

DRINKSLOOKER

PRIVACY POLICY

Last Updated: June 5, 2026

Effective Date: June 5, 2026

Viz Answers, Inc., doing business as “Universal Drinkers” (“**Company**”, “we”, “us”, or “our”), respects your privacy and is committed to protecting it through our compliance with this Privacy Policy (the “Policy”). This Policy describes the types of information we may collect from you or that you may provide when you visit, access, or use **drinkslooker.com**, **app.drinkslooker.com**, our Store Management dashboard, and our related mobile or web applications, content, functionality, and services (collectively, the “Website”), and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Policy applies to information we collect on the Website; in email, text, push notifications, and other electronic messages between you and the Website; and through mobile and desktop applications you download from the Website. This Policy is incorporated into and forms part of our [Website Terms of Use](#). By using the Website, you agree to this Policy.

Age restriction (21+). The Website concerns alcohol-related venues and beverages and is offered and available only to users who are 21 years of age or older and who reside in the United States or its territories or possessions. The Website is not directed to, and we do not knowingly collect personal information from, anyone under 21 years of age. If you are not at least 21 years old and a U.S. resident, do not use the Website or provide any information to us.

Please read this Policy carefully. If you do not agree with our policies and practices, your choice is not to use the Website. If you have any questions, contact us at **support@drinkslooker.com**.

1. Scope of This Policy; Updates

This Policy applies to all visitors, users, and others who access or use the Website, whether as a guest, a registered consumer user, or a business owner, store operator, or authorized team member using our Store Management dashboard and related business tools (the “Business Services”). It does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from or through the Website.

We may update this Policy from time to time. If we make material changes, we will post the updated Policy on this page, update the “Last Updated” date above, and, where required by law, provide additional notice (such as by email or an in-app notice). Your continued use of the Website after we post changes means you accept those changes. We encourage you to review this Policy periodically.

2. Information We Collect

We collect several types of information from and about users of our Website, including information by which you may be personally identified (“personal information”); information about your internet connection, the equipment you use to access our Website, and usage details; and other information

described below. We collect this information directly from you, automatically as you navigate through the Website, and from third parties.

2.1 Information You Provide to Us

The information we collect directly from you may include:

- **Account and profile information.** such as your name, username, email address, telephone or mobile number, password, profile photo, and, if you sign in through a third-party service such as Google, the basic account information that service shares with us (for example, your name, email address, and profile identifier).
- **User contributions.** such as venue and drink listings, ratings, reviews, comments, photographs, favorites, and any other content you post or submit through the Website.
- **Business and store information.** such as business name, venue addresses, hours, menus, pricing, descriptions, logos, photographs, the names and roles of authorized team members, and other content submitted through the Business Services.
- **Communications and preferences.** such as your contact preferences, the content of messages, feedback, survey responses, and requests for support that you send to us or other users through the Website.
- **Records of your interactions.** such as records and copies of your correspondence (including email addresses, phone numbers, and message content) if you contact us.
- **Payment-related information.** if and when we introduce paid features. We do not currently charge fees; if we do, payment card and billing information will generally be collected and processed by our third-party payment processors, not stored by us.

2.2 Information We Collect Automatically

As you navigate through and interact with the Website, we and our service providers may use cookies, pixels, web beacons, software development kits (SDKs), and other tracking technologies (described in Section 3) to automatically collect certain information about your equipment, browsing actions, and patterns, including:

- **Usage and device data.** including details of your visits to the Website, traffic data, logs, the resources and pages you access and use, search queries, the venues and drinks you view, page response times, and the dates and times of your activity.
- **Device and connection information.** such as your IP address, device identifiers, advertising identifiers, browser type and language, operating system and platform, mobile network information, and information about your internet connection and the equipment you use to access the Website.
- **Approximate and precise location information.** including location derived from your IP address and, with your permission, precise geolocation data from your device (such as GPS, Bluetooth, or Wi-Fi signals) used to show you nearby venues and drinks on our interactive map. Precise geolocation is treated as sensitive information (see Section 4 and Section 9).
- **Inferences.** drawn from the above to create a profile reflecting your preferences, characteristics, and behavior, such as the types of drinks or venues you may be interested in.

The information we collect automatically is statistical data and may include personal information, and we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve the Website and to deliver a better and more personalized service, including by enabling us to estimate audience size and usage patterns, store information about your preferences, speed up your searches, recognize you when you return, and deliver relevant advertising.

2.3 Information We Collect From Third Parties

We may receive information about you from third-party sources and combine it with information we collect directly. These sources may include:

- Identity and authentication providers (such as Google) when you sign in through their services;
- Business owners and store operators, and publicly available sources, regarding venues and their offerings;
- Analytics providers, advertising networks and partners, and data providers that help us understand usage and deliver and measure advertising;
- Other users (for example, when another user mentions you in a review or photograph); and
- Service providers, vendors, and partners that support our operations, marketing, fraud prevention, and security.

3. Cookies, Pixels, and Other Tracking Technologies

We and our third-party partners use cookies, pixels, and similar technologies to operate, secure, analyze, and improve the Website and to deliver and measure advertising. These technologies allow us to distinguish you from other users, remember your preferences, understand how you use the Website, and tailor content and advertising to you.

3.1 Types of Technologies We Use

- **Cookies (browser cookies).** are small data files placed on your device. We use both session cookies (which expire when you close your browser) and persistent cookies (which remain until they expire or you delete them). Cookies fall into categories including strictly necessary, performance/analytics, functionality, and advertising/targeting cookies.
- **Pixels, web beacons, and tags.** (also called clear GIFs or tracking pixels) are small electronic files embedded in web pages, emails, and advertisements that let us count users who have visited those pages or opened an email, and gather other related statistics (for example, recording the popularity of certain content and verifying system and server integrity). These may include pixels and tags provided by advertising and analytics partners such as social media and advertising platforms.
- **Software development kits (SDKs) and local storage.** are used within our mobile and web applications to collect device and usage data and to support analytics and advertising, including local storage objects and similar technologies.
- **Session replay, analytics, and measurement tools.** help us understand how users interact with the Website so we can improve it and measure the performance of our content and campaigns.
- **Advertising and conversion technologies.** allow us and our advertising partners to deliver, target, and measure the effectiveness of advertising, including across other websites and applications and

on social media platforms (sometimes called cross-context behavioral or interest-based advertising).

3.2 Your Choices Regarding Cookies and Tracking

Most web browsers allow you to control cookies through their settings, including to refuse or delete cookies. You may also be able to limit advertising identifiers and reset them through your mobile device settings, and to control precise location sharing through your device permissions. If you disable or refuse cookies or block certain technologies, please note that some parts of the Website may then be inaccessible or not function properly.

We support industry opt-out tools. You can learn about and opt out of certain interest-based advertising through the Digital Advertising Alliance (optout.aboutads.info), the Network Advertising Initiative (optout.networkadvertising.org), and, for mobile, the DAA's AppChoices tool. We also honor recognized opt-out preference signals, including the Global Privacy Control (GPC), as described in Sections 7 and 11.

4. Sensitive Information

Certain information we collect may be considered “sensitive” under applicable state privacy laws. For the Website, this primarily includes your precise geolocation data and your account log-in credentials. Where required by applicable law, we will obtain your consent before collecting or processing sensitive information, and we provide you the ability to limit our use and disclosure of sensitive information as described in Sections 7, 9, and 11. We do not use or disclose sensitive information for purposes other than those permitted under applicable law. We do not knowingly collect Social Security numbers, government identification numbers, financial account numbers, biometric data, or health information through the Website, and you should not submit such information to us.

5. How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, for the following business and commercial purposes:

- To provide, operate, maintain, secure, and improve the Website, including our interactive map, search, filtering, reviews, ratings, favorites, recent venues, and Business Services;
- To create and manage your account, authenticate you, and enable you to sign in (including through Google);
- To present the Website and its contents to you and to personalize your experience, including showing nearby venues and drinks and content relevant to your interests and location;
- To process and display your user contributions and business or store content;
- To communicate with you, including to send account, transactional, and service-related messages, security alerts, confirmations, and administrative messages by email, push notification, text message, or telephone;
- To send you marketing and promotional communications about the Company and venues listed on the Website, where permitted by law and consistent with your choices;
- To deliver, target, measure, and improve advertising and to provide interest-based advertising, including through cookies, pixels, and similar technologies;

- To analyze usage and trends, conduct research and analytics, and develop new products, features, and services;
- To provide customer support and respond to your inquiries, comments, and requests;
- To detect, investigate, prevent, and address fraud, abuse, security incidents, violations of our Terms of Use, and other harmful or illegal activity, and to verify your age and eligibility;
- To comply with our legal obligations, enforce our Terms of Use and other agreements, establish or exercise our legal rights, and defend against legal claims;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us; and
- For any other purpose disclosed to you at the time we collect the information or with your consent.

Artificial intelligence and machine learning. Consistent with our Terms of Use, we may use information and content, including user contributions, to develop, train, fine-tune, and improve our and our service providers' models, algorithms, ranking and recommendation systems, and other technologies used to operate and improve the Website.

6. How We Disclose Your Information

We may disclose aggregated or de-identified information that cannot reasonably be used to identify you without restriction. We may disclose personal information that we collect, or that you provide, as described in this Policy and as follows:

- **To other users and the public.** when you post user contributions or business content. Your reviews, ratings, photographs, listings, profile information, and similar content may be visible to other users and the public, and we, our users, and third-party media may use and display that content as described in our Terms of Use.
- **To service providers and contractors.** (also called processors) that perform services for us and process information on our behalf, such as hosting, data storage and analytics, customer support, communications and messaging (including email and SMS providers), payment processing, mapping and location services, security and fraud prevention, and marketing and advertising support, under contracts that restrict their use of the information.
- **To advertising and analytics partners.** to deliver, target, and measure advertising and to analyze usage, including through cookies, pixels, SDKs, and similar technologies (see Sections 3 and 7).
- **To business owners and store operators.** in connection with the Business Services and aggregated or limited analytics about engagement with their listings, as permitted by applicable law and our Terms of Use.
- **In connection with a business transaction.** such as a merger, financing, acquisition, reorganization, sale of assets, or bankruptcy, in which personal information may be transferred or disclosed as part of, or during negotiations for, the transaction.
- **To our affiliates and related companies.** for purposes consistent with this Policy.
- **For legal, safety, and protection purposes.** to comply with any court order, law, or legal process (including in response to a government or regulatory request or subpoena); to enforce our Terms of Use and other agreements; to protect the rights, property, or safety of the Company, our users,

or others, including exchanging information for fraud prevention and to reduce credit risk; and as we believe necessary or appropriate in an emergency.

- **With your consent or at your direction.** or as otherwise disclosed to you at the time the information is collected.

7. Targeted Advertising; “Sale” and “Sharing” of Personal Information

Some state privacy laws define a “sale” of personal information broadly to include disclosing personal information to a third party in exchange for monetary or other valuable consideration, and define “sharing” or “targeted advertising” to include using personal information to deliver advertising based on information obtained over time and across different websites, applications, or services (sometimes called cross-context behavioral or interest-based advertising).

Our use of cookies, pixels, advertising identifiers, and similar technologies for advertising and analytics, and our disclosure of information to advertising and analytics partners, may be considered a “sale” or “sharing” of personal information, or processing for “targeted advertising,” under these laws.

We may ‘sell’ or ‘share’ personal information (such as identifiers, device and internet activity information, and inferences) with advertising and analytics partners for cross-context behavioral /targeted advertising, and we may disclose such information to these partners through cookies, pixels, and similar technologies. You have the right to opt out of this activity as described below and in Section 11.

7.1 Your Right to Opt Out

Subject to applicable law, you may opt out of the sale or sharing of your personal information and of targeted advertising, and you may limit the use and disclosure of your sensitive information, by:

- Using the “Do Not Sell or Share My Personal Information” and “Limit the Use of My Sensitive Personal Information” links or controls made available on the Website [INSERT LINK / LOCATION];
- Adjusting your account or cookie preferences and your device permissions; and
- Using the industry opt-out tools described in Section 3.

Opt-out preference signals (Global Privacy Control). Where required by applicable law, we recognize and honor opt-out preference signals, including the Global Privacy Control (GPC), sent by your browser or device as a valid request to opt out of the sale or sharing of personal information and targeted advertising for that browser or device, and, where you are logged in, for your account. To learn more about GPC, visit globalprivacycontrol.org.

We do not knowingly sell or share for targeted advertising the personal information of consumers we know to be under 21, and applicable state laws additionally require opt-in consent before selling or sharing the personal information of consumers under certain ages (generally 13–16).

8. Text Messaging (SMS/MMS) Program and Consent

If you choose to participate in our text messaging program or otherwise provide us your mobile number and agree to receive text messages, the following terms apply. By providing your mobile telephone number and opting in, you provide your **prior express written consent** to receive recurring automated marketing

and informational text messages (SMS/MMS) from or on behalf of the Company at the number you provide, including messages sent using an automatic telephone dialing system or other automated technology.

Consent is not a condition of any purchase or of using the Website.

- **Message types** may include account and transactional notices, service-related announcements, alerts, and promotional messages about the Company and venues listed on the Website.
- **Message frequency** varies. Recurring messages may be sent based on your activity and our communications.
- **Message and data rates may apply.** Your mobile carrier's standard message and data rates, fees, and charges will apply to messages we send to and you send to us. Check your mobile plan and contact your carrier for details.
- **Carriers not liable.** Mobile carriers are not liable for delayed or undelivered messages.
- **Opt out at any time.** You can cancel the text messaging service at any time by texting “STOP” (or “QUIT,” “END,” “CANCEL,” “UNSUBSCRIBE,” or “OPT-OUT”) to the number from which you received the message. After you send the opt-out message, we will send a one-time confirming message and will stop sending marketing text messages, although we may still send transactional or service-related messages where permitted.
- **Help.** For help, text “HELP” to the originating number or contact us at support@drinkslooker.com.

We will not share, sell, or rent your mobile telephone number or your consent to receive text messages to or with third parties or affiliates for their own marketing purposes without your consent. Mobile opt-in data and consent will not be shared with any third party except service providers and others that help us operate the text messaging program (such as our SMS platform provider). Our text messaging program is governed by applicable law, including the Telephone Consumer Protection Act (TCPA) and applicable state telemarketing and messaging laws, and by the messaging terms presented to you at opt-in, which are incorporated by reference.

9. Location Information and Precise Geolocation

The Website is location-based and works best when you allow location access. We may collect approximate location from your IP address and, with your permission, precise geolocation data from your device to show you nearby venues and drinks, populate our interactive map, and improve and personalize the Website. Precise geolocation is treated as sensitive information under applicable state privacy laws (generally, information that identifies your location within a radius of 1,750 feet).

You can enable or disable location services and revoke precise location permission at any time through your device or browser settings, although some features of the Website may not function properly without it. Where required by applicable law, we obtain your consent before collecting precise geolocation, and we do not sell precise geolocation data where prohibited by applicable state law.

10. Your Choices About Our Use of Your Information

We strive to provide you with choices regarding the personal information you provide to us:

- **Account information.** You may review and change your account and profile information by logging into the Website and visiting your account settings. You may also contact us at support@drinkslooker.com to request access to, correction of, or deletion of personal information.
- **Marketing communications.** You can opt out of marketing emails by following the unsubscribe instructions in those emails, opt out of push notifications through your device settings, and opt out of marketing texts as described in Section 8. Even if you opt out of marketing communications, we may still send you transactional and service-related messages.
- **Cookies and tracking.** You can manage cookies and tracking technologies as described in Section 3.
- **Targeted advertising / sale or sharing.** You can exercise your opt-out rights as described in Sections 7 and 11.
- **Location.** You can control location sharing through your device or browser settings as described in Section 9.

11. Your U.S. State Privacy Rights

Depending on the U.S. state in which you reside, you may have certain rights regarding your personal information under applicable state privacy laws. As of the date of this Policy, comprehensive consumer privacy laws are in effect in the following states, and we honor the rights described below for residents of these states to the extent the applicable law applies to us and to you:

California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia.

We extend the core rights below to residents of all U.S. states to the extent required by applicable law. The specific rights available to you, and any exceptions, depend on the law of your state of residence.

11.1 Your Rights

- **Right to know / access:** to confirm whether we are processing your personal information and to access that information, including the categories of personal information collected, the categories of sources, the purposes for collecting or disclosing it, the categories of third parties to whom we disclose it, and the specific pieces of personal information we have collected about you.
- **Right to correct:** to correct inaccurate personal information we maintain about you.
- **Right to delete:** to request deletion of personal information we have collected from or about you, subject to certain exceptions.
- **Right to data portability:** to obtain a copy of your personal information in a portable and, to the extent technically feasible, readily usable format.
- **Right to opt out of sale, sharing, and targeted advertising:** to opt out of the sale or sharing of your personal information and of processing for targeted advertising (see Section 7).
- **Right to limit use and disclosure of sensitive information:** to limit our use and disclosure of your sensitive personal information, including precise geolocation, to permitted purposes.

- **Right to opt out of profiling:** to opt out of profiling in furtherance of decisions that produce legal or similarly significant effects, where applicable.
- **Right to non-discrimination / non-retaliation:** not to receive discriminatory or retaliatory treatment for exercising your rights.
- **Right to appeal:** where provided by your state's law, to appeal our decision regarding your request.

11.2 How to Exercise Your Rights

You (or an authorized agent acting on your behalf) may submit a request to exercise your rights by emailing us at support@drinkslooker.com or by writing to us at the address in Section 17.

To protect your information, we will take steps to verify your identity before fulfilling certain requests, which may include asking you to provide information that we can match against information we maintain. We will respond to your request within the timeframe required by applicable law (generally within 45 days, subject to permitted extensions). If we deny your request, you may, where your state law provides, appeal that decision by replying to our response or contacting us at support@drinkslooker.com; if you have concerns about the outcome of your appeal, you may contact your state attorney general.

You may use an authorized agent to submit a request to opt out or to exercise other rights on your behalf where permitted by law. We may require the agent to provide proof of authorization and may require you to verify your identity directly with us. We will not discriminate or retaliate against you for exercising any of your rights.

11.3 Additional Disclosures for California Residents

This section provides additional information for California residents under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (“CCPA/CPRA”). In the preceding 12 months, we have collected the following categories of personal information, and disclosed each category to the categories of recipients described in Section 6 (such as service providers, advertising and analytics partners, affiliates, and other users) for business and commercial purposes described in Section 5:

Category (CCPA)	Examples	Collected
Identifiers	Name, username, email, phone number, IP address, device and advertising identifiers, account/Google sign-in ID	Yes
Customer records (Cal. Civ. Code § 1798.80)	Name, contact information, and (if introduced) payment-related information	Yes
Commercial information	Records of products or services obtained, business account activity, transaction history	Yes
Internet/network activity	Browsing and usage data, search queries, interactions with the Website and ads	Yes
Geolocation data	Approximate location (from IP) and precise geolocation (with permission)	Yes
Audio/visual information	Photographs and other content you upload (e.g., with reviews)	Yes

Professional/employment information	For business operators: business role and related information	Yes
Inferences	Preferences and characteristics derived from the above (e.g., drink/venue interests)	Yes
Sensitive personal information	Precise geolocation; account log-in credentials	Yes
Biometric, health, genetic, education, or government ID information	Not intentionally collected through the Website	No

The sources of personal information are described in Section 2, the purposes for collecting and disclosing it are described in Section 5, and the categories of recipients are described in Section 6. We retain personal information as described in Section 12.

Sale/sharing of personal information. As described in Section 7, our use of advertising and analytics technologies may constitute a “sale” or “sharing” of identifiers, internet/network activity, geolocation, and inferences for cross-context behavioral advertising. California residents may opt out using the methods in Sections 7 and 11.2. We do not sell or share the personal information of consumers we know to be under 16 without the required opt-in consent.

Sensitive personal information. We use and disclose sensitive personal information only for purposes permitted under the CCPA/CPRA, and California residents may direct us to limit its use and disclosure as described in Section 7.1.

Your California rights. California residents have the rights to know/access, delete, correct, opt out of sale/sharing, limit use of sensitive information, and not receive discriminatory treatment, as described above. You may make up to two access/know requests in a 12-month period.

“Shine the Light.” California Civil Code § 1798.83 permits California residents to request information about disclosures of personal information to third parties for their direct marketing purposes. We do not disclose personal information to third parties for their own direct marketing purposes without your consent; you may direct any such request to support@drinkslooker.com.

Financial incentives. If we offer any financial incentive or price or service difference related to the collection, sale, or retention of personal information, we will provide the required notice and obtain your opt-in consent at that time.

11.4 Nevada Residents

Nevada law allows Nevada residents to opt out of the sale of certain covered information to third parties who will license or sell it. We do not currently sell covered information as defined under Nevada law; however, you may submit a verified opt-out request to support@drinkslooker.com.

11.5 State Law Does Not Override Other Sections

Nothing in this Section 11 requires us to take any action prohibited by, or that would conflict with, applicable law, and all rights are subject to the exceptions and limitations in the applicable state privacy law.

12. Data Retention

We retain personal information for as long as necessary to fulfill the purposes for which we collected it, including to provide the Website, comply with our legal, accounting, or reporting obligations, resolve disputes, enforce our agreements, and for other legitimate business purposes. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process it, and applicable legal requirements. User contributions may remain on the Website even after you close your account, as described in our Terms of Use. When we no longer need personal information, we will delete, de-identify, or anonymize it in accordance with applicable law.

13. Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of the Website, you are responsible for keeping this password confidential, and you should not share it with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to or through the Website, and any transmission is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide. If we learn of a security breach involving your personal information, we will notify you and the appropriate authorities as required by applicable law.

14. Children Under 21

The Website is intended solely for users who are 21 years of age or older. We do not knowingly collect personal information from anyone under 21, and the Website is not directed to children under 13 within the meaning of the Children's Online Privacy Protection Act (COPPA) or to minors generally. If you are under 21, do not use or provide any information on the Website. If we learn we have collected or received personal information from a person under 21 without verification of appropriate age, we will delete that information. If you believe we might have any information from or about a person under 21, please contact us at support@drinkslooker.com.

15. Third-Party Links, Content, and Services

The Website may contain links to, and content from, third-party websites, applications, and services, including venues' websites, advertisers, social media features, and analytics and mapping providers. This Policy does not apply to, and we are not responsible for, the privacy practices of those third parties. We encourage you to read the privacy policies of any third party before providing information to or through it. Any information you provide to third parties is governed by their terms and privacy policies, not this Policy.

16. Do Not Track

Some browsers offer a “Do Not Track” (DNT) setting. Because there is no common industry standard for how to respond to DNT signals, the Website does not currently respond to DNT signals. However, as described in Sections 3 and 7, we honor recognized opt-out preference signals, including the Global Privacy Control (GPC), where required by applicable law.

17. United States Only

The Website is intended for users located in the United States and its territories and possessions, and is not intended for individuals located outside the United States. We store and process information in the United States. If you access the Website from outside the United States, you do so at your own initiative and are responsible for compliance with local laws.

18. Changes to This Privacy Policy

It is our policy to post any changes we make to this Policy on this page, with a notice that the Policy has been updated on the Website home page or as otherwise required by law. If we make material changes to how we treat our users' personal information, we will notify you as required by applicable law. The date this Policy was last revised is identified at the top of the page. You are responsible for periodically visiting this Policy to check for any changes.

19. How to Contact Us

To ask questions or comment about this Policy and our privacy practices, or to exercise your rights, contact us at:

Viz Answers, Inc. d/b/a Universal Drinkers

Attn: Privacy

Email: support@drinkslooker.com

Privacy Policy URL: <https://drinkslooker.com/privacy>