

PRIVACY NOTICE FOR CALIFORNIA RESIDENTS

This Privacy Notice for California Residents describes how New Belgium Brewing Company, Inc. and Bell's Brewery (a division of New Belgium and together "New Belgium" or "we" or "us") collect and process personal information about our customers who reside in California when providing services to you through our websites (newbelgium.com; bellsbeer.com; voodooranger.com; fattire.com; drinklightstrike.com; and kirinusa.com (collectively, the "Websites")), applications, products, and services (our "Services"). The California Consumer Privacy Act ("CCPA") requires us to provide our California consumers with a privacy notice that contains a comprehensive description of our online and offline practices regarding our collection, use, sale, and sharing of their personal information, along with a description of the rights they have regarding their personal information. This Privacy Notice, along with the information contained in the [New Belgium Privacy Policy](#), provides the information the CCPA requires, together with other useful information regarding our collection and use of personal information. Any terms defined in the CCPA have the same meaning when used in this policy.

This Privacy Notice does not apply to our collection and use of personal information in an employment capacity. Employees, job applicants, contractors, interns, or other workers seeking more information of our employment-related personal information policies and practices should see the [New Belgium Recruitment and Hiring Privacy Statement](#).

This Privacy Notice does not apply to our collection and use of personal information from residents outside of California. Consumers residing in other locations should refer to the [New Belgium Privacy Policy](#).

Personal Information Collected

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household ("personal information"). Personal information does not include:

- Publicly available information, including from government records, through widely distributed media, or that the consumer made publicly available without restricting it to a specific audience.
- Lawfully obtained, truthful information that is a matter of public concern.
- Deidentified or aggregated consumer information.
- Information excluded from the CCPA's scope, like:
 - health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA), clinical trial data, or other qualifying research data; or
 - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA), California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act.

Personal Information Categories Chart

The chart below identifies which categories of personal information we collected from our consumers within the last 12 months.

CATEGORY	EXAMPLES	COLLECTED (YES/NO)
A. Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name,	YES

	Social Security number, driver's license number, passport number, or other similar identifiers.	
B. Personal information categories listed in the California Customer Records Statute (Cal.Civ. Code § 1798.80(e))(“California Customer Records”)	<p>A name, signature, Social Security number, physical characteristics or description, photograph, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, membership in professional organizations, professional licenses and certifications, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.</p> <p>Some personal information included in this category may overlap with other categories.</p>	YES
C. Protected classification characteristics under California or federal law (“Protected Classes”)	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, reproductive health decision making, military and veteran status, genetic information (including familial genetic information).	YES
D. Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity	Activity on our websites, mobile apps, or other digital systems, such as internet browsing history, search history, system usage, electronic communications with us, <u>postings on our social media sites</u> .	YES
G. Geolocation data	Physical location or movements, such as the time and physical location related to use of our internet websites, applications, or devices, and GPS location data from mobile devices of consumers who visit our websites or use our mobile apps.	YES
H. Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information, <u>including customer service call monitoring and video surveillance</u> .	YES
I. Professional or employment-related information	Current or past job history or performance evaluations.	NO
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99))(“FERPA Information”)	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	NO

K. Inferences drawn from other personal information	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES
L. Sensitive personal information	Further identified in chart below.	YES

Sensitive Personal Information Categories Chart

Sensitive personal information is a subtype of personal information. Importantly, the CCPA only treats this information as sensitive personal information if collected or used to infer characteristics about a consumer, which refers to the practice of analyzing data to derive insights or assumptions about a consumer's traits, behaviors, or preferences. New Belgium does collect some sensitive personal information from consumers, as outlined in the chart below, only some of which is collected or used to infer characteristics about consumers.

SENSITIVE PERSONAL INFORMATION CATEGORY	COLLECTED BY NEW BELGIUM	COLLECTED TO INFER CONSUMER CHARACTERISTICS (YES/NO)
Government identifiers, such as your Social Security number (SSN), driver's license, state identification card, or passport number	YES	NO
Precise geolocation, such as visits to our on-premises location or when visiting websites or using mobile applications	YES	YES

Sources of Personal Information

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you
- Automatically through our Services
- From business partners and our service providers
- From mobile alerts or automated texts (SMS)

Please refer to ***How We Collect Your Personal Information and Other Data*** in the [New Belgium Privacy Policy](#) for additional information.

Use of Personal Information

Personal Information Collection, Use, and Disclosure Purposes

In addition to those reasons outlined in ***How We Use Your Information*** in the [New Belgium Privacy Policy](#), we may use and disclose personal information we collect to advance New Belgium's business and commercial purposes, specifically to:

- Develop, offer, and provide you with our products and Services.
- Meet our obligations and enforce our rights arising from any contracts with you, including for billing or collections, or to comply with legal requirements.
- Fulfil the purposes for which you provided your personal information or that were described to you at collection, and as the CCPA otherwise permits.

- Improve our products or Services, marketing, or customer relationships and experiences.
- Notify you about changes to our products or Services.
- Administer our systems and conduct internal operations, including for troubleshooting, data analysis, testing, research, statistical, and survey purposes.
- Enable your participation in our websites' or mobile apps' interactive, social media, or other similar features.
- Protect New Belgium, our employees, or our operations.
- Measure or understand the effectiveness of the advertising we serve to you and others, and to deliver relevant advertising to you.
- Make suggestions and recommendations to you and other consumers about our products or Services that may interest you or them.
- Manage your consumer relationship with us, including for:
 - online account creation, maintenance, and security
 - reaching you, when needed, about your account
- Perform data analytics and benchmarking
- Administer and maintain New Belgium's systems and operations, including for safety purposes.
- Engage in corporate transactions requiring review of consumer records, such as for evaluating potential mergers and acquisitions.
- Comply with all applicable laws and regulations.
- Exercise or defend the legal rights of New Belgium and its employees, affiliates, customers, contractors, and agents.
- Respond to law enforcement requests and as required by applicable law or court order.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

Sensitive Personal Information Use and Disclosure Purposes

We will only use or disclose sensitive personal information collected for the following statutorily approved reasons (**Permitted SPI Purposes**):

- Performing actions that are necessary for our consumer relationship and that an average consumer in a relationship with us would reasonably expect.
- Preventing, detecting, and investigating security incidents that compromise the availability, authenticity, integrity, or confidentiality of stored or transmitted personal information.
- Defending against and prosecuting those responsible for malicious, deceptive, fraudulent, or illegal actions directed at New Belgium.
- Ensuring physical safety.
- Short-term, transient use, such as non-personalized advertising shown as part of your current interactions with us, where we do not:
 - disclose the sensitive personal information to another third party; or

- use it to build a profile about you or otherwise alter your experience outside your current interaction with the Company.
- Services performed for New Belgium, including maintaining or servicing accounts, processing or fulfilling transactions, verifying consumer information, processing payments, or providing financing, analytic services, storage, or similar services for New Belgium.
- Activities required to:
 - Verify age; or
 - Verify or maintain the quality or safety of a product or Service
- Collecting or processing sensitive personal information that we do not use for the purpose of inferring characteristics about a consumer.

We do not use or disclose sensitive personal information for purposes other than the Permitted SPI Purposes.

Additional Categories or Other Purposes

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice. If required by law, we will also seek your consent before using your personal information for a new or unrelated purpose.

We may collect, process, and disclose aggregated or deidentified consumer information for any purpose, without restriction. When we collect, process, or disclose aggregated or deidentified consumer information, we will maintain and use it in deidentified form and will not attempt to reidentify the information, except to determine whether our deidentification processes satisfies any applicable legal requirements.

Disclosing, Selling, or Sharing Personal Information

Business Purpose Disclosures

We may disclose the personal information we collect, including sensitive personal information, to third parties for the business purposes described in the **Personal Information Collection, Use, and Disclosure Purposes** section and in the table below, such as to engage third parties to support our Services. For example, we may disclose information from your visits to the Company's website to a cybersecurity consultant to help secure the website, your address to our shipping carrier to deliver your order, etc.

We only make these business purpose disclosures under written contracts that describe the purposes, require the recipient to keep the personal information confidential, prohibit using the disclosed information for any purpose except performing the contract, and meet the CCPA's other contract requirements for engaging service providers or contractors.

The chart below identifies the categories of entities to whom we have disclosed our consumers' personal information for a business purpose over the preceding 12 months, along with the personal information categories disclosed and the disclosure's business purposes.

Category of Business Purpose Disclosure Recipients	Personal Information Categories Disclosed	Sensitive Personal Information Categories Disclosed	Business Purpose Disclosures

Provision of Services Service Providers	A. Identifiers. B. California Customer Records. D. Commercial information. F. Internet or other similar network activity G. Geolocation data H. Sensory data K. Inferences	Government Identifiers Precise Geolocation	To provide you the Services
Order Fulfillment Shipping Providers	A. Identifiers. B. California Customer Records. D. Commercial information.	Government Identifiers Precise Geolocation	To deliver products you purchased from us, including those that require supplier validate age for delivery.
Marketing and Advertising Service Providers	A. Identifiers. B. California Customer Records. F. Internet or other similar network activity G. Geolocation data H. Sensory data K. Inferences	Precise Geolocation	To promote and improve our Services, for internal research and analytics.
Customer Service Support Providers	A. Identifiers. B. California Customer Records. D. Commercial Information. F. Internet or other similar network activity G. Geolocation data H. Sensory data K. Inferences	Precise Geolocation	To support customers with using our products and Services, including online account management, troubleshooting, security detection/fraud, illegal activity protection.

Selling or Sharing Personal Information

We do not sell your personal information, including sensitive personal information, to third parties and have not sold it in the preceding 12 months. We may share your personal information with third parties for cross-context behavioral advertising purposes and have shared your personal information in the preceding 12 months. The chart below identifies the categories of third parties to whom New Belgium has shared consumers' personal information for cross-context behavioral advertising purposes of the preceding 12 months, along with the personal information categories shared and the business or commercial purposes for sharing that information.

Category of Third Parties We Shared Personal Data With	Personal Information Shared	Sensitive Personal Information Shared	Commercial or Business Purpose
Marketing Partners	A. Identifiers.	None	To gain insights on product, Services, and

	B. California Customer Records. D. Commercial information. F. Internet or other similar network activity G. Geolocation data H. Sensory data K. Inferences		market strategies to drive New Belgium business.
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Retention of Your Personal Data

Your personal data will be stored in accordance with applicable laws and kept as long as needed to carry out the purposes described in this Privacy Statement. New Belgium may retain your data longer with your consent or for a legitimate business interest where we have assessed the business benefit and confirmed that this is not outweighed by your personal rights and freedoms.

Your Rights and Choices

If you are a California resident, the CCPA grants you the following rights regarding your personal information:

Right to Know and Data Portability Requests

You have the right to request that we disclose certain information to you about our collection and use of your personal information (the “**right to know**”), including the specific pieces of personal information we have collected about you (a “**data portability request**”). Our response will cover the 12-month period preceding the request, although we will honor requests to cover a longer period, unless doing so would be impossible or involves disproportionate effort. You may exercise your right to know **twice** within any 12-month period. Once we receive your request and confirm your identity, we will disclose to you:

- The categories of:
 - personal information we collected about you; and
 - sources from which we collected your personal information.
- The business or commercial purpose for collecting your personal information and, if applicable, selling or sharing your personal information.
- If applicable, the categories of persons, including third parties, to whom we disclosed your personal information, including separate disclosures identifying the categories of your personal information that we:
 - disclosed for a business purpose to each category of persons; and
 - sold or shared to each category of third parties.
- When your right to know submission includes a data portability request, a copy of your personal information subject to any permitted redactions.

Right to Delete and Right to Correct

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions and limitations (the “**right to delete**”). Once we receive your request and confirm your identity, we will delete your personal information from our systems unless an exception allows us to retain it. We will also notify our service providers to take appropriate action.

You also have the right to request correction of personal information we maintain about you that you believe is inaccurate (the "**right to correct**"). We may require you to provide documentation, if needed, to confirm your identity and support your claim that the information is inaccurate. Unless an exception applies, we will correct personal information that our review determines is inaccurate and notify our service providers to take appropriate action.

Right to Limit Sensitive Personal Information Use and Disclosure to Permitted SPI Purposes

You have a right to ask businesses that use or disclose your sensitive personal information to limit those actions to just the CCPA's Permitted SPI Purposes (the "**right to limit**"). As we do not use or disclose sensitive personal information beyond the CCPA's Permitted SPI Purposes, we do not currently provide this consumer right.

Personal Information Sales or Sharing Opt-Out and Opt-In Rights

You have the right to request that businesses stop sharing your personal information at any time (the "**right to opt-out**"), including through a user-enabled opt-out preference signal. Some browsers and browser extensions support the Global Privacy Control ("GPC") that can send a signal to process your request to opt out from certain types of data processing. When we detect such a signal, we will make reasonable efforts to respect your choices indicated by a GPC setting as required by applicable law.

Right to Non-Discrimination

You have the right not to be discriminated or retaliated against for exercising any of your privacy rights under the CCPA.

How to Exercise Your Rights

Exercising the Rights to Know, Delete, or Correct

To exercise your rights to know, data portability, delete, or correct described above, please submit a verifiable request by either:

- Calling us Toll Free at (844) 977-1301;
- Visit [CCPA Request Form](#)

Please describe your request with sufficient detail so we can properly understand, evaluate, and respond to it. You or your authorized agent only may submit a request to know, including for data portability, twice within a 12-month period.

Exercising the Right to Opt-Out by:

You can opt-out by sending us an email stating your request to contract@newbelgium.com. If we have sent you a promotional email or text, you may click UNSUBSCRIBE at the bottom of the email to be omitted from future email distributions or text STOP to the number you received a text message from. Opt-out does not apply to information provided to us as a result of a product purchase, product service experience, or other transaction.

Verification Process and Authorized Agents

Only you, or someone legally authorized to act on your behalf, may make a request to know, delete, or correct related to your personal information. We may request specific information from you or your authorized representative to confirm your or their identity before we can process your right to know, delete, or correct your personal information. We cannot respond to your request to know, delete, or correct if we cannot verify your identity or authority to make the request and confirm the personal information relating

to you. We will only use personal information provided in the request to verify the requestor's identity or authority to make the request.

For requests opt-out, we ask for the information necessary to complete the request, which may include, for example, the consumer's name, email address, or phone number.

Responding to Your Requests to Know, Delete, or Correct

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please contact contact@newbelgium.com or by calling our main line, (970) 221-0524.

We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing. Our substantive response will tell you whether or not we have complied with your request. If we cannot comply with your request in whole or in part, we will explain the reason, subject to any legal or regulatory restrictions. Applicable law may allow or require us to refuse to provide you with access to some or all of the personal information that we hold about you, or we may have destroyed, deleted, or made your personal information anonymous in compliance with our record retention policies and obligations.

Any disclosures we provide will only cover the 12-month period preceding our receipt of your request, unless you have rested a longer disclosure prior (unless providing the longer timeframe would be impossible or involves disproportionate effort).

For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Response and Timing on Rights to Opt-Out

In response to your request to opt-out, we will process your request, as soon as feasibly possible, but no later than 15 business days from the date we receive the request. We will only use personal information provided from your request to comply with the request. Please note that you can opt back in at any time.

How We Protect Your Personal Data

We use commercially reasonable administrative, physical, and technical measures designed to protect your personal data from accidental loss or destruction and from unauthorized access, use, alteration, and disclosure. However, no website, mobile application, system, electronic storage, or online service is completely secure, and we cannot guarantee the security of your personal data transmitted to, through, using, or in connection with the Services. In particular, e-mail, texts, and chats sent to or from the Services may not be secure, and you should carefully decide what information you send to us via such communications channels. Any transmission of personal data is at your own risk.

The safety and security of your information also depends on you. You are responsible for taking steps to protect your personal data against unauthorized use, disclosure, and access.

Changes to Our Privacy Notice

We reserve the right to update this Privacy Notice at our discretion and at any time. When we make changes to this Privacy Notice, we will post the updates on the Websites and update the notice's effective date. **Your**

continued use of our Website following the posting of changes constitutes your acceptance of such changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, or if you need to access this policy in an alternative format due to having a disability, contact us at contact@newbelgium.com or call our main line, (970) 221-0524.

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