

PRIVACY POLICY AND SMS TERMS OF SERVICE

Rico Spirits, LLC (Don Rico Tequila) Website: www.ayquerico.com Last Updated: December 30, 2025

SECTION 1: INTRODUCTION AND AGE RESTRICTION

1. Introduction Welcome to Rico Spirits, LLC ("Company", "we", "our", "us"). We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://www.ayquerico.com/> (the "Site") and purchase our products. By accessing or using our Site, you agree to the terms of this Privacy Policy.

2. Age Restriction (21+) The Site is intended solely for users who are at least 21 years of age. We do not knowingly collect, use, or disclose personal information from visitors under the legal drinking age. If you are under 21, you are not permitted to use or access this Site. If we learn that we have collected the personal information of an individual under 21, we will delete that information immediately.

SECTION 2: PRIVACY POLICY

3. Collection of Your Information We may collect information about you in a variety of ways. The information we may collect on the Site includes:

- **Personal Data:** Personally identifiable information, such as your name, shipping address, email address, and telephone number, that you voluntarily give to us when you register with the Site or when you choose to participate in various activities related to the Site (such as purchasing tequila, pre-ordering, or signing up for our newsletter).
- **Derivative Data:** Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site.
- **Financial Data:** Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services. We store only very limited, if any, financial information that we collect. Otherwise, all financial information is stored by our payment processor.

4. Use of Your Information Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

- Process your payments and fulfill your orders.

- Send you email regarding your order status.
- Send you a newsletter or updates about new expressions, events, or merchandise (only with your consent).
- Monitor and analyze usage and trends to improve your experience with the Site.
- Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.

5. Disclosure of Your Information We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

- **By Law or to Protect Rights:** If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.
- **Third-Party Service Providers:** We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

IMPORTANT SMS DATA EXCEPTION: We respect your privacy regarding text messaging. We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your Personal Data, including your SMS opt-in or consent status, with third parties that help us provide our messaging services (such as platform providers and phone companies). However, we will never share or sell your text messaging originator opt-in data or consent to third parties for their own marketing purposes.

6. Tracking Technologies Cookies and Web Beacons: We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customize the Site and improve your experience. When you access the Site, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Site.

7. Security of Your Information We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

SECTION 3: SMS TERMS OF SERVICE

By consenting to Don Rico's SMS marketing in the checkout and initializing a purchase or subscribing via our subscription tools, you agree to receive recurring text

notifications (for your order, including abandoned checkout reminders), marketing offers, and transactional texts, including requests for reviews from us, even if your mobile number is registered on any state or federal Do-Not-Call list.

- 1. Program Description** Program Name: Don Rico Customer Care We send SMS messages to provide order status updates, delivery tracking numbers, account support, and occasional marketing offers regarding our tequila expressions and merchandise.
- 2. Opt-Out (STOP)** To stop receiving text messages from us, reply STOP to any message you receive from us. You will receive a single confirmation message to confirm you have been unsubscribed. After this, you will no longer receive text messages from us.
- 3. Help** If you need assistance, reply HELP to the message you received, or contact us using the information in Section 4 below.
- 4. Fees and Carriers** Message and data rates may apply for any messages sent to you from us and to us from you. Message frequency varies. If you have any questions about your text plan or data plan, it is best to contact your wireless provider. Carriers (including T-Mobile, AT&T, and Verizon) are not liable for delayed or undelivered messages.

SECTION 4: CONTACT US

If you have questions or comments about this Privacy Policy or our Terms of Service, please contact us at:

Rico Spirits, LLC 4202 Santiago St., Suite 15 Austin, TX 78745

Phone: (512) 871-0000 Email: [\[Insert New Email Address Here\]](#) Website: www.ayquerico.com