

PRIVACY POLICY – ISANTI BRANDS LLC

Owners of Moon Moonshine™

LAST UPDATED: July 2025

This Privacy Policy describes how Isanti Brands LLC ("Isanti Brands," "we," "us," or "our") collects, uses, and discloses personal information when you access our products or services or interact with us, whether online or offline. "Personal information" refers to data that identifies or relates to an identifiable individual.

By interacting with us—such as visiting our websites or social media pages, attending events, or purchasing our products—you consent to our collection and use of your personal information in accordance with this policy.

Who Collects Your Personal Information Isanti Brands LLC is solely responsible for the collection and processing of your personal information. All references to "we," "our," or "us" refer to Isanti Brands LLC and its operations under the Moon Moonshine™ brand.

Information We Collect We may collect the following types of personal information:

- Contact information (name, email, address, phone number)
- Age and date of birth
- Account login details (username, password)
- Billing and payment information
- Identification (e.g., driver's license, if applicable)
- Preferences and interests
- Purchase and interaction history
- Social media profile information
- Photos and videos shared with us or taken at events

We collect this data through:

- Our websites and mobile apps
- Orders, purchases, and returns
- Sign-ups for marketing communications
- Events, promotions, and contests
- Customer service communications
- Social media interactions
- Public databases and trusted partners

How We Use Your Information We use personal information to:

- Provide our products and services
- Process transactions and manage accounts
- Verify age and identity
- Respond to inquiries and provide support

- Administer promotions, contests, and events
- Improve our products, services, and marketing
- Customize user experience and send tailored content
- Meet legal and regulatory requirements

Sharing Your Information We may share your personal information with:

- Third-party service providers (e.g., payment processors, marketing agencies, web hosts)
- Social media platforms, when you interact or share content
- Legal authorities, if required for compliance or safety
- Successors or affiliates in the event of business changes (e.g., sale, merger)

Other Data We Collect We also collect non-identifiable information such as:

- Device/browser data
- IP addresses
- Cookies and tracking technologies (see our Cookie Policy)
- Usage statistics and analytics (e.g., through Google Analytics)

Your Rights Depending on your jurisdiction, you may have rights to:

- Access or correct your personal information
- Delete or anonymize your information
- Object to or restrict processing
- Request data portability

To exercise any of these rights or ask questions, contact us at:

humanresources@moonmoonshine.com

Data Security & Retention We take reasonable security measures to protect your information. We retain your data only as long as necessary for the purposes for which it was collected and to meet legal obligations.

International Users Your data may be stored or processed in the United States or other jurisdictions. By using our services, you consent to the transfer of your information to countries outside your residence.

Children's Privacy Our products and services are intended only for individuals of legal drinking age. We do not knowingly collect data from individuals under that age.

Third-Party Services & Advertising Our websites may link to external services or use third-party advertisers. We are not responsible for the privacy practices of those third parties.

Policy Updates We may update this Privacy Policy periodically. Changes will be posted here with an updated "Last Updated" date.

Contact Us For questions or concerns, please contact: **Isanti Brands LLC**
humanresources@moonmoonshine.com

If you are located in the EU, UK, or another jurisdiction with specific privacy regulations, you may also contact your local data protection authority.

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