

# Privacy Policy

Last updated: February 5, 2017

Beers Enterprises, LLC, its affiliates and subsidiaries (collectively, "THE SWITCH", "us", "we", or "our") operate the website [www.theswitch.tv](http://www.theswitch.tv) (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information (as defined below) received from users of the Site via any device now known or hereinafter invented, including, but not limited to, personal computers, tablets and cellphones. We use your Personal Information solely for improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

## Information Collection and Use

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to, your name, email and mailing address ("Personal Information"). We do not collect information through online tracking and/or advertising on our Site. Nevertheless, our newsletter places a cookie to give us information on whether the email containing our newsletter was opened and/or forwarded, if the email was viewed on a cellphone or desktop computer, if the user unsubscribed from receipt of the newsletter and the name and email address of our newsletter recipients.

THE SWITCH acts as a data controller of any information the user supplies to us through the newsletter request button on the home page of our Site. Further, unless prohibited by applicable regulations, any and all affiliates now known or hereinafter incorporated into our structure will have access to your information in order to send you our newsletter (if requested) and notices of changes to our services or legal documents on our Site. While our affiliates will have access to your Personal Information, we only share said information with third parties in order for them to provide services to us, such as sending a newsletter. Said third parties will only use your Personal Information pursuant to the services we request or if compelled by any regulatory framework.

## Changing the Information We Collect About You

Pursuant to any law controlling your usage on this Site, you have the ability to change what information we hold about you and the content of the same, change your right to continue or discontinue your receipt of our newsletter following the unsubscribe process included in the emails, and inform us if we can share your information with other companies to receive sales or marketing material. If you choose to access and/or change your information, please contact [legal@theswitch.tv](mailto:legal@theswitch.tv) whereby we will timely respond to your request.

Any information we hold about you will be used to properly provide the services and/or communications you have requested, including our newsletter, or to reply to any legal requests.

## Log Data

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). This Log Data may include information such as the region where you accessed our Site, whereby an internal log is retained for debugging purposes. However, there is no personally identifiable information which is collected through Log Data. We do not use third party services to collect, monitor or analyze our data.

## Communications

We may use the Personal Information you have provided on our Site to contact you with newsletters, marketing or promotional materials and other information that may pertain to us. Our third party provider is able to provide us

information on whether an email was opened and/or forwarded, if you unsubscribed from our newsletter, if our email was opened on a personal computer or mobile phone, if you clicked on any of the links provided in the email and if the email bounced.

## **Cookies**

Cookies are files with small amounts of data which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. We use "cookies" solely for functionality and strictly as needed, but they are not set to track your experience throughout the site. You may instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site. For further information, please view our Cookies Policy.

## **Social Media Widgets**

We provide links to certain social media sites ("Social Sites"), such as Facebook, LinkedIn and Twitter. THE SWITCH directs users directly to our corresponding pages on the Social Sites, but does not collect any information with respect to that action. We are not responsible for any information which might be collected once a user reaches these Social Sites and thus encourage users to read their respective privacy policies accordingly.

## **Security**

The security of your Personal Information is important to us but no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **Disclaimer**

Disclosures of Personal Information may occur in the following events:

- You have consented to us sharing the Personal Information
- We have become part of a reorganization with another company including merger and/or acquisition
- We, in our sole discretion, believe disclosure of Personal Information is required to protect THE SWITCH, such as in cases of fraud or as a safety measure, or if we are compelled to by law or any other regulatory framework

The information contained on the Site is for general information purposes only. We assume no responsibility for errors or omissions in the content on the Site. In no event shall we be liable for any special, direct, indirect, consequential, or incidental damages or any damages whatsoever, whether in an action of contract, negligence or other tort, arising out of or in connection with the use of the Site or the contents of the Site.

THE SWITCH reserves the right to make additions, deletions, or modification to the content of the Site at any time without prior notice. We do not warrant that the Site is free of viruses or other harmful components.

## **External Links Disclaimer**

Our Site may contain links to external websites that are not provided or maintained by or in any way affiliated with THE SWITCH. Please note that we do not guarantee the accuracy, relevance, timeliness, or completeness of any information on these external websites. We suggest that you read their privacy policies for information on how and what Personal Information is handled by them.

## **Changes to this Privacy Policy**

This Privacy Policy is effective as of the date indicated above. Any changes to this Privacy Policy will be effective immediately after being posted on this page. We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Site after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy. If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us or by placing a prominent notice on our Site.

## **Notice for California Residents**

California Civil Code Section 1798.83 allows residents of the State of California to ask for disclosures of personal information from subsidiaries or affiliated companies of THE SWITCH relating to their direct marketing endeavors. If the above is of interest to you and you qualify for said request, please contact us by any of the following methods:

- Email: [legal@theswitch.tv](mailto:legal@theswitch.tv)
- Fax: 508.420.3779
- Mail: Beers Enterprises, LLC, 683 Main St., Suite A-2, Osterville, MA 02655, Attention: General Counsel

## **Contact Us**

If you have any comments or questions about this Privacy Policy, please contact us at [legal@theswitch.tv](mailto:legal@theswitch.tv).

## **Miscellaneous**

Our Terms and Conditions control how you can use this Site. Terms which do not have an assigned meaning in this Privacy Policy shall have the same meaning as in our Terms and Conditions.

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