

Milo's Tea Company, Inc.'s Privacy Policy

Milo's Tea Company, Inc. ("Milo's" or "we" or "us") is committed to protecting the privacy of our customers. Milo's provides this policy (the "Privacy Policy") so that you will understand what information we collect when you visit the Sites and how we will use that information. This Privacy Policy applies to information collected by Milos through our websites (www.drinkmilos.com and www.milostea.com) and through branded pages on third party platforms such as Facebook, Twitter and LinkedIn (together, the "Sites").

By using the Sites and submitting information to us, you agree to the terms of this Privacy Policy.

WHAT INFORMATION IS COLLECTED?

Milo's only collects personally identifiable information, such as your first and last name, mailing address, email address, and phone number, when you voluntarily submit it. For example, personally identifiable information will be requested from you when you request certain merchandise be carried by your local retailer, when you purchase merchandise from the Sites, or when you provide feedback to us via the Sites. We use this information to process your requests and provide you with the desired information, and we may at times provide you with other related information about our business. Milo's may also use your personally identifiable information to notify you about new Milo's products and/or to notify you of new or upcoming promotions and events we are sponsoring. We retain the information for as long as it is needed for the purpose it was collected.

In addition to your personally identifiable information, Milo's also gathers tracking information such as your IP address, operating system, browser type, the websites you were visiting before coming to our Sites, the pages of our Sites that you visit, and how long you visit each page. If you access our Sites from a mobile device, we will collect information about the mobile device you are using. We do not collect any personally identifiable information from you in this manner. We use the non-personally identifiable information to better serve you by continually improving our product offerings and the content of our Sites.

HOW IS THE INFORMATION USED?

Except as specified in this Privacy Policy, Milo's will not sell, trade, lend or otherwise voluntarily disclose your personally identifiable information. Milos may share your personally identifiable information with third parties to assist in the administration of our Sites or the services offered through the Sites; to Milo's financial and legal advisors; to others as required by law; or for purposes identified from time to time and consented to by you. Where personal information is shared with service providers for administrative purposes, we contractually require the service provider to respect this Privacy Policy. Notwithstanding any other provision in this Privacy Policy, in the event someone seeks to buy or acquire Milo's or substantially all of its assets, information about you and your use of the Sites will likely be one of the assets acquired and information may be disclosed to a potential purchaser or the purchaser.

We may share with third parties aggregated or de-identified data such as statistics about our customers and their use of or preference for Milo's beverages. If you post a comment or other information on the Sites, you should remember that the posting will be publicly available.

MOBILE MESSAGING

We may make available a service through which you can receive text and other types of messages from Milo's on your wireless or mobile device ("Mobile Notifications"). If you subscribe to our Mobile Notifications, you agree to receive such messages from Milo's at the address or mobile number you provide for that purpose. You may opt out of such messages at any time by contacting us at ConsumerService@drinkmilos.com.

You understand that your wireless carrier's standard rates apply to these messages. You represent that you are the owner or authorized user of the wireless device you use to sign up for the Mobile Notifications, and that you are authorized to approve the applicable charges. In addition to meeting certain age restrictions and any other terms and conditions associated with the Mobile Notifications, you may be required to register personal information such as your name, text message, wireless address or mobile phone number. We may also obtain the date, time and content of your messages in the course of your use of the Mobile Notifications. We will use the information we obtain in connection with our Mobile Notifications in accordance with this Privacy Policy. Please keep in mind that your wireless carrier and other service providers may also collect data about your wireless device usage, and their practices are governed by their own policies.

You acknowledge and agree that the Mobile Notifications is provided via wireless systems which use radios and other mechanisms to transmit communications over complex networks. We do not guarantee that your use of the Mobile Notifications will be private or secure, and we are not liable to you for any lack of privacy or security you may experience. You are fully responsible for taking precautions and providing security measures best suited for your situation and intended use of the Mobile Notifications.

UPDATING YOUR PERSONALLY IDENTIFIABLE INFORMATION:

You may ask us to change or update your personally identifiable information at any time by emailing us at ConsumerService@drinkmilos.com.

USE OF COOKIES:

"Cookies" are pieces of information that a website places on a user's hard drive for record-keeping purposes and help to personalize your experience with the Sites. Cookies allow the Sites to remember important information that will make your use of the Sites more convenient, but they cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you. Personally identifiable information may at times be associated with a cookie file. You may use the options in your web browser to block the use of cookies or to notify you when cookies are received, however, if you disable all cookies you may not be able to take advantage of all of the features of the Sites.

HOW IS THE INFORMATION SECURED?

We employ security safeguards and recognized industry standards to protect your personally identifiable information from unauthorized use, modification or disclosure. While we employ such safeguards, no method of electronic transmission of data is 100% secure, and we cannot guarantee that your data is completely secure at all times.

SURVEYS:

We may at times ask you to complete surveys about our Sites or our products. We use information from surveys to better understand the preferences of our customers. If we do request contact information for follow-up, you may decline to provide such information. Personally identifiable information that is provided by survey respondents is shared only with

those people who need to see it to respond to the question or request or with third parties who perform data management services for us. Those third party service providers assisting us with surveys are contractually required to protect the confidentiality of such data.

LINKS TO OTHER SITES:

We may offer links to other Sites that are not operated by Milo's. If you visit one of these linked Sites, you should review its privacy and other policies. We are not responsible for the policies and practices of other companies, and any information you submit to those companies is subject to their privacy policies.

WHAT IS THE POLICY REGARDING CHILDREN?

Milo's does not specifically solicit or collect information about children, but we are concerned about the safety of children and their use of the Internet. We will not knowingly request or solicit personally identifiable information from anyone under the age of 13 without prior verifiable parental consent. If you are under 13, do not submit any personal information to the Sites. In the event that we receive actual knowledge that Milo's has collected such personally identifiable information from a child under 13 without the requisites and verifiable parental consent, we will delete that information from our database as quickly as is practical.

THIRD PARTY HOSTING:

Milo's contracts with one or more third parties to maintain and host the Sites. Therefore, any information you submit, including personally identifiable information, will be placed and stored on a computer server maintained by this third party. Your use of the Sites and any provision of personally identifiable information you submit to the Sites constitutes your acknowledgement that such information or content could pass through and may be stored in servers outside the control of Milo's. You agree that Milo's has no liability or responsibility for any such pass through or storage of the same. **[is any of your data store outside the country?]**

CHANGES TO THIS PRIVACY STATEMENT:

Milo's reserves the right to change this Privacy Policy at any time and will post all changes at this location. All changes will apply from the effective date forward, and will not be retroactive. If you have any questions or concerns about this Policy, please contact us at ConsumerService@drinkmilos.com.

CALIFORNIA PRIVACY RIGHTS:

Under California Civil Code Section 1798.83, California customers are entitled to request information relating to whether a business has disclosed personal information to any third parties for the third parties' direct marketing purposes. Milo's will not sell your personal information to third parties for their direct marketing purposes without your consent and will only transfer or share your personally identifiable information as stated in this Privacy Policy. California customers who wish to request further information about our compliance with this statute or who have questions more generally about our Privacy Policy and our privacy commitments to our customers should contact us as provided below.

WHO CAN I CONTACT IF I HAVE ADDITIONAL QUESTIONS?

If you have any questions about our Privacy Policy please contact us at :

Milo's Tea Company, Inc.
Consumer Service Department
3112 Dublin Lane
Bessemer, AL 35022
ConsumerService@drinkmilos.com