

PRIVACY POLICY FOR DENVERWIESN.COM

Last Updated: June 21, 2026

1. INTRODUCTION

Welcome to DenverWiesn.com. We are committed to protecting your personal information and your right to privacy. This policy explains what information we collect, how we use it, and what rights you have in relation to it. By visiting our website, you agree to the collection and use of information in accordance with this policy.

2. INFORMATION WE COLLECT

We collect information that you voluntarily provide to us when you express an interest in obtaining information about our events, register for newsletters, or purchase items. The information we collect may include:

- Contact Information: Name, email address, and phone number.
- Transaction Data: Information necessary for e-commerce processing (though often handled by third-party platforms).
- Technical Data: IP address, browser type, and device information collected automatically through cookies and similar tracking technologies.

3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- To provide services: Managing your purchase inquiries, event registrations, and event updates.
- Communication: Sending you newsletters, event announcements, and promotional materials (you may opt out at any time).
- Improvement: Analyzing website usage to improve the user experience and event planning.
- Legal Compliance: Complying with applicable laws and responding to legal requests.

4. SHARING YOUR INFORMATION

We do not sell your personal information. We may share your data in the following limited circumstances:

- Legal Requirements: If required by law or to protect our legal rights.
- Business Transfers: In the event of a merger, acquisition, or sale of assets.
- Third-Party Service Providers: We rely on trusted third-party service providers to help operate our website, manage our communications, and facilitate ticket or merchandise sales. These providers only have access to the personal information necessary to perform their specific tasks and are contractually obligated to protect your data. Specifically, we use:
 - **Google Analytics:** We use Google Analytics to collect information about how visitors use our website (such as pages visited, time spent on the site, and the website that referred you to us). Google Analytics uses cookies to collect this data in an

anonymous form. Google utilizes the data collected to track and examine the use of denverwiesn.com, prepare reports on its activities, and share them with other Google services. You can learn more about Google's privacy practices by visiting [Google's Privacy Policy](#) and opt out entirely via the Google Analytics Opt-out Browser Add-on.

- **Mailchimp:** If you subscribe to our newsletter or opt-in to updates, your contact information (such as your name and email address) is securely transferred to and stored by Mailchimp, our email marketing platform. Mailchimp helps us design, send, and track the performance of our email campaigns. You can opt out of these emails at any time by clicking the "unsubscribe" link at the bottom of any email we send. For more information, please see [Mailchimp's Privacy Policy](#).
- **Peak Beverage:** All e-commerce transactions, ticket purchases, or beverage-related orders are securely processed through the Peak Beverage e-commerce platform. When you make a purchase, Peak Beverage collects the billing and transaction information necessary to complete your order. We do not store your full credit card details on our servers; all payment processing is handled securely by their compliant billing systems.

5. COOKIES, PIXELS, AND TRACKING TECHNOLOGIES

Our website uses cookies, web beacons, and tracking pixels to enhance your browsing experience, analyze site traffic, and understand customer behavior.

- **What We Use:** We utilize first-party cookies (set by us) and third-party cookies (set by Google Analytics and our e-commerce and marketing partners) to remember your preferences, keep track of your shopping or ticketing cart, and deliver relevant content.
- **Managing Your Choices:** You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of DenverWiesn.com (such as the purchase checkout process) may become inaccessible or fail to function properly.

6. SECURITY

We take reasonable administrative, technical, and physical security measures to protect your personal information. However, no method of internet transmission is 100% secure, and we cannot guarantee absolute security.

7. YOUR PRIVACY RIGHTS

Depending on your location, you may have rights regarding your personal information, including:

- The right to access the data we hold about you.
- The right to request the correction or deletion of your personal data.
- The right to withdraw consent for marketing communications.

To exercise these rights, please contact us at the address provided at the end of this document.

8. UPDATES TO THIS POLICY

We may update this privacy policy from time to time. The updated version will be indicated by an updated "Last Updated" date, and the change will be effective as soon as it is accessible.

9. CONTACT US

If you have questions or concerns about this policy, please contact us at:

The Bavarian Guild

Attn: Privacy Coordinator

Email: Communications@BavarianGuild

Address: 1127 Auraria Parkway, Suite 101, Office 9, Denver, CO 80204