

Privacy Policy

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Blazing Eye Gin, doing business as Blazing Eye Gin (“Blazing Eye Gin,” “we,” “us,” or “our”), respects your privacy. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you:

- Visit brokentrustcellars.com or another website that links to this Privacy Policy;
- Purchase wine, merchandise, memberships, or other products;
- Create an account or join a wine club;
- Subscribe to email or text-message communications;
- Contact us;
- Submit a story or other content to our community;
- Interact with our advertisements, social media pages, events, promotions, or other services.

Collectively, these are referred to as the “Services.”

By using the Services, you acknowledge the practices described in this Privacy Policy.

1. Age Requirement

The Services are intended only for adults who are at least 21 years old. We do not knowingly collect personal information from anyone under 21.

You may be asked to confirm your age when entering the website, creating an account, placing an order, receiving a delivery, attending an event, or otherwise using certain Services. We may use third-party providers to assist with age and identity verification.

If we learn that we have collected personal information from someone under 21, we may delete that information and close any related account, subject to legal and recordkeeping requirements.

2. Personal Information We Collect

The personal information we collect depends on how you interact with us.

Contact and Identification Information

We may collect:

- First and last name;
- Email address;

- Telephone number;
- Billing and shipping address;
- Date of birth or age confirmation;
- Account username and password;
- Other information used to verify your identity or eligibility to purchase alcohol.

Order and Transaction Information

When you place an order, join a wine club, or make another purchase, we may collect:

- Products purchased or considered;
- Order date, amount, and status;
- Billing and shipping information;
- Delivery instructions;
- Wine-club membership information;
- Discounts, promotional codes, or gift information;
- Returns, replacements, and customer-service history.

Payment-card information is processed by our e-commerce and payment-service providers. Blazing Eye Gin may receive limited payment information, such as the payment method, transaction status, and the last digits of a payment card, but generally does not receive the complete card number or security code.

Account Information

If you create an account, we may collect your login credentials, saved addresses, order history, preferences, wine-club information, and other account details.

Marketing Information

If you join our mailing list or text-message program, we may collect:

- Your name;
- Email address;
- Mobile telephone number;
- Birthday;
- Marketing preferences;
- Consent records;
- Information about whether you opened, clicked, or responded to a communication.

Contact and Customer-Service Information

When you contact us, we may collect your name, contact information, subject, message, and any additional information you choose to provide.

We may retain communications with you to respond to your request, maintain customer-service records, improve our Services, and address legal or operational issues.

Community Stories and Other Submitted Content

When you submit a story through our community page, we may collect:

- Your email address;
- The story or message you submit;
- Any additional information you voluntarily include.

Stories may concern breakups, divorce, difficult relationships, estrangement, personal challenges, or other potentially sensitive subjects. Please submit only information that you are comfortable sharing with Blazing Eye Gin.

Do not include Social Security numbers, financial-account information, medical records, passwords, government identification numbers, or other highly sensitive information. You should also avoid including the full names or identifying information of former partners, family members, children, attorneys, employers, or other third parties.

We may review and edit submitted stories for length, clarity, grammar, tone, privacy, or content. If we select a story for publication, we will not intentionally publish your email address or real name unless you separately authorize us to do so.

We may publish an edited, anonymized, or pseudonymized version of your story on our website, in social media, in marketing materials, or through other Blazing Eye Gin channels, subject to the submission terms presented when you submit your story.

Website and Device Information

When you use the Services, we and our technology providers may automatically collect:

- Internet Protocol address;
- Browser type and version;
- Device type and operating system;
- General location derived from an IP address;
- Referring and exit pages;
- Pages viewed;
- Links and advertisements clicked;
- Date and time of visits;
- Session duration;
- Shopping-cart activity;
- Cookie identifiers and similar device identifiers;
- Interactions with emails and text messages;
- Information about how you navigate and use the Services.

Social Media and Third-Party Information

If you interact with us through Facebook, Instagram, TikTok, YouTube, or another third-party platform, we may receive information made available by that platform according to your settings and the platform's privacy policy.

We may also receive information from e-commerce providers, payment processors, shipping companies, advertising providers, analytics providers, event partners, public sources, and other parties that help us operate and market our business.

3. Cookies and Similar Technologies

We and our service providers may use cookies, pixels, tags, software development kits, local storage, and similar technologies.

These technologies may be used to:

- Keep the website and shopping cart functioning;
- Remember account and website preferences;
- Maintain security and prevent fraud;
- Understand website traffic and performance;
- Measure email and advertising engagement;
- Personalize content;
- Deliver or measure advertising;
- Determine whether advertisements resulted in website visits or purchases.

Types of Cookies

Essential cookies are necessary for functions such as security, checkout, account access, and shopping-cart operation.

Preference cookies remember settings and choices.

Analytics cookies help us understand how visitors use the website.

Advertising cookies may be used to deliver, personalize, or measure advertisements across websites and services.

You can manage certain cookies through our cookie banner or preference center, where available. You may also adjust your browser settings to block or delete cookies. Blocking cookies may cause some website features, including shopping-cart and checkout functions, to operate incorrectly.

4. How We Use Personal Information

We may use personal information to:

- Provide, operate, maintain, and improve the Services;
- Process and fulfill orders;
- Arrange shipping and delivery;
- Confirm that purchasers and recipients are legally eligible to receive alcohol;
- Process payments, refunds, replacements, and account changes;
- Create and manage accounts and wine-club memberships;
- Provide customer support;
- Respond to questions, comments, and requests;
- Review, edit, and publish community stories;
- Send administrative messages, order updates, and service notices;
- Send email or text-message marketing when authorized;
- Personalize website content and product recommendations;
- Measure website, campaign, and advertisement performance;
- Detect fraud, abuse, security incidents, and prohibited activity;
- Enforce our agreements and policies;
- Comply with tax, alcohol, shipping, accounting, and other legal requirements;
- Establish, exercise, or defend legal claims;
- Protect the rights, safety, and property of Blazing Eye Gin, our customers, and others;
- Carry out another purpose disclosed when information is collected or with your consent.

5. How We Disclose Personal Information

We may disclose personal information to the following categories of recipients.

Operational Service Providers

We may disclose information to companies that provide:

- Website hosting and technical support;
- Payment processing;
- Order fulfillment;
- Age and identity verification;
- Warehousing and inventory services;
- Shipping and delivery;
- Email and text-message services;
- Customer relationship management;
- Data hosting and storage;
- Cybersecurity and fraud prevention;
- Accounting, legal, and professional services;
- Customer support.

These providers may use personal information to perform services for us and as otherwise permitted by their agreements and applicable law.

Analytics and Advertising Providers

We may disclose website, device, cookie, engagement, and transaction information to analytics companies, social media platforms, advertising networks, and marketing providers.

Depending on applicable law, some of these disclosures may be considered a “sale,” “sharing,” or use for “targeted advertising,” even when no money is exchanged.

Business and Event Partners

We may disclose information to distributors, retailers, event organizers, promotional partners, or other businesses when necessary to administer an event, promotion, partnership, or service you requested.

Legal and Safety Disclosures

We may disclose personal information when we reasonably believe disclosure is necessary to:

- Comply with a law, regulation, court order, subpoena, or governmental request;
- Enforce our agreements and policies;
- Investigate fraud, security incidents, or illegal activity;
- Protect the rights, property, or safety of Blazing Eye Gin, our customers, or others;
- Establish, exercise, or defend legal claims.

Business Transactions

We may disclose or transfer personal information in connection with a merger, acquisition, financing, reorganization, bankruptcy, sale of assets, or similar business transaction.

With Your Direction or Consent

We may disclose information when you request or authorize us to do so.

Publicly Submitted Content

An edited or anonymized community story may be made publicly available as described when it is submitted. Information you voluntarily post publicly may be viewed, copied, or shared by others.

6. Selling, Sharing, and Targeted Advertising

Blazing Eye Gin does not sell personal information in exchange for money.

However, our use of certain analytics, social media, and advertising technologies may be considered a “sale,” “sharing,” or processing for targeted advertising under some state privacy laws.

Where required, you may opt out by:

- Selecting the appropriate options in our cookie preference tool;
- Using the **Your Privacy Choices** or **Do Not Sell or Share My Personal Information** link on our website;
- Sending a request to contact@blazingeyegin.com

Where required by applicable law, we will also process recognized universal opt-out preference signals, such as the Global Privacy Control, for the browser or device transmitting the signal.

We do not knowingly sell or share the personal information of anyone under 21.

7. Email and Text-Message Communications

You may unsubscribe from promotional emails by selecting the unsubscribe link included in an email. Even after you unsubscribe from marketing, we may continue sending nonpromotional communications relating to orders, accounts, wine-club memberships, legal notices, or customer-service matters.

You may opt out of promotional text messages by replying **STOP**. For assistance, reply **HELP** or contact us using the information below. Message and data rates may apply.

We do not sell mobile telephone numbers. We do not disclose mobile opt-in information or text-message consent records to third parties for their own marketing or promotional purposes. We may disclose this information to providers that help us operate our text-message program.

8. Data Retention

We retain personal information for as long as reasonably necessary to:

- Provide the Services;
- Complete transactions;
- Maintain customer and account records;
- Fulfill wine-club memberships;
- Honor marketing preferences and opt-out requests;
- Comply with alcohol, tax, accounting, shipping, and other legal requirements;
- Resolve disputes;
- Prevent fraud;
- Enforce our agreements.

Retention periods vary depending on the type of information, the reason it was collected, and applicable legal requirements.

We may retain anonymized or aggregated information that can no longer reasonably identify you.

9. Data Security

We use administrative, technical, and physical safeguards intended to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure.

No website, database, payment system, or electronic transmission is completely secure. We cannot guarantee that personal information will never be accessed, used, or disclosed without authorization.

You are responsible for maintaining the confidentiality of your account password and should notify us promptly if you believe your account has been compromised.

10. Your Privacy Rights

Depending on where you live and whether an applicable privacy law covers Blazing Eye Gin, you may have the right to:

- Confirm whether we process your personal information;
- Access personal information we maintain about you;
- Obtain a portable copy of certain information;
- Correct inaccurate information;
- Request deletion of personal information;
- Obtain information about the categories or specific third parties that received your information;
- Opt out of the sale or sharing of personal information;
- Opt out of targeted advertising;
- Opt out of certain profiling activities;
- Limit certain uses or disclosures of sensitive personal information;
- Withdraw consent where processing is based on consent;
- Appeal the denial of a privacy request;
- Receive equal service without unlawful discrimination for exercising a privacy right.

These rights are subject to exceptions and limitations. For example, we may retain information required to complete a transaction, comply with law, detect fraud, maintain security, protect legal rights, or honor an opt-out request.

Submitting a Request

To exercise a privacy right, contact us at:

Email: contact@blazingeyegin.com

Please state that you are making a privacy request and describe the right you wish to exercise.

We may request information reasonably necessary to verify your identity. We will use verification information only to evaluate and respond to the request.

You may use an authorized agent where permitted by law. We may require proof that the agent is authorized to act for you and may also ask you to verify your identity directly.

Appeals

Where applicable, you may appeal our decision regarding a privacy request by emailing contact@blazingeyegin.com with the subject line **Privacy Request Appeal** and explaining why you believe the decision should be reconsidered.

11. California Privacy Notice

This section applies only if the California Consumer Privacy Act, as amended, applies to Blazing Eye Gin and to the personal information at issue.

During the preceding 12 months, we may have collected the following categories of personal information:

- Identifiers, such as names, email addresses, postal addresses, telephone numbers, IP addresses, account identifiers, and dates of birth;
- Customer-record information, such as payment, billing, and shipping information;
- Commercial information, such as purchasing history, wine-club participation, shopping-cart activity, and product preferences;
- Internet or electronic activity, such as browsing history, website interactions, cookie identifiers, and advertisement interactions;
- General geolocation information derived from an IP address;
- Audio, electronic, or visual information submitted in communications or through social media;
- Inferences concerning interests or product preferences;
- Sensitive personal information, such as account credentials, payment information processed by payment providers, and the contents of communications sent to us.

We collect these categories from consumers, devices, service providers, social media platforms, advertising and analytics providers, and business partners.

We use and disclose them for the business and commercial purposes described in this Privacy Policy.

We may disclose these categories to e-commerce platforms, payment processors, operational service providers, shipping providers, analytics companies, advertising platforms, professional advisers, governmental authorities, and business-transaction participants.

We do not sell personal information for money. Some disclosures involving advertising or analytics may qualify as selling or sharing under California law. California residents may opt out as described in Section 6.

We use sensitive personal information only for purposes permitted by applicable law, such as providing requested products or services, processing transactions, maintaining security, preventing fraud, and verifying customer eligibility.

12. Third-Party Websites and Services

The Services may link to or integrate with third-party websites and platforms, including our online store, payment providers, social media platforms, shipping providers, music services, and other resources.

We do not control the privacy or security practices of third parties. This Privacy Policy does not apply to information a third party collects directly under its own privacy policy.

We encourage you to review the privacy policies of third-party services before providing information to them.

13. United States Operations

Blazing Eye Gin is based in the United States, and the Services are intended primarily for users located in the United States.

Personal information may be processed and stored in the United States or in other locations where our service providers operate. Those locations may have data-protection laws that differ from the laws where you live.

14. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, vendors, legal requirements, or Services.

When we make changes, we will revise the “Last Updated” date at the beginning of the policy. We may provide additional notice when required by law or when changes are material.

Your continued use of the Services after an updated Privacy Policy becomes effective constitutes acknowledgment of the updated policy.

15. Contact Us

Questions about this Privacy Policy or our privacy practices may be directed to:

Email: contact@blazingeyegin.com