

Saga Spirits Group - True Story Whiskey Website Privacy Policy

Effective Date: August 7, 2024

1. Information We Collect:

- **Personal Information:** We may collect personal information that you voluntarily provide to us, such as your name, email address, and other contact information when you interact with our website, sign up for our newsletter, or purchase merchandise.
- **Usage Data:** We may collect information about how you use our website, including your IP address, browser type, pages visited, and time spent on each page. This information is collected through cookies and similar technologies.

2. How We Use Your Information:

- **Personalization:** We may use your personal information to personalize your experience on our website and to provide you with relevant content and offers.
- **Communication:** We may use your email address to send you newsletters, promotional emails, and other information about our products and services. You can opt out of these communications at any time.
- **Analytics:** We use usage data to analyze how our website is used, to improve our website's functionality and user experience, and to measure the effectiveness of our marketing campaigns.

3. Sharing Your Information:

- **Third-Party Vendors:** We may share your personal information with third-party vendors who provide services to us, such as website hosting, email marketing, and merchandise fulfillment. These vendors are contractually obligated to protect your personal information and to use it only for the purposes for which we disclose it to them.
- **Legal Compliance:** We may disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to comply with a legal obligation, protect and defend the rights or property of Saga Spirits Group, or protect the personal safety of users of the website or the public.

4. Cookies and Similar Technologies:

- Cookies: We use cookies and similar technologies to collect usage data and to personalize your experience on our website. You can control the use of cookies through your browser settings.

5. Your Privacy Choices:

- Opt-Out: You can opt out of receiving promotional emails from us by clicking the "unsubscribe" link at the bottom of any email.
- Access and Correction: You have the right to access and correct your personal information that we hold. You can do so by contacting us using the information provided below.

6. Data Security:

We take reasonable measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

7. Children's Privacy:

Our website is not intended for anyone under the age of 21. We do not knowingly collect personal information from anyone under the age of 21. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us, and we will take steps to remove such information from our files.

8. Changes to this Privacy Policy:

We reserve the right to modify this Privacy Policy at any time. Any changes will be effective immediately upon posting the revised Privacy Policy on the website. Your continued use of the website after any changes constitutes your acceptance of the revised Privacy Policy.

9. Contact Information:

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

Saga Spirits Group 12701 Townepark Way, Suite 204

Louisville, KY 40243

Thank you for visiting truestorywhiskey.com.

