

## **PRIVACY POLICY**

EFFECTIVE DATE: March 6, 2025

American Beverage Association Political Action Committee (“PAC”, “us”, “we”, “our”, “website” or “site”) operates this website (“Site”). This Privacy Policy outlines our practices for collection, use, and disclosure of your personal information that you provide to us when you use or visit the Site. By using our Site and/or checking the opt-in box on the registration or contributions page, you consent to our privacy policy. This Site, its features, and its contents are strictly to support interactions with US citizens. By providing your information on the Site, you certify that you are a US citizen in the United States.

### **Information Collection**

We generally collect personally identifiable information (as defined in the “Personally Identifiable Information” section below) from you when you register on our Site, subscribe to our newsletter, make a contribution, respond to a survey or fill out a form.

### **Personally Identifiable Information**

When registering or contributing on the Site, as appropriate, you may be asked to enter certain personally identifiable information (or “PII”) that can be used to contact or identify you, or to process a contribution. Computer or device specific PII may also be collected automatically by visiting the Site. PII may include, but is not limited to:

- First and last name
- E-mail address
- Mailing address
- Zip code
- Telephone number, occupation, and/or employer
- credit card information
- Cookies and “usage data” such as your computer’s Internet Protocol address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those page, unique device identifiers and other diagnostic data.

You may, however, visit our Site anonymously.

As explained below, we also collect certain non-personal information regarding your use of the Site.

### **Use of Data**

Any of the information we collect from you may be used in the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs)
- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you)
- To complete and report any information related to contributions as required by law
- To administer a survey or other Site feature
- To send periodic emails or text messages following up on the issue you expressed interest in or the transaction you initiated on our Site

Submitting your e-mail address anywhere on the Site may result in your email address being added to our email list. If you provided your phone number, you may receive phone calls, text messages and/or emails that may include organization news, political updates, issue briefs or action alerts, etc. Occasionally, texts or phone calls may be made using autodialers. By checking the opt-in box on the registration page, you are authorizing us to occasionally call your mobile number, including automated calls, and/or send occasional text messages, including automated text messages, to the mobile phone number you provided.

### **Sharing of Personal Information**

On occasion, we may also share or sell the PII you provide to us, other than credit card information, with like-minded and/or affiliated organizations, companies, committees, or candidates committed to our principles.

We reserve the right to share your information with trusted third parties who assist us in operating our website or in servicing you. For instance, contributions made using a credit card are processed via PayPal. We also release individual information when required to comply with the law, enforce our Site policies, or protect your or others' rights, property, or safety. By voluntarily providing your information, you are agreeing that we may use that information in the manners described.

### **Disclosure of personal information**

We may also disclose your PII in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Site
- Prevent or investigate possible wrongdoing in connection with the Site
- Protect the personal safety of the users of this Site or the public
- Protect against legal liability

### **Security of Data**

The security of your data is important to us, but remember that no method of transmission over the internet, or method of electronic storage is 100% secure. While

we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

### **Unsubscribe**

If at any time you would like to unsubscribe from receiving future emails, we include unsubscribe instructions at the bottom of each email. Additionally, opt-out options are available for text messages. Please allow us a reasonable period of time in order to satisfy your request, as some communications may already be in process.

### **Tracking & Cookies Data**

Cookies are small files that most websites transfer to your computer through your Web browser (if you allow) that enable such sites to recognize your browser and store certain information. We use cookies to compile aggregate data about Site traffic and Site interaction so that we can offer better Site experiences and tools in the future. We may contract with third-party service providers to assist us in analyzing our Site visitors. Such service providers are prohibited from using the information collected on our behalf except to help us conduct and improve our Site. We do not allow other parties to collect PII about you over time and across different websites when you use the Site.

### **Online Tracking/Do Not Track**

While you are able to control the use of cookies through your web browser as noted in the “Do we use cookies?” section above, some web browsers may also give you the ability to enable a “Do Not Track” (DNT) signal, which requests that a website/web application stop tracking your activity. PAC does not process or respond to DNT signals.

### **Children’s Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Children’s Online Privacy Protection Act), in that we do not collect any information from anyone under 13 years of age. Our website, information and services are all directed to people who are at least 13 years of age or older. By checking the applicable box when registering to receive information from us or making a contribution, you represent and warrant that you are 13 years of age or older. If you are a parent and you are aware that your child(ren) has provided us with PII, please contact us.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

### **Changes to our Privacy Policy**

We reserve the right to change our privacy policy at any time. We will notify you of any changes to our Privacy Policy by posting the new policy on this page and updating the Privacy Policy modification date below.

Additionally, in the event of a material change, we will let you know via email and/or a prominent notice on our Site, prior to the change becoming effective.

This policy was last modified on February 4, 2025.

**Contacting Us**

If there are any questions regarding this Privacy Policy, you may contact our web developer or privacy point of contact via [fdavis@americanbeverage.org](mailto:fdavis@americanbeverage.org).