

PRIVACY POLICY

56 Degrees Marketing Sdn Bhd ("we" or "us") respects the privacy of every individual who visits this website (the "Site"). This privacy policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please take a moment to review our policy in detail. To assist you, we offer this short summary.

1. We use your personal information to fulfil your requests and serve you better.
2. We will only send you materials you have indicated you want to receive, and we will honour your opt-out requests.
3. We use cookies and web beacons to help us understand the features that apply to visitors, provide better functionality, and offer you personalized content.
4. We adopt careful procedures to protect your data.
5. We reserve the right to use or disclose information in certain circumstances, such as to satisfy a legal request or protect our property.
6. We comply with our obligations under applicable data protection laws.

When do we collect personal information?

We only collect personally identifiable data, such as names, addresses, e-mail addresses, hobby or activity information, demographic information (age, gender, etc.), taste or preference information, and the like, when voluntarily submitted by a visitor.

Visitors may choose to submit personal information to enter competitions, to obtain information or submit a comment or communication. We ask for age details to ensure that only adults of legal drinking age view and interact with our Site.

We may also collect details of your visits to the Site, including, but not limited to, traffic data, location data and the resources that you access.

What do we do with the information?

We collect personally identifiable information:

to enter you in contests or competitions and to notify you of competition results; to e-mail you with updates and news, and product and company information where you have indicated that you wish to be contacted for such purposes by post, email, telephone or other means of communication; to respond to your questions, comments or other communications; to register you for certain features; to provide personalized content, information; and/or to ensure that content from the Site is presented in the most effective manner for you and for your computer;

How do we use "cookies" and web beacons?

What are cookies?

"Cookies" are data files that a website sends to your computer while you are viewing the Site. These data files include information that allows our Site to remember important information that will make your use of the Site more efficient and useful to you. Our Site uses cookies for a variety of purposes. We use cookie technology and IP addresses to obtain non-personal information from on-line visitors, and also to provide registered visitors with the best possible, personalized on-line experience.

How do we use cookies?

Visitors to our Site use different web browsers and different computers. To make your visits as easy as possible with the technology you use, we automatically keep track of the type of browser (e.g., Internet Explorer, Netscape) and operating system (e.g. Windows, Macintosh) used by you, and the domain name of your Internet service provider. We also track the total number of visitors to our Site in an aggregate form to allow us to update and improve our Site. Personally identifiable information is not extracted in this process. This data tells us if more visitors prefer certain features or areas to others, which helps us keep our site fresh and interesting to the majority of our visitors.

How do we use cookies to personalize your experience at our site?

Cookie technology helps us deliver content tailored to a visitor's interests, and allows us to make entering and participating in contests, and offering other functions at our site easier for our visitors. Sites that offer online shopping use cookies to remember and process the items in your shopping cart. Where permitted, we may associate personal information with a cookie file in such instances.

What if I don't want cookies?

If you don't want cookies, you can set your computer to warn you each time a cookie is being sent or turn off all cookies through your browser (e.g. Internet Explorer or Netscape Navigator). Check your browser HELP menu to learn the correct way to change or update your cookies.

For more information about cookies and how to stop cookies being installed or how to delete existing cookies from your hard drive visit the following website: <http://www.allaboutcookies.org>.

What are web beacons and how do we use them?

Some of the pages on our Site and e-mail updates may contain electronic images called web beacons, sometimes known as one pixel GIFs, clear GIFs or pixel tags. On websites, these allow us to count visitors who have viewed our pages. In promotional e-mail messages/newsletters they allow us to count how many subscribers have read them. Web beacons allow us to develop statistical information about the activities and features that most interest our consumers for the purpose of providing more personalized content. They are not used to access personally identifiable information without your consent.

What about chat rooms, message boards or other interactive forums?

We may offer chat rooms, message or bulletin boards, or interactive areas where visitors may post comments or information for our visitors' enjoyment. If there is a chat room, bulletin or message board, or other interactive areas where personal information may be posted at this Site, be sure to check our chat room rules before entering, as you will be bound by them. As you know, anything you post online is available for the world to see. We make no representations and undertake no obligations as to information you voluntarily post.

What do you do to safeguard personal information?

The data that we collect from you is processed by staff who work either for us, one of our group companies, or for one of our service providers or partners. Such staff may be engaged in, among other things, the fulfilment of our obligations to you and the provision of support services.

Any personal information you provide will be held securely on our systems and/or those of the company hosting this Site on our behalf.

We also use our best efforts to be sure that third parties who work with us as our agents to make this Site and its contents available to you and to fulfil your requests and our obligations to you, agree to protect personal information that they must access in order to serve our Site and our visitors.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

What about links to other sites?

We may offer links to other sites. However, we try to link only with sites that share our values. You should always check the privacy policy of any linked site to understand their information collection practices, including how they may use cookies. We are not responsible for the content or information collection policies of sites operated by other companies. If you visit another site, you should review their privacy and other policies.

Disclosure of your information

We may disclose your personal information to any affiliated company within our group. We will not sell or otherwise transfer your personal information unless we have your express consent unless required to fulfil your requests. We reserve the right to use or disclose any information as needed to satisfy any law, regulation or legal request, to conduct investigations of consumer complaints or possible breaches of law, to protect the integrity of the Site, to fulfil your requests or to co-operate in any legal investigation.

We may also disclose your personal information to third parties:

in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets; if we or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.

What should I do if I have questions, wish to access, update or delete information, or wish to opt out of receiving future communications?

If you would like to access, update, change or delete information we have about you in our database (subject to any applicable legal exceptions), or would like to opt out of receiving further communications from us or have questions about our privacy policy, you can do so by visiting the Site or contact us: 56 Degrees Marketing Sdn Bhd | +6 03 5525 8656 | info@56degreeswhisky.com.

Access to your information

You have the right to request a copy of the personal data, which we hold about you. We reserve the right to charge a reasonable fee for the provision of a copy of such data. You also have the right to have any inaccuracies in your personal data corrected.

Updates

We may amend this privacy policy from time to time by changing it on the Site. If we make any changes in the way we wish to use your personal information we will notify you by email. This privacy policy was last updated as of 1st February 2015.