

## **Privacy Policy**

ROCKETFIZZ.com (“Rocket Fizz” “us,” “we”) is firmly committed to respecting the privacy of our web site and mobile web site visitors and promotional entrants. We appreciate your interest and participation in our promotions, newsletters, company and we value your personal privacy. We respect the personal nature of the information that you provide to us (collectively referred to herein as your “Personal Information”) and acknowledge the importance of protecting this information. By entering into one of our sweepstakes promotions, or newsletter lists, you are accepting the practices described in this Privacy Policy. The following Privacy Policy explains how your Personal Information will be treated. Please check back periodically, as these policies may change from time to time; however, our fundamental commitment to protecting user privacy will not change.

### **No Registration Required**

Site visitors may view our site anonymously and without user registration. Your personal information is required in order to enter any of ROCKET FIZZ Sweepstakes, Contests, Newsletter lists and Promotions as set forth below.

### **Minors; COPPA Compliance**

We do not knowingly market to or solicit information from persons under 13. We do not knowingly collect, solicit or store Personal Information, even in aggregate, from anyone under the age of 13 or knowingly allow such persons to enter our promotions. If you are under 13, please do not attempt to register on our site or send any information about yourself to us, including your name, address, telephone number, or email address. In the event that we learn that we have collected Personal Information from a person under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from or about a minor under 13, please contact us at [privacypolicy@ROCKETFIZZ.com](mailto:privacypolicy@ROCKETFIZZ.com). If you are over the age of 13 and under the age of 18 we will require authorization from a Parent or Legal guardian to enter OR win one of our Sweepstakes, Contest, Promotions, Newsletters and/or online clubs.

### **Notice to California Residents/Your California Privacy Rights**

California residents are entitled once a year to request and obtain certain information regarding our disclosure, if any, of Personal Information to third parties for their direct marketing purposes during the immediately prior calendar year (e.g., requests made in 2015 will receive information about 2014 sharing activities). ROCKET FIZZ DOES NOT SHARE ANY PERSONAL DATA WITH THIRD PARTIES FOR THE PURPOSE OF THEIR DIRECT MARKETING. As set forth in this Privacy Policy, we comply with this law by offering our visitors, in lieu of providing such information, the ability to tell us not to share your personally identifiable information with third parties for their direct marketing purposes. To make such a request, consistently exercise your opt-out choice

whenever you provide Personal Information to us or send us a message as explained below in the Actions You Can Take section of this Privacy Policy.

### **Sweepstakes, Contests and Promotions**

If you choose to enter a contest, sweepstakes or promotion (each, a “Promotion”) offered on ROCKETFIZZ.com, we will require you to enter your Personal Information including your legal name, gender, a valid email address, your resident city, state, zip code and your birthdate. Your Personal Information shall be used solely in connection with the administration of the specific Promotion that you enter and thereafter will be deleted from our database. As a function of administering a Promotion, the winners Personal Information may be disclosed to third parties in connection with such Promotion, including without limitation, for purposes of fulfilling your prize or including your name on a winners list. Also, by entering a Promotion, we may require you to consent to the use of your Personal Information or other information, such as name, voice or likeness, in advertising, promotional and marketing materials. A LINK TO SPECIFIC RULES WILL BE POSTED FOR EACH CONTEST, SWEEPSTAKES, PROMOTION OR NEWSLETTER. *We will not disclose your Personal Information to third parties for their direct marketing.*

### **Site Visit Information**

We gather aggregate site visitor information and usage data via services such as Google Analytics. The analytics provides the number of site visitors, the visitors’ duration of visit, number of pages viewed and location by state, etc. We use this information on an aggregate, anonymous basis, to improve site content, enhance the site and our services. We also may disclose aggregated information to third parties. When we do present such aggregated site activity to third parties, no one will be able to personally identify you or contact you.

### **Actions You Can Take**

If you would like to change or update your current data (e.g., your e-mail address) in a current contest entrant database or remove yourself as an entrant in any of our Promotions, e-mail [privacypolicy@ROCKETFIZZ.com](mailto:privacypolicy@ROCKETFIZZ.com) and we’ll take quick action.

### **Links**

Our site may contain links to other sites, such as those of our promotional clients. We provide these links solely as a convenience to our visitors. Please be aware that we are not responsible for the content or privacy practices of such other sites, including the accuracy, completeness, reliability or suitability of the information. We encourage our visitors to be aware when they leave our site and strongly recommend that you read the privacy policies of such other sites, as such other sites may collect information about you. This Privacy Policy applies solely to information collected by ROCKETFIZZ.com. ROCKET FIZZ does not endorse or sponsor other web sites (“Other Sites”), is not responsible for the privacy practices or the content of Other Sites, expressly disclaims any

statements or assertions made on such Other Sites, and denies all liability associated with your use of, and the content on, such Other Sites. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through Other Sites. We encourage you to read the privacy policies of each and every website that you visit.

### **Cookies**

Cookies are pieces of information stored directly on the computer that you are using. Cookies will not damage your computer or read information from your hard drive. Cookies can contain a variety of information, such as a simple count of how often you visit a web site or information that allows the customization of a web site for your use. We do not store any personal information in our cookies, and our cookies are not linked to any personal information stored in our database. However, you can disable the use of cookies on your computer by changing the preferences of your web browser. This Privacy Policy does not cover the use of cookies or other tracking technologies utilized by Other Sites whose links may be found within the [ROCKETFIZZ.com](http://ROCKETFIZZ.com) web site.

### **Revisions**

We reserve the right to change our Privacy Policy at any time. If we make changes, we will post them and will indicate the Policy's new effective date. The changes will then immediately be effective as of the posted date of the revision. Your continued use of our web site constitutes your consent to the revised Privacy Policy.

**Security of Data.** ROCKET FIZZ would like to assure its customers and visitors that it has taken appropriate measures to ensure that any collected personally identifiable information has been stored securely and will continue to be secure in the future. We have taken steps such as limiting the people with physical access to our servers as well as including electronic security systems and passwords to protect against unauthorized access.

**Franchising Opportunities.** In order to facilitate franchising opportunities we need to collect your personal information as well as your financial and business information from the Franchising link on our website. We may disclose your personal information to third parties as part of our consideration in the franchising process. However, we will not willfully disclose your information to third parties that are not part of our franchise consideration process, and any third party that receives a disclosure of your information may not use the information for their own purposes. ROCKET FIZZ realizes that the information contained on the ROCKET FIZZ Request for Consideration Form contains sensitive information and will act accordingly to safeguard your information. However, when you express an interest in obtaining a franchise agreement with ROCKET FIZZ, we may internally use your personal information to send you offers of other opportunities that may interest you. If you would rather not receive information of these offers, please contact us.

**Miscellaneous.** We reserve the right to disclose your personally identifiable information as required by law and when we believe that the disclosure is necessary to protect you, our rights, and/or to comply with a judicial proceeding, court order, or other legal process served on us.

**Contact Us**

Any and all questions regarding this Privacy Policy should be directed to [privacypolicy@ROCKETFIZZ.com](mailto:privacypolicy@ROCKETFIZZ.com). You may also contact us by mail at: Privacy Policy, ROCKET FIZZ, P.O. Box 3663, Camarillo, CA 93011.

This Privacy Policy was updated on August 1, 2015.