

## California Consumer Privacy Statement

*Last Updated: Dec 16, 2022*

This California Consumer Privacy Statement (“Statement”) applies solely to the personal information we collect online and offline of California consumers (excluding Diageo employees and job applicants). This Statement is intended to address the relevant notice requirements of the California Consumer Privacy Act of 2018 (as amended by the California Privacy Rights Act of 2020) and its implementing regulations (collectively, the “CCPA”) and uses certain terms that have the meaning given to them in the CCPA. This Statement supplements the [Diageo Privacy and Cookie Notice](#) and is not intended to contradict or limit the applicability of the information provided in the Privacy and Cookie Notice.

### *Notice of Collection and Use of Personal Information*

We may collect (and may have collected during the 12-month period prior to the Last Updated date of the Privacy and Cookie Notice) the following categories of personal information about you:

- **Identifiers** such as a real name, alias, postal address, unique personal identifier (such as a device identifier; cookies, beacons, pixel tags, mobile ad identifiers and similar technology; customer number, unique pseudonym, or user alias; telephone number and other forms of persistent or probabilistic identifiers), online identifier, IP address, email address, account name, and other similar identifiers. Social Security number, driver’s license number and passport information may be obtained in limited instances for business partner diligence, identity and age verification, and tax purposes.
- **Additional Data Subject to Cal. Civ. Code § 1798.80** such as signature, physical characteristics or description, employment, and credit or debit card number.
- **Protected Classifications** such as certain characteristics of protected classifications under California or U.S. federal law, such as age, race, color, sex/gender, gender identity and expression, sexual orientation, national origin, disability, and military and veteran status.
- **Commercial Information** such as commercial information, including records of personal property, products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies.
- **Online Activity** such as Internet and other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications or advertisements.
- **Geolocation Data**
- **Employment Information** such as professional or employment-related information, including job title and employer, trainings, certifications and resume information
- **Sensory Information** such as audio, electronic, visual, olfactory, and similar information.

- **Inferences** drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

We may use (and may have used during the 12-month period prior to the Last Updated date of the Privacy and Cookie Notice) your personal information for the purposes described in the Privacy and Cookie Notice and for certain business purposes specified in the CCPA, as described below.

- **Performing Services**, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing advertising or marketing services, providing analytics services, or providing similar services
- **Auditing** related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance
- **Short-Term Use**, transient use, including, but not limited to, non-personalized advertising shown as part of your same interaction with us
- **Detecting Security Incidents**, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity
- **Debugging** to identify and repair errors that impair existing intended functionality
- **Internal R&D**, including undertaking research for technological development and demonstration
- **Safety**, including undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us

We also may collect additional information or use the information listed above in other ways for which we provide specific notice at the time of collection.

We do not collect or process sensitive personal information for purposes of inferring characteristics about consumers.

To the extent we process deidentified information, we will maintain and use the information in deidentified form and will not attempt to reidentify the information unless permitted by applicable law.

#### *Retention of Personal Information*

We will retain your personal information as described in the “How long will we retain your personal information for?” section of the Privacy and Cookie Notice.

#### *Sources of Personal Information*

During the 12-month period prior to the Last Updated date of this Privacy and Cookie Notice, we may have obtained personal information about you from various sources, including as described below.

- Directly from you (such as when you visit our website, enter a competition, take advantage of a promotion, redeem a coupon or offer, fill in a questionnaire or survey, purchase products or services from us, contact us with an inquiry, register on or post a comment on our website or app, attend our events, forward an item to a friend, communicate with us via social media or third-party apps and/or inform us of your marketing preferences)
- Your devices (such as when you browse or use our website or apps)
- Your family or friends (such as when they contact us on your behalf, or refer you for one of our contests, sweepstakes or other participatory events)
- Our subsidiaries, affiliates, and parent companies, and any of their related businesses
- Vendors who provide services on our behalf
- Business partners (such as distributors, agencies and joint marketing partners)
- Social media platforms and other third-party websites with whom we have partnered
- Online advertising technologies companies
- Internet service providers
- Data analytics providers
- Operating systems and platforms
- Government entities
- Data brokers, such as public databases, credit bureaus, and credit reporting service providers

#### *Disclosure of Personal Information*

During the 12-month period prior to the Last Updated date of the Privacy and Cookie Notice, Diageo may have disclosed the following categories of personal information about you for a business purpose to the following categories of third parties:

Category of Personal Information	Categories of Third Parties
Identifiers	<ul style="list-style-type: none"><li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li><li>• Vendors who provide services on our behalf</li><li>• Professional services organizations (such as auditors and law firms)</li><li>• Business partners (such as distributors, agencies and joint marketing partners)</li></ul>

	<ul style="list-style-type: none"> <li>• Online advertising technologies companies</li> <li>• Data analytics providers</li> <li>• Social media platforms and other third-party websites with whom we have partnered</li> <li>• ISPs and operating systems and platforms</li> <li>• Consumer data vendors</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
Additional Data Subject to Cal. Civ. Code § 1798.80	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> <li>• Vendors who provide services on our behalf</li> <li>• Professional services organizations (such as auditors and law firms)</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Consumer data vendors</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
Protected Classifications	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> <li>• Vendors who provide services on our behalf</li> <li>• Professional services organizations (such as auditors and law firms)</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
Commercial Information	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> <li>• Vendors who provide services on our behalf</li> <li>• Professional services organizations (such as auditors and law firms)</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Online advertising technologies companies</li> <li>• Data analytics providers</li> <li>• Social media platforms and other third-party websites with whom we have partnered</li> <li>• ISPs and operating systems and platforms</li> <li>• Consumer data vendors</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
Online Activity	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> </ul>

	<ul style="list-style-type: none"> <li>• Vendors who provide services on our behalf</li> <li>• Professional services organizations (such as auditors and law firms)</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Online advertising technologies companies</li> <li>• Data analytics providers</li> <li>• Social media platforms and other third-party websites with whom we have partnered</li> <li>• ISPs and operating systems and platforms</li> <li>• Consumer data vendors</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
Geolocation Data	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> <li>• Vendors who provide services on our behalf</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Online advertising technologies companies</li> <li>• Data analytics providers</li> <li>• Social media platforms and other third-party websites with whom we have partnered</li> <li>• ISPs and operating systems and platforms</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
Employment Information	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> <li>• Vendors who provide services on our behalf</li> <li>• Professional services organizations (such as auditors and law firms)</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Social media platforms and other third-party websites with whom we have partnered</li> <li>• ISPs and operating systems and platforms</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
Sensory Information	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> <li>• Vendors who provide services on our behalf</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>

Inferences	<ul style="list-style-type: none"> <li>• Our subsidiaries, affiliates, and parent companies, and any of their related businesses</li> <li>• Vendors who provide services on our behalf</li> <li>• Professional services organizations (such as auditors and law firms)</li> <li>• Business partners (such as distributors, agencies and joint marketing partners)</li> <li>• Online advertising technologies companies</li> <li>• Data analytics providers</li> <li>• Social media platforms and other third-party websites with whom we have partnered</li> <li>• ISPs and operating systems and platforms</li> <li>• Consumer data vendors</li> <li>• Parties we believe to be working on your behalf, such as your legal agent</li> </ul>
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In addition to the categories of third parties identified above, during the 12-month period prior to the Last Updated date of this Statement, we may have disclosed personal information about you to government entities, as well as third parties in connection with corporate transactions, such as mergers, acquisitions or divestitures.

**Sale or Sharing of Personal Information.** We do not sell your personal information in exchange for monetary compensation. We may, however, allow certain third parties (such as certain advertising partners) to collect your personal information, including via automated technologies on our websites, in exchange for non-monetary consideration (such as an enhanced ability to serve you content and send advertisements that may be of interest to you). This kind of sharing may be considered a “sale” or “sharing” under California law when the personal information is exchanged for non-monetary consideration.

We may sell or share for cross-context behavioral advertising purposes (and may have sold or shared during the 12-month period prior to the date the Privacy and Cookie Notice was last updated), the following categories of personal information to online advertising services and social networks: (1) Identifiers; (2) Commercial Information; (3) Online Activity; (4) Geolocation Data; and (5) Inferences. You have the right to opt out of these disclosures of your information, as detailed below. We do not have actual knowledge that we sell or share personal information of minors under 16 years of age.

#### *California Consumer Privacy Rights*

You may have certain choices regarding your personal information, as described below.

- **Access.** You have the right to request, twice in a 12-month period, that we disclose to you the personal information we have collected about you and details regarding our collection, use, disclosure, and sale and sharing of such information. To submit an access request, [click here](#).

- **Correction.** You have the right to request that we correct the personal information we maintain about you, if that information is inaccurate. To submit a correction request, click [here](#).
- **Deletion.** You have the right to request that we delete certain personal information we have collected from you. To submit a deletion request, click [here](#).
- **Opt-Out of Sale or Sharing.** You have the right to opt-out of the sale or certain sharing of your personal information. To opt out of the sale of your personal information or sharing of your personal information for cross-context behavioral advertising, click on the “Do Not Sell or Share My Personal Data” at the bottom of our webpages or use the Global Privacy Control signal.
- **Shine the Light.** You have the right to request that we provide you with (1) a list of certain categories of personal information we have disclosed to third parties for their direct marketing purposes during the preceding calendar year and (2) the identity of those third parties. To submit a Shine the Light request, please send an email to [consumer.privacy.queries@diageo.com](mailto:consumer.privacy.queries@diageo.com) or write us at:

Diageo North America, Inc.  
 Attn: Consumer Care - Privacy  
 3 World Trade Center  
 175 Greenwich Street  
 New York, NY 10007

In addition to the methods above, you may also submit a request by calling us at 800-489-6154. To submit a request as an authorized agent on behalf of another individual, click [here](#).

**Verifying Requests.** To help protect your privacy and maintain security, we will take steps and may require you to provide certain information (such as your name, address, phone number and email address) to verify your identity before granting you access to your personal information or complying with your deletion or correction request. In addition, if you ask us to provide you with specific pieces of personal information, we will require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request. If you designate an authorized agent to make an access, correction, deletion, or opt-out of sale request on your behalf, we may require you to provide the authorized agent written permission to do so and to verify your own identity directly with us (as described above).

**Additional Information.** If you choose to exercise any of your rights under the CCPA, you have the right to not receive discriminatory treatment by us. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request. This Statement is available in alternative formats upon request by contacting [consumer.privacy.queries@diageo.com](mailto:consumer.privacy.queries@diageo.com) or 800-489-6154.