

Privacy Policy

Updated March 2014

E. & J. Gallo Winery (hereinafter "Winery") and its brands, affiliates, subsidiaries, companies and/or their related brands (collectively referred to here as "we," "our,") created this Privacy Policy to inform our website users, club members, event registrants/participants, newsletter/information recipients, promotion, contest, sweepstakes or campaign participants, online community participants, those who correspond with us via SMS (text message), those who purchase or inquire about our products and services and others (collectively referred to as "customers") about our practices regarding collection, use and disclosure of personally identifiable information ("personal data") that we collect from them. All references to our "website" in this Privacy Policy includes any of our affiliated microsities linked to our website as well as any of our affiliated mobile applications.

This Privacy Policy does not apply, however, to Winery employees, employment applicants, suppliers, distributors or trade contacts except when they are acting in a "customer" capacity; in all other circumstances, other policies apply. This Privacy Policy also does not apply to any of our other websites that contain a separate privacy policy.

While our website or other materials may include links or references to non- Winery websites, materials or entities, this Privacy Policy does not apply to any data that may be collected through those non- Winery sites, materials or entities, unless otherwise indicated. This includes any websites of affiliated entities.

This Privacy Policy is subject to our [Terms of Use](#). We may update this Privacy Policy from time to time, as specified in the "Changes to This Privacy Policy" section below.

Your Consent

You should read this entire Privacy Policy before submitting information to us or using our website. Whenever you submit information via our website or otherwise to us, whether online or offline, you consent to the collection, use and disclosure of that information in accordance with this Privacy Policy.

Intended Audience of Websites

Given the nature of our business, our website is intended only for individuals who are of legal drinking age. As a result, our website does not request or knowingly collect personal data from individuals under the legal drinking age. If you are not of legal drinking age, you should not visit or use our website.

Information Collection and Use

We may collect personal data (including, without limitation, age, birthdate, address, email address, phone number, Facebook account information, and geographic location) from customers both online and offline. Online, we may collect information through our website, an affiliated site (such as a promotional microsite linked to our site), a brand page on a community website (such as Facebook or the like) or through similar online avenues, and via mobile phone applications or SMS (text message) correspondence. In many cases, such information will be collected directly from you, such as through a transaction or inquiry (including via a telephone call or SMS correspondence) or your submission of a form, registration or communication to us. Information may also be gathered from our affiliates, companies and their related brands and from third-party sources (including without limitation, our third-party service providers (such as marketing and fulfillment companies), opt-in lists, publicly available data, consumer reporting agencies, other companies and referrals) and through your activities and interactions with us, including, without limitation, your online activity on our website. We may combine data collected from these disparate sources unless we tell you otherwise. Any of your personal data or other information gathered by one of our brands may be shared with and used by any of our other brands in accordance with this Privacy Policy. [More Details](#)

As you use our website, some information can be "passively" collected using various technologies, such as cookies, web beacons and navigational and location data collection (clickstream, log files, server logs). Your Internet browser automatically transmits some of this information, such as the URL of the website you just visited and the Internet Protocol (IP) address and browser version currently being used by your computer. Such technologies help us to keep track of your interactions with our website and provide you with a more customized experience. [More Details](#)

We use personal data about customers for a wide range of purposes. We use it to respond to your requests (including requests for newsletter subscriptions, materials, coupons/rebates/discounts and so on); to provide products or services that you have ordered; to process your order transactions and contact you regarding your order; to invite and help you to participate in a range of online and offline events, activities and/or clubs; to allow you to post information and other content online; to improve our products, services and websites; to follow up with you after you have communicated with us or submitted information to us; to send promotional communications or offers (unless you have requested that we not send such communications); for marketing, research and legal purposes and other purposes (including, without limitation, call center recordings); to permit you to participate in and to otherwise administer sweepstakes, promotions, campaigns and contests; to allow you to contact another person; to address your interests and concerns; and as otherwise specified in this Privacy Policy and/or at the point of personal data collection. [More Details](#)

We may disclose personal data you provide to any of our other brands and to our affiliates, companies and/or their related brands, and to consultants, service providers, promotional partners and contractors that we use to support our business and operations (e.g., delivery services, financial institutions, fulfillment services, technical support, advertising, public relations, media and marketing services, sweepstakes, promotions, campaigns and contest-related services, call-in centers, e-commerce and other web-related services such as web hosting and web monitoring services and event-related services such as online and offline data capture) who have agreed to keep the information confidential and use it only to provide the applicable service(s). In some cases, we work with other companies who help to gather information from you or help us to communicate with you. For example, our mobile applications or SMS correspondence campaigns may be administered by a third party service provider.

Where the law allows it, we may share customers' personal data with affiliates, companies and/or their related brands or selected third-party partners to enable them to market their or other selected third parties' products and services to you. You may let us know that you do not want your personal data shared in this way by indicating such preference through our [Contact-Us page](#).

We may also disclose personal data to third parties (including, without limitation, governmental agencies) if required to do so by law, regulation or court order; to respond to governmental and/or law enforcement requests; to identify, contact or bring legal action against someone who may be causing injury to or interfering with our (or others') rights or property; to support any actual or threatened claim, defense or declaration in a case or before any jurisdictional and/or administrative authority, arbitration or mediation panel; or in connection with disciplinary actions/investigations. Likewise, we may disclose personal data to third parties in connection with the sale, assignment or other transfer of the business of our website or the sale, assignment, merger, reorganization or other transfer of any of our brands or companies.

The recipients of customers' personal data, and more generally these disclosures, may be located in the United States or other jurisdictions that might not provide a level of protection equivalent to the laws in your jurisdiction. By submitting personal data to us, you consent to the transfer of such personal data outside your jurisdiction.

We may make full use of all information that is de-identified or otherwise not in personally identifiable form. We (including any of our other brands) may also make full use of all user-generated content you submit to us, in accordance with our [Terms of Use](#).

Security

We take appropriate steps to protect personal data from loss, misuse and unauthorized access, disclosure, alteration or destruction, whether in transmission or storage. Please keep in mind, however, that there is no such thing as perfect security, and no Internet transmission is ever completely secure or error-free. Moreover, you are responsible for maintaining the confidentiality of any user name and password you use.

It's Your Choice: Contact Preferences; Opt-In and Opt-Out

We want to keep in touch with you in ways that you find to be beneficial. If you don't want us to use your contact information to communicate with you for promotional purposes (such as to tell you about other products and services that might be of interest or to offer coupons/discounts), please tell us that when you provide your contact information. You can also let us know your preference later by contacting us as specified in the "Contact Us" section below, by accessing your account via our site (if applicable) or by following the instructions in various communications that we may send you. Keep in mind that these preferences regarding promotional contacts do not mean that we might not contact you for other reasons, such as those related to an order you placed, an inquiry you made, a message that a friend or acquaintance requested be delivered (such as through our tell-a-friend/invite-a-friend features), a newsletter to which you may have subscribed, a membership you undertook, an event for which you registered, a legally required notice and so on.

SMS Messaging Opt-Out

If you have participated in our general SMS correspondence campaign, you may opt-out by texting "STOP" to the short code provided in that message. Text "HELP" to the code for help or call us at the Consumer Relations number below for more assistance. Message and data rates may apply.

Your California Privacy Rights

California Do Not Track Notice: Because there are not yet common, industry accepted "do not track" standards and systems, our website does not respond to Do Not Track signals. In addition, we may allow third parties to collect personal data from your activity on our website, as described in the "Information Collection and Use" section above.

California Disclosure Information: Under California Law, California residents have the right to request in writing from businesses with which they have an established business relationship, (1) a list of the categories of personal information, such as name, address, e-mail address, and the type of services provided to the customer, that a business has disclosed to third parties (including affiliates that are separate legal entities) during the immediately preceding calendar year for the third parties' direct marketing purposes, and (2) the names and addresses of all such third parties. We will respond to such written requests within 30 days following receipt at the e-mail or mailing address specified below under "Contact Us". If we receive your request at a different e-mail or mailing address, we will respond within a reasonable period of time, but not to exceed 150 days from the date received. Please note that we are required to respond to each customer only once per calendar year.

If you are a California resident and would like to request that we do not disclose your personal data to third parties for direct marketing by such third parties, you can exercise your right to prevent such disclosures at no cost to you by clicking on <http://gallo.com/contact/ContactUs.html> and following the instructions on that page.

Access

To keep personal data provided by you accurate, current and complete, please contact us as specified

in the "Contact Us" section. We can then take appropriate steps to update or correct such information in our possession or to delete your information from our contact list.

Contact Us

If you have questions or concerns related to this Privacy Policy or our information practices, would like to update or correct information you have provided or would like to opt-out of promotional communications from us, please contact us as follows:

Attention: Consumer Relations
Consumer Information Center 1541 Cummins Drive
Modesto, CA 95358.
[888-922-7735](tel:888-922-7735)

Changes to This Privacy Policy

This Privacy Policy may be revised from time to time for any reason. If this Privacy Policy changes, the revised policy will include a new effective date, and we will notify you of such changes by posting the revised policy on this page. Any such changes will automatically apply to all uses of our website and collection and use of your personal data by us, on or after such effective date (until such time as this Privacy Policy is subsequently revised. If you don't want us to use your personal data according to the terms of the new policy, you can [let us know through our Contact-Us page at http://gallo.com/contact/ContactUs.html](http://gallo.com/contact/ContactUs.html). Be sure to check the Privacy Policy whenever you submit personal data or use our website. The effective date of this Privacy Policy is March 2014.

<http://gallo.com/careers/CareersatGallo.html>

Personal Information Collected and the Purposes for Which it is Used

In this area of our website, you can apply for a position at Gallo, its subsidiaries and affiliates. When you apply for a position through our website we collect personal data and information about you, as listed below. This information is used by us for human resource purposes and to track and verify compliance with applicable laws, agreements and policies. We may disclose personal data and information to our subsidiaries and affiliates. We may also disclose personal data and information to third parties such as recruitment consultants or promotion partners or for the purposes of verifying information that you have provided. We will also disclose your personal data to governmental authorities, or other third-parties, when required to by law. You can request correction of inaccuracies in the information by contacting the appropriate person indicated on our website.

Should you post a resume, you will be required to provide your name, phone number and email address. The personal data collected on this portion of our website is used for the purpose of accepting and processing applications for employment at Gallo, its subsidiaries or affiliates, as applicable. We will not collect or use personal data for any purpose other than that indicated in this Section.

We may collect the following personal data and/or categories of personal information:

- Name
- Address
- Phone/Fax number
- Education and skills
- E-mail address
- Work History

By providing us with your personal data and information, you consent to the collection, use, management and disclosure of your personal data and information as described in this Privacy Policy and as set forth herein.

By submitting personal data and information, you are agreeing that we may communicate with you via email, facsimile, telephone or other means regarding our website, your use of it, and your interest in employment with Gallo, its subsidiaries or affiliates, as applicable.