**Privacy Policy**

This Policy describes how we treat personal information on our website where the policy is located. It also applies to our social media apps and interactive emails we may send.

**We collect information from and about you.**

Contact information. For example, we might collect your name, address, zip code or email address. We might also collect your phone number or other information linked to your identity.

Information you submit or post. We collect the information you post on our websites or our platforms on third party sites or apps. We also collect information you submit to us.

Demographic information. We may collect information like your gender and age when you sign up on our websites or register for a program..

Other information. If you use our website, we may collect information about the browser you're using. We might look at what site you came from, or what site you visit when you leave us.

**We collect information in different ways.**

We collect information directly from you. For example, if you sign up for our emails.

We collect information passively from you. We use tracking tools like browser cookies and web beacons. We may also collect information about promotion participation or how you interact with our marketing emails.

We combine information. For example, we may combine information that we have collected offline with information we collect online. Or we may combine information we get from a third party with information we already have.

**We use information as disclosed and described here.**

We use information to respond to your requests or questions. For example, we might use your information to respond to your user feedback.

We use information to improve our products and services. We may use your information to make our website and services better. We might use your information to customize your experience with us. We use your information to track and analyze activity on our sites. This helps us improve our sites.

We use information for security purposes. We may use information to protect our organization and our website.

We use information for marketing purposes. We might tell you about new features or updates.  If you subscribe with us, we'll enroll you in our email newsletter.

We use information to customize experiences with our brands. We may analyze information you provide or that we get elsewhere to customize your experience on our platforms.

We use information to communicate with you about our relationship. We may contact you about your feedback. We might also contact you about this Policy or our website Terms.

We use information as otherwise permitted by law.

**We may share information with third parties.**

We will share information with third parties who perform services on our behalf. For example, we share information with vendors who send emails for us. We may also share information with companies that operate our websites or run a promotion.

We will share information with our business partners. For example, we will share information with third parties who co-sponsor a program. These partners may send you information about events and products by mail or email.

We will share information if we think we have to in order to comply with the law or to protect ourselves. For example, we will share information to respond to a court order or subpoena. We may share it if a government agency or investigatory body requests. We might share information when we are investigating potential fraud.

We may share information with any successor to all or part of our business. For example, if part of our business was sold we may give our customer list as part of that transaction.

We may share aggregated information. We may share collective information about our website users with third parties. This information is not personally identifiable. For example, we may tell a business partner how many men or women entered a promotion.

We may share information for other reasons we may describe to you.

**You have certain choices about sharing and marketing practices.**

 You can opt-out by following the instructions you receive in any of our marketing emails. Even if you opt out of getting marketing messages, we will still send you messages about your questions.

We keep a record if you opt out. If you unsubscribe from our database, we keep a record of your information and the unsubscribe action. This is for our internal records. It is evidence of the action and our compliance with this policy.

**We use standard security measures.**

We use standard security measures to secure your personal information. We encourage you to use caution when using the Internet. This includes not sharing your passwords. We cannot promise that your use of our site will be completely safe. You use our sites at your own risk.

We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

**These sites and children.**

Please note that we do not knowingly collect any personally identifiable information from children under 13 without permission from a parent or guardian.  If you are a parent or legal guardian and think your child under 13 has given us information, you can contact us at the phone number at the end of this policy.

**We may update this Policy.**

From time to time we may change this Privacy Policy. We will post an updated copy on our website. Please check our site periodically for updates. We will notify you if there is a material to our Policy as required by law.

**We may link to other sites or have third party services on our site we don't control.**

We include links to third party sites.  We do not control those websites. This policy does not apply to the privacy practices of those websites. Read the privacy policy of those other websites carefully. We are not responsible for these third party practices.

Our site may also serve third party content that contains its own cookies or tracking technologies. To learn more, click [here](http://policy.pepsi.com/aboutads.htm). We do not control the use of those technologies.

**We store information in the United States.**

If you live outside of the United States, you understand and agree that we may transfer your information to the United States. This site is subject to United States laws. United States laws may not afford the same level of protection as those in your country. If you are located in the European Economic Area and you contact us, information you provide is transferred to the United States.