

CONSUMER PRIVACY POLICY

This website is operated by Molson Canada 2005 ("Molson").

1. General Principles

Molson is committed to preserving and safeguarding your right to privacy. Molson voluntarily adheres to the Canadian Standards Association Model Code for the Protection of Personal Information. This Consumer Privacy Policy (the "Policy") sets out the manner in which Molson collects, uses, discloses and otherwise manages your personal information. You agree that Molson may, in its sole discretion, modify the Policy at any time with or without notice to you. The revised Policy shall be posted on the Molson website located at www.molson.com and every other Molson website (individually and collectively, the "Website"). You should review the Policy on a regular basis for any such changes. You agree that your continued use of the Website after the revised Policy has been posted constitutes your consent to such revised Policy. The Website may contain links to other non-Molson websites. Molson is not responsible for the privacy practices or content of such other websites.

2. Information We Collect

Relationship Marketing. Molson may collect information about you when you register to become a member of any Molson group, for example an Insider database. The information collected may include your name, address, telephone number, email address, mobile phone number, date of birth, gender and facts regarding your consumer habits and preferences.

Website. Molson may collect information about you when you access the Website. Molson keeps a record of the email addresses of those who communicate with us via the Feedback tool. Molson also collects both aggregate and user-specific information on what web pages consumers access or visit, and information volunteered by the consumer, such as survey information and contest application information.

Purchases. Molson may collect information about you when you purchase products from it by telephone, mail, fax or on-line. The information collected may include your name, address, company name, telephone number, fax number, email address and credit card information.

Complaints. Molson may collect information about you if you contact Molson with a consumer complaint or request. The information collected may include your name, address, telephone number, email address, date of birth and facts regarding the complaint or request.

Marketing Research. Molson may collect information about you if you participate in any Molson marketing research. The information collected may include your name, address, telephone number, email address, date of birth, gender, income and facts regarding your consumer habits and preferences.

Contests and Promotions. Molson may collect information about you if you participate in any Molson contest or promotion. The information collected may include your name, address, telephone number, email address, mobile phone number, date of birth, gender, facts regarding your consumer habits and preferences, and facts relevant to the contest or promotion participation.

Third Parties. Molson may employ third parties to collect your personal information on Molson's behalf for the purpose of administering contests, promotions and on-line activities. Such third parties are contractually bound to comply with all applicable privacy laws and this Policy.

3. Use of Personal Information

Molson uses your personal information for one or more of the following purposes: (1) identify who you are; (2) improve the content of the Website and other Molson communications; (3) contact consumers for marketing purposes; (4) improve its products and services; (5) process and ship your order for products; or (6) process your consumer complaint or request.

4. Use of Cookies

Cookies are simple text files that web browsers place on computer hard drives when sites are visited. Cookies cannot damage files, nor can they read information from a user's hard drive. Molson uses cookies to help us measure the number of visits, average time spent, page views and other statistics relating to use of our Website. Our Cookies pose no security risk to you as they contain no personal information, only a special string that tells the service that you are a past user of the Website. No personal information is stored within the Cookies. Please note that certain features on the Website may not function if you do not accept Cookies. Therefore, please accept any Cookies that Molson sends to your computer. You can turn off the Cookie warning by selecting preferences or options from your browser's menu, and turning off the warning toggle.

5. Disclosure of Personal Information

Except as set out below, Molson will not sell, transfer or disclose any of your personal information to any third party without your consent.

Certain personal information may be disclosed to third parties solely for the purpose of processing or arranging delivery of your order or processing your complaint or request. Molson may also disclose your personal information to third parties who administer contests, promotions and on-line activities on its behalf. In addition, Molson must provide your personal information in response to a search warrant or other legally valid enquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by law. Molson may also disclose personal information to assist it in collecting a debt owed by you.

6. Security Safeguards

Molson understands the importance of protecting your personal information and uses the latest Internet security protocols to protect personal information collected through the Website and other measures to protect information collected through other new media tools. However, you should be aware that the Internet and other new media tools may not be secure. Therefore, Molson does not represent or warrant the complete security of the personal information provided by you to Molson through these media.. You understand that you are providing such information to Molson at your own risk.

7. How to Contact Molson

If you do not want to receive email or other communications from Molson, please either modify your communication preferences on the Website, go to the "contact us" link on the Website and send an email with "unsubscribe" in the subject line, or follow the unsubscribe instructions related to other new media tools where applicable. If you would like to review or update the personal information in your customer record or withdraw your consent for the collection, use or disclosure of your personal information, or if you have any inquiries, please contact:

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