

PRIVACY POLICY
Last Updated: March 1, 2016

CCBCC Operations, LLC (“CCBCC”, “we”, “us” or “our”) provides or otherwise makes available to you certain online services, including websites, mobile applications, and other online programs (collectively, the “Platform”). This Privacy Policy (“Policy”) describes the privacy practices of CCBCC and the possible uses of the information that we collect via the Platform.

By using the Platform you consent to be bound by the terms and conditions of this Policy. CCBCC may update this Policy from time-to-time in its sole discretion. It is your responsibility to review the Policy for any changes each time that you use the Platform and you are bound by such changes. Use of the Platform by you following us posting a new privacy policy constitutes your acceptance of the Policy as modified.

1. INFORMATION COLLECTED

CCBCC collects information about our users in various ways, including by your voluntary submissions, participation in services provided via the Platform and through cookies and other tracking technology. This information helps us personalize and improve the Platform and provide the Platform’s functionality. CCBCC collects the following information:

- A. **Personal Information.** “Personal Information” refers to personally identifiable information that tells us specifically who you are, such as your name, phone number, email address, postal address, and zip code. This information is usually provided by you when you register to use the Platform. You can choose not to provide certain information, but as a result, you may not be able to take advantage of some of the Platform.
- B. **User Generated Content.** We collect information that you voluntarily provide as part of our Platform (“User Generated Content”). CCBCC may, in our sole discretion, share your User Generated Content with others. If you do not want certain information shared with others, you should not submit User Generated Content that contains information that you do not want shared. Once you have submitted User Generated Content, we reserve the right to publish it in any medium to others.
- C. **Geolocation Information.** If you consent, we may collect geolocation information generated by your mobile computing device, computer or other devices in order to provide you with services that are specifically tailored to your location. You can choose not to provide geolocation information, but as a result, you may not be able to take advantage of some of the Platform’s features. If you do not want this information shared with others, you should choose not to provide geolocation information.
- D. **Automatic Information.** We may collect general, non-personal, statistical information about the use of the Platform automatically, such as how many visitors visit a specific website page, how long they stay on that page and which hyperlinks they click on. We collect this information by using cookies, web beacons and other technologies. This information represents a generic overview of our users and allows us to modify the Platform based on user traffic and behavior. We collect this information in order to help enhance the Platform and improve the user experience.

Cookies are small text files that a website uses to recognize repeat users, track user behavior and target advertising and content. Cookies do not identify specific users, only a user’s device. Like most websites, CCBCC may use cookies to store and track information about visitors to the Platform. You may set your browser to notify you when you receive a new cookie or to disable cookies. However, this may hinder performance of the Platform and prevent you from using some of the features of the Site.

Other tracking technologies may record information such as Internet domain and host names, Internet protocol (IP) addresses, browser software and operating system types, clickstream patterns,

and dates and times the Platform is accessed. CCBCC may link the information we record using tracking technologies to Personal Information we collect.

2. USE OF INFORMATION

CCBCC uses the information we collect for a number of purposes, including to provide the Platform's functionality, improve the Platform, communicate with users, and for internal business analysis or other business purposes.

We do not disclose Personal Information to third parties, except (1) when we have your permission to make the disclosure, (2) the disclosure is necessary for the purpose for which the information was obtained, (3) the third party is acting on behalf of CCBCC to provide or manage the Platform or (4) where otherwise stated in this Policy. We also may disclose Personal Information where permitted by applicable law or when the disclosure is necessary, in our sole discretion, for the establishment or maintenance of legal claims or legal compliance, to satisfy any law, regulation, subpoena or government request, or in connection with litigation.

We may share aggregate user data to third parties in order to describe the use of the Platform to existing or potential business partners or in response to a government request. We may also share aggregated demographic and preference data with third parties for research purposes or to enable the provision of targeted information, promotions, offers and/or discounts or to create a better overall experience for the users.

In the event CCBCC is acquired by, or merged into, another entity, or if there is a sale of CCBCC's assets, your Personal Information may be transferred to the entity acquiring CCBCC or into which CCBCC is merged or the entity that is purchasing the assets of CCBCC. You acknowledge and agree that in the foregoing circumstances, your Personal Information may be disclosed to such third party acquirer or purchaser.

3. ACCESSING AND UPDATING YOUR INFORMATION

You can always choose not to provide any information to CCBCC, although this may prevent you from using some of the features of the Platform. Some portions of the Platform may also enable you to access and update your Personal Information by visiting a "Manage My Account" page or similar functionality within the Platform. On these pages you can update your information as well as manage your email preferences. Please note that not all portions of the Platform may offer you the ability to update your information and/or manage your email preferences.

You can also ask CCBCC whether we are keeping information about you and, if so, how it is being used. To request this information, please email AskCoke@ccbcc.com or write to us at the address below.

4. DATA SECURITY

We use security measures that we (in our sole discretion) deem appropriate (a) for the type of Personal Information that is provided and (b) to comply with any applicable legal requirements. However, since no method of electronic storage is 100% secure, we cannot guarantee the absolute security of the information stored. We also cannot guarantee that information you supply will not be intercepted while being transmitted to CCBCC over the Internet.

CCBCC retains Personal Information that we collect only as long as reasonably necessary to fulfill the purposes for which it was collected or to meet any applicable legal requirements.

In some instances, you will be required to choose a user ID and password when you register for the Platform. You may not share your user ID and password with anyone else, and you are solely responsible for maintaining and protecting the confidentiality of your user ID and password. You are fully responsible for all activities that occur through the use of your user ID and password.

5. CALIFORNIA DO NOT TRACK DISCLOSURE

CCBCC does not and it does not allow other parties to collect personal information about your online activities over

time and across different websites that comprise portions of the Platform. Therefore, CCBCC does not respond to Do Not Track (DNT) signals.

6. USE BY MINORS

CCBCC does not intend the Platform to be used by individuals under the age of eighteen. We also do not knowingly collect any Personal Information about children under the age of thirteen. If we become aware that we have unknowingly collected Personal Information from a child under the age of thirteen, we will make commercially reasonable efforts to delete such information.

7. CONTACT CCBCC

All questions, comments, or concerns about this Policy should be directed to CCBCC by mail or email at the following:

CCBCC Operations, LLC
4115 Coca-Cola Plaza
Charlotte, NC 28211
Attention: Legal Department
704-557-4000