

# Privacy Policy

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Date: 12.01.2015

Brew Love Software, LLC (“**Brew Love**” “**us**,” “**our**,” or “**we**”) is committed to protecting your privacy. This privacy policy (the “**Policy**”) applies to the Brew Love SaaS product and website, accessible online at [Brewlovesoftware.com](http://Brewlovesoftware.com), or any other website or service where this Policy is posted (the “**Service**”). This Policy contains details regarding the information we collect when you visit our Service, how we (or others on whose behalf the information is collected) may use, process, and share that information, your choices with regard to your information, and other related matters. This Policy is incorporated into our Terms of Use. Through your use of any Service, you consent to the practices described in this Policy.

Except as otherwise expressly set forth below, this Policy is applicable to only information we collect online using our Service. This policy does not apply to any information that you provide offline, whether in person, over the phone, or otherwise. Similarly, this Policy does not apply to information collected by third parties, regardless whether you arrive at such third parties’ sites or services using our Service.

## Personal information we collect and how we use it

Brew Love may collect personal information from you when you use our Service. Personal information includes any information that can be used to identify you as an individual, either alone or in combination with other information.

For example, if you contact us thorough our Service, Brew Love collects personal information, such as your e-mail address. If you contact us directly, for example, regarding a product you would like to learn more about, we will send you information relevant to your request or contact you about that product, and we may send you additional communications about that products or other products provided by Brew Love, our partners and affiliates. If you contact us regarding other matters, we will use your contact and other information you choose to provide only in the context of your inquiry or request.

When you sign up for a free trial of the service, we will collect personal information such as your name, the name of your brewery, email and phone, and you will be asked to create a user name and password. If you purchase our product, we will collect additional information from you, including your credit card number, expiration date and CVC code. We use this information only to manage your account, provide the service, and, when applicable, process your payment. We may use and transmit your credit card information to a third party payment processor that handles transactions on our behalf.

We may collect anonymous analytics data from you when you browse our Service. Such data is not unique to you and cannot typically be used to identify you. This information typically includes common technical and demographic data such as: your IP address, browser type, domain names, access times and referring Web Service addresses, your ZIP code, age, gender, preferences, interests and favorites. We may also log click-stream information that is collected by our computers when you request pages from the Service. Click-stream data typically includes information such as the page served, the time, the source and type of browser making the request, the most recent page view, and other non-personal information. We collect these types of data for purposes of system administration, to improve our Service, and for other internal uses related to the

Service. This data also helps us analyze how visitors arrive at our Service, what type of content is most popular, what type of visitors in the aggregate are interested in particular features or content, and the like.

## **Use of cookies and similar tracking technologies**

Our Service may use cookies, web beacons and similar tracking technologies. These technologies are widely used for security, to learn about and improve upon how users navigate a Service or to enable certain features. Cookies are small data files that are transferred to your hard drive when your browser settings permit the acceptance of cookies. Similar technologies, such as web beacons or pixel tags function through the use of small files, such as a GIF or PNG, which are opened on a page or in an email. The request for these files from a server reveals certain information, such as your browser type, IP address, and other information. To learn more about cookies and similar tracking technologies, and how they can affect your privacy, visit [allaboutcookies.org](http://allaboutcookies.org).

By tracking how and when you use our Service, these technologies help us determine which features and content on our Service are most important to our visitors. If you do not want information collected through the use of cookies, you can turn off cookies using your browser's settings menu; however, this may eliminate our ability to provide you with a personalized or user-friendly experience on our Service. To learn more about, or to opt-out of Google's analytic and marketing services, visit [Google Analytics Terms of Use](#), the [Google Privacy Policy](#), or [Google Analytics Opt-out](#).

Please note, most modern browsers include a "do not track" feature that may help protect your privacy. However, because we do not engage in behavioral advertising, our Service does not respond to your browser's do-not-track request.

## **With whom we share your personal information**

We collect personal information primarily to respond to a user's request for information or updates, and in order to provide our service. We do not sell or otherwise share your personal information, except with service providers, or in the extraordinary circumstances noted below. For example, we may, without your consent, share any Personal Information we collect with third parties such as providers of data hosting or processing services, email and postal mail providers, payment processors, or other service providers.

To the extent permitted by law, we may share Personal Information if we need to protect the interests of Brew Love, our customers, property, or the public. Similarly, we may share personal information with governmental authorities or otherwise in response to a legal request that we believe requires us to do so. We will share any such information to the extent we believe that request requires. Legal requests include, for example, search warrants, subpoenas, and other court orders. We may also receive legal requests or orders from jurisdictions outside the United States, in which case you consent for your personal information to be transferred to the applicable country. Finally, in the event we undergo a merger, sale, transfer or liquidation of our business or substantially all of our assets, any personal information we possess may be part of the assets sold or otherwise transferred.

## **Your choices regarding the collection, use, and disclosure of your personal information**

It is possible for you to use our Service without providing any personal information, but you may not be able to take advantage of certain features. Furthermore, you may opt out of having your information provided to third parties for marketing or other commercial purposes, and opt out of other communications from us by contacting us at the email or mailing address below. You can unsubscribe from all email newsletters or similar communications by clicking on the unsubscribe link in every email.

## **How to access or correct your personal information**

If you would like to correct or delete personal information we have about you in our system, you may do so by contacting us using the email or mailing addresses below.

To obtain a list of the personally-identifiable information that Brew Love holds about you, or for residents of California (as required by California law) any personal information Brew Love has disclosed about you to third parties for direct marketing purposes during the preceding calendar year (if any,) please send a written, signed request to: Brew Love Software, 1825 Florida Rd., Durango, CO 81301.

## **Information security**

We use reasonable security measures to protect your personal information. We implement and review various physical, procedural and technological safeguards that we believe will keep your Personal Information secure.

## **Limitation of liability**

By providing us with any personal information you expressly and unconditionally release and hold harmless Brew Love, its parents, subsidiaries, affiliates, related companies and their respective shareholders, owners, members, directors, officers, employees and agents (collectively, the “**Releasees**”) from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the use and/or misuse of your collected personal information. In addition, we cannot be held liable for any injuries, loss or damage of any kind arising from or in connection with the use and/or misuse of your personal information by any third parties who receive your personal information. We make no representations or warranty regarding any third-party’s use, collection or disclosure of your personal information.

## **Notice for California Users.**

Under California Civil Code Section 1789.3, California the Site users are entitled to the following specific consumer rights notice: The Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs may be contacted in writing at 1625 North Market Blvd., Sacramento, CA 95834, or by telephone at (916) 445-1254 or (800) 952-5210.

## **International users**

If you are accessing our Service from outside of the United States, any information provided will be transferred to us or our service providers in the United States. Regardless of where your information is collected or transferred, the information will be treated in accordance with this Policy. You consent to such transfer through your continued use of the Service.

## **Changes to this Policy**

By using our Service, you consent to the terms of this Policy. We may change this Policy from time to time. We will post the effective date for this and any revised policy. Accordingly, we recommend that you consult this page frequently so that you are aware of our latest Policy. Your continued use of our Service constitutes your acceptance of any revised Policy.

## **Contact information**

Brew Love welcomes your comments, questions and feedback regarding this Policy. Please feel free to contact us using the information below.

Brew Love Software  
1825 Florida Rd  
Durango, CO 81301  
[info@brewlovesoftware.com](mailto:info@brewlovesoftware.com)