

At Ampelos Cellars, we value our customers and take issues regarding privacy very seriously. Ampelos Cellars has created this Privacy Policy to protect your personal information, and keep you informed about how information is used. Except as otherwise described in this Privacy Policy, we do not voluntarily disclose your personal information to third parties.

YOUR CALIFORNIA PRIVACY RIGHTS

California law requires us to ensure the privacy of our customers' personal information. California law also requires us to provide information to you regarding our Privacy Policy and the designated means by which you may inquire about our policy.

This Privacy Policy describes the personal information we collect about you, why we collect it, and how we use it. Our Privacy Policy also describes the choices you can make about how we collect and use your information.

For our newsletters, marketing, promotions and other information there is a feature to "unsubscribe". You may also contact us via email at info@ampeloscellars.com

If our information practices change in the future, we will post an updated Privacy Policy on our website. You can tell if the Privacy Policy has changed by checking the revision date that appears at the end of this policy.

You may exercise your choices about how we collect and use your information at any time.

Our website may be enhanced by certain third-party features such as the use of Google Analytics and Squarespace Analytics. As applicable, please refer to Google and/or Squarespace privacy policies and terms of service (and any other related policies) for specific information about your personal information may be used as you navigate through our website. This Privacy Policy does not apply to the practices of these companies or to people that Ampelos does not employ or manage. Ampelos shall have no responsibility for the use or misuse of your personal information by any third party.

1. OVERVIEW OF OUR PRIVACY POLICY.

In accordance with California Civil Code Section 1798.83, as amended from time to time, when you visit our website, make purchases, or request information from us, we may collect personal information, which, depending on the circumstances, may include such things as your name, address, electronic mail address, telephone number, business affiliation, and credit card data. We also collect this information when you post any information online with us, participate in any surveys or promotions sponsored by us, or sign up to be on our mailing list or submit a tasting room visitor request form. We may maintain a record of your interests and inquiries.

In addition, the online store and wine club signup located on our website is hosted and operated by the third party Orderport, however, all customer credit card data will be processed by a third-party credit card processor. Ampelos shall have no responsibility for the use or misuse of your personal information by the third-party processors.

2. HOW DOES AMPELOS USE MY INFORMATION?

We may use the information we collect to deliver information on our website about the products and/or services you request, to provide you with information about related products and/or services, to provide our wine club information, to fulfill your order, and to better administer and troubleshoot problems with our website.

When you request information from us, we use your information to respond to you via phone, mail or e-mail in accordance with your request. We may also use your address and e-mail address to send you information about our products, services, newsletters, events and promotions. If you participate in a promotion (online or over the phone), we may use your personal information to send you e-mails, mail, or telephone calls (including text messages) regarding our products, services and promotions. From time to time, we may use this information to contact you via e-mail, mail, or telephone to learn more about your preferences. You always have the choice not to receive marketing information mailings or calls; you just need to let us know and/or unsubscribe.

To serve you better, we may combine information you give us and information about your interests with aggregate information from third parties, including demographic information and information that is publicly available. We use that combined information to enhance and personalize your online experience with us and to communicate with you in accordance with this Privacy Policy.

3. DOES AMPELOS SHARE MY INFORMATION WITH THIRD PARTIES?

Except as provided herein, Ampelos will not share your information with third parties for marketing purposes. In accordance with third party policies, however, a third-party advertising management service (such as Google) may monitor your activity on our website. In addition, Ampelos may contract with service providers to maintain and manage our customer information, our website and our blog, to distribute our wine club information to you, to fulfill promotions, to fulfill orders, and to communicate with our customers. We do not authorize any of these service providers to make any other use of your information. Ampelos reserves the right to disclose information about you as required by law, in response to legal process and law enforcement requests, and as necessary to protect the property, interests and rights of Ampelos, its customers, principals, affiliates, and others.

4. HOW DO I OPT OUT OF RECEIVING PROMOTIONAL COMMUNICATIONS?

We want to communicate with you only if you want to hear from us. If you prefer not to receive our newsletters, marketing and promotional information from us. On the email you receive there is a option to unsubscribe – just click on that.

Unsubscribing, however, does not mean you can avoid the third party components that may be used on our website. If you would like to request a copy of this policy containing information about what we collect, please feel free to write us. In accordance with California law, we will respond in writing to your request within thirty (30) days.

5. HOW DOES AMPELOS PROTECT CHILDREN'S PRIVACY ONLINE?

Ampelos is concerned about the safety of children when they use the Internet and our website. Children (persons under the age of 21) are not eligible to use our site, and we ask that children do not post any

comments on our blog. We will never knowingly request personally identifiable information from anyone under the age of 21.

6. WHAT ARE COOKIES? HOW DOES AMPELOS USE COOKIES ON ITS WEBSITE?

A “cookie” is a small data file that websites often store on your computer’s hard drive when you visit their sites. A cookie may contain information, such as a unique user ID that websites use to track the pages of the sites you’ve visited. A cookie may also collect technical information which is not personally identifiable such as the type of Internet browser you are using, the types of computer operation system you are using, and the domain name of the website from which you linked to our website. We use cookies in connection with our website, including the online store.

We use cookies in order to improve your online experience. Through our use of cookies, we also may track and maintain the identity of the website you visited immediately prior to visiting our website. We do not otherwise track any information about your use of other websites. You can deactivate cookies by turning them off in your browser. If you turn off cookies, though, you may hinder your online experience and you may be unable to use some of the features of the website or order products.

In addition, in accordance with Google’s and Squarespace policies, they may independently employ cookies or other pieces of code such as Web beacons on our site through its advertising management system. To the extent used by these third parties, a Web beacon allows a website to count users who have visited that page or to access certain cookies. For information regarding the third party-related cookies and other coding, please consult their associated policies.

7. HOW DOES AMPELOS PROTECT AND USE CUSTOMER INFORMATION?

We are committed to protecting the security and integrity of our customer information, and we use procedures and technology designed for this purpose. For example:

- a. We limit employee access to customer information to those who have a business reason to know this information.
- b. We maintain policies and procedures covering the physical security of workplaces and records.
- c. As to the e-commerce portion of our website, we use technological means (such as backup files, virus detection software, firewalls and other computer software and hardware) to protect against unauthorized access or alterations to customer data.

8. IS MY INFORMATION SECURE?

We believe your data must be protected against loss and unauthorized access. On our e-commerce pages, we use procedural and technical safeguards to protect your personal information against loss or theft as well as unauthorized access and disclosure to protect your privacy, including encryption, tokens, firewalls and Secured Socket Layer (SSL) encryption technology. SSL technology, an industry standard, is designed to prevent someone other than the operators of our website and third-party credit card processor from capturing and viewing your personal information. While Ampelos employs many different security techniques to protect such data from unauthorized access, perfect security does not exist on the Internet and Ampelos does not ensure or guarantee the security of any information you transmit to us or the accuracy of any information displayed on our website.

9. WHAT ABOUT LINKS TO OTHER WEBSITES AND SERVICES?

Ampelos website may contain links to other sites beyond Ampelos control. Ampelos is not responsible for the content or practices of any linked websites, and we provide these links solely for the convenience and information of our visitors. Ampelos does not control the privacy policies or practices of these websites. This Privacy Policy does not cover the collection of information by those other companies and/or websites. Although we encourage third parties to provide their own privacy policies, Ampelos is not responsible and shall not be liable for their activities, such as how they handle the information they collect online. You should review those policies before providing any personal information.

10. UPDATES TO OUR PRIVACY POLICY. GOVERNING LAW; LIMITATION OF DAMAGES; ENTIRE AGREEMENT.

We may amend this Privacy Policy at any time by posting the amended terms on our website. All amended terms shall automatically be effective thirty (30) days after they are initially posted on the site.

This Privacy Policy is governed by the laws of the State of California. Venue for any dispute arising under this Privacy Policy shall be in the courts in and for Santa Barbara County, California. To the extent you may maintain any claims for liability against Ampelos arising from a potential violation of this Privacy Policy or to the misuse of your personal information, you agree that your recovery for damages is expressly limited to those provided in California Civil Code Section 1798.84, as may be amended from time to time. This Privacy Policy together with Ampelos Policies constitute the entire agreement between you and Ampelos regarding the use of Ampelos website.

Effective Date: March 1, 2021