

Pepsi Rewards+Plus Program Privacy Policy

The Website you have entered (www.pepsirewardsplus.com) is operated on behalf of the Company. This Privacy Policy outlines the types of information that are collected on this Website, and how we use and protect it.

Your Consent to This Privacy Policy

By using this Website, you signify that you agree with the terms of this Privacy Policy as well as the terms of the Program Rules.

The Information We Collect

As used in this Privacy Policy, "Personal Information" means any information that is linked to your identity such as your name, street address, telephone number, screen name, age and/or email address. This site collects Personal Information for the Pepsi Rewards+Plus Program. We will not collect any Personal Information from your visit to this Website unless you provide your Personal Information to us voluntarily. We also do not collect financial or other sensitive data information about our users.

The Way We Use Personal Information

When you supply Personal Information to this Website, we will consolidate such Personal Information and use it for the purpose for which it was collected (e.g., to collect and redeem Points on behalf of the Members) in accordance with the terms of this Privacy Policy.

Collection and Use of Other Information; Use of Cookies

We may use cookies to collect other information during your visit to this Website, such as the particular site areas you visit and the activities in which you participate. Anonymous information about your computer, such as your IP address (a number assigned to your computer whenever you surf the Internet), the type of Internet browser you are using, and the type of computer operating system you are using may also be collected by us using cookies. Web servers, the computers that "serve up" web pages, automatically identify your computer by its IP address. When you request a page from this Website, our servers log your IP address.

With Whom We May Share Information

In the course of doing business, we employ other companies to perform a variety of functions on our behalf. For example, we may share Personal Information with the Program Administrator and other third parties to allow delivery of prizes, information, products or services. These suppliers and other third parties may have access to your Personal Information if it is needed to perform their functions for Pepsi, but they are not authorized by us to use your Personal Information in any way other than the intended use.

We also may share aggregate, non-personally identifiable information about our users with advertisers, business partners, sponsors, and other third parties. For example, we may tell a business partner the number of visits that are made to the Website or the frequency with which certain Rewards are redeemed, but we do not disclose Personal Information about any Member in violation of this Privacy Policy.

Except as stated in this Privacy Policy, we do not sell, transfer or disclose your Personal Information without your prior consent.

We may also release your Personal Information if required to do so by law, or by search warrant, subpoena or court order, or to a third party to which ownership of Pepsi is transferred via an acquisition, merger, sale of assets or otherwise.

Data Protection and Security

We take commercially reasonable precautions to keep your Personal Information secure. All access to the information we collect is subject to physical, electronic and managerial restrictions to prevent unauthorized access, modification or misuse. Notwithstanding the foregoing, we cannot guarantee the security of any information you disclose online, and you do so at your own risk.

Changes to Our Privacy Policy

We reserve the right to change or remove this Privacy Policy at our discretion. We will post any changes to this Policy or any new policy here and we encourage you to visit this area frequently to stay informed.

Important Note Regarding U.S. Law

Please note: The laws and regulations in different countries impose different (and even conflicting) requirements on the Internet and data protection. We are located in the USA, as are the servers that make this site available worldwide. All matters relating to this site are governed by the laws of the State of New York in the USA. If you are located in the European Economic Area and you contact us, please note that any information you provide will be transferred to the USA and by submitting the information you authorize this transfer.

This Policy was last updated on November 1, 2011.