- Postal address: P.O. Box 1810, Cupertino, CA 95015

Changes to This Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the information we have previously collected about you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site or sending you an email.