

**The Rewards Drop
Terms and Conditions
(Updated May 31, 2024)**

PLEASE READ CAREFULLY. By enrolling in this program, you agree to the following terms and conditions ("Terms and Conditions") that govern the Rewards Drop Program.

BY ENROLLING IN THE PROGRAM (AS DEFINED BELOW), YOU AGREE TO SUBMIT ANY DISPUTES WITH BLUETRITON BRANDS, INC. TO BINDING ARBITRATION IN YOUR INDIVIDUAL CAPACITY IN ACCORDANCE WITH SECTION H (**APPLICABLE LAW; BINDING ARBITRATION; CLASS ACTION WAIVER; WAIVER OF JURY TRIAL; TIME LIMIT ON CLAIMS**) BELOW, AND YOU ARE WAIVING YOUR RIGHT TO ACT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING, **AS WELL AS WAIVING ANY RIGHT TO JURY TRIAL AND REQUIRING YOU TO TIMELY FILE ANY CLAIMS WITHIN A LIMITED PERIOD.**

The Rewards Drop (the "Program") is a loyalty program of BlueTriton Brands, Inc. with headquarters at 900 Long Ridge Rd., Building 2, Stamford, CT 06902 ("BlueTriton Brands"). Individuals ("Participants" or, individually, the "Participant") can visit www.rewardsdrop.com (the "Website") and register for the Program. Then, Participants can upload receipts from qualifying product purchases and engage with other non-purchase actions to receive points ("Points"). Participants may use their Points to redeem items (individually, a "Reward" and collectively, "Rewards") through the rewards catalog ("Rewards Catalog").

A. Eligibility & Enrollment:

1. **Eligibility:** The Program is only open to legal residents of the fifty (50) United States (and the District of Columbia), who are at least eighteen (18) years old at the time of entry. Corporations or other entities or organizations of any kind are not eligible to participate in this Program. Employees of Merkle Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate in the Program. The Program is void where prohibited.
2. **Enrollment:** Visit the Website and follow the links and instructions to complete and submit the enrollment form to create an account ("Account"). There are eight (8) brands (each a "Brand") participating in the Program. The Brands include the following: Arrowhead®, Deer Park®, Ice Mountain®, Ozarka®, Poland Spring®, Pure Life®, Splash Refresher®, and Zephyrhills® (each a "Brand" and collectively, the "Brands"). During enrollment, you must select your preferred Brand. Only the individual named on the enrollment form will accrue Points and will be entitled to access Account information. Only one (1) Account per individual is permitted. In the event that a Participant creates multiple accounts, BlueTriton Brands will not merge Reward Points into one (1) Account.
3. **Participant's Personal Information:** To learn how BlueTriton Brands will use the personal information collected in connection with the Account and/or this Program, read BlueTriton Brands' Privacy Policy: <https://bluetriton.com/privacy-policy> (the "Privacy Policy").
4. **BlueTriton Brands' Communications:** By signing up for this Program, Participants agree to receive email messaging regarding account information and balances, as well as emails regarding the Program, including notification of changes, to the email address associated with Participant's Account.
5. **Participant's Account Responsibility, Suspension and Termination:** Participant is responsible for maintaining the confidentiality of and for restricting access to the Account and its password. Participants agree to accept responsibility for all activities that occur under their Account. Without

limiting any other remedies or the termination provision below, BlueTriton Brands may suspend or terminate a Participant's Account, or deem a Participant ineligible from participating in the Program, redeeming or earning Points if BlueTriton Brands suspects that a Participant has engaged in fraudulent or illegal activity or any action that violates the intent of these Terms and Conditions.

B. Modification and Termination of the Program or Termination of Participant's Account:

1. BlueTriton Brands reserves the right to terminate, suspend or modify the Program, at its discretion, at any time with or without notice. Termination, modification, or suspension may affect a Participant's ability to redeem accumulated Points. Participants will be able to redeem Points as set forth in Section D below.
2. A Participant's continued participation in the Program constitutes his or her acceptance of any changes to the Program's Terms and Conditions.
3. Account Termination: Participants may terminate their Account at any time, by following the process described in Section I (4). BlueTriton Brands may temporarily suspend or permanently terminate Accounts and delete the associated data with the Account, in its sole discretion, for any of the following reasons: (a) BlueTriton Brands is advised that Participant is deceased, (b) Participant fails to respond to repeated attempts regarding the status of their Account, (c) Participant relocates to a jurisdiction outside of the permitted geographic eligibility; or (d) BlueTriton Brands believes or determines that Participant has engaged in any of the following behaviors, all of which are deemed violations of these Terms and Conditions : (i) fraudulent or illegal activity, (ii) violation of any third party's copyright, patent, trademark, trade secret or other proprietary rights or rights of publicity or privacy rights; (iii) any action or providing any material or content that is, or may reasonably be considered to be defamatory, libelous, obscene, pornographic, profane, hateful, racially or religiously biased or offensive, threatening or harassing to any individual, partnership or corporation; (iv) the introduction or use of any computer virus, worm or other potentially damaging computer programs or files; (v) the creation of more than one Account per individual; (vi) violation or attempted violation of the security, integrity or availability of any Account, user, network, computer, system, software, or device; (vi) conduct detrimental to BlueTriton Brands, any Brand, or any personnel of BlueTriton Brands or any Brand; or (vi) any other violation of the Terms and Conditions, including ineligible receipt submission, as provided below. Unless otherwise determined by BlueTriton in its sole discretion, any termination of an Account will result in the loss and forfeiture of any Points and Rewards. Without limiting any of the foregoing, BlueTriton Brands shall also have the right to take appropriate administrative and/or legal action against any violators, including criminal prosecution, as it deems necessary in its sole discretion.

C. Earning Program Points:

1. Make a Purchase and Upload Receipt(s): Make a purchase of one of the items listed in the below table ("Qualifying Purchase"). Qualifying Purchases must be made on or after January 1, 2023. The date of purchase of the Qualifying Purchase must be within ninety (90) days of the date that the receipt is uploaded for the Qualifying Purchase to be eligible to receive Points. Be sure to keep your receipt. Receipts cannot be given away, bartered, auctioned, sold, or traded and all such receipts may be void. Next, take an image of your entire receipt. The receipt image must be clear and legible and display all the following: (a) the purchase date and time, (b) the Qualifying Purchase(s), (c) the price of the Qualifying Purchase(s), and (d) total amount spent. Receipt image must not be larger than 5MB and may only be one of the following file types: .gif, .png, .jpg, or .pdf. Then, visit the Website and login to your Account. Follow the links and instructions to upload your receipt image. Each receipt can only be uploaded once, and you may only upload one (1) receipt per calendar day. Depending on your Qualifying Purchase(s), your Account will be credited with the associated Points, as outlined below:

Qualifying Purchase	POINTS
Case pack: 500ml multipacks of 24ct and higher	40
Occasional pack: all other still water multipacks	50
Single bottle	25
3 or 5 gallon bottle	75

2. Other Point Earning Activities: Participants may also earn Points by following on-screen instructions to complete the various activities as described below.

ACTIVITY	POINTS	LIMIT
Enroll in the Program	100	1 time
Complete a profile survey	100	1 time
Enroll as a ReadyRefresh customer	100	1 time
Program email opt-in	100	1 time
Brand email opt-in	100	1 time
Madebetter Pledge	100	1 time
Refer a Friend	50	3 times per calendar month
"Like" Brand on Facebook or Instagram	50	1 time
Answer Polling Question	50	1 time per polling question

Enroll in the Program: Visit the Website and follow the links and instructions to submit the enrollment form to create an Account. You will earn the associated Points, as listed above.

Complete a profile survey: Visit the Website and follow the links and instructions to complete your Account profile survey. You will earn the associated Points, as listed above.

Enroll as a ReadyRefresh customer: If you are a current ReadyRefresh customer, click on this link https://www.rewardsdrop.com/#/landing?affiliate_id=readyrefreshenroll to visit the RewardsDrop Program and then submit the enrollment form to create an Account. Once you are enrolled, you will earn the associated Points, as listed above.

Program email opt-in: Visit the Website and follow the links and instructions to opt in to receive marketing email messages from BlueTriton Brands. You will earn the associated Points, as listed above.

Brand email opt-in: Visit the Website and follow the links and instructions to opt in to receive marketing email messages. You will earn the associated Points, as listed above.

Madebetter Pledge: Visit the Website and follow the links and instructions to accept the pledge. You will earn the associated Points, as listed above.

Refer a Friend: Visit the Website and follow the links and instructions to submit the names and email addresses of friends who must be eligible to enter the Program and/or share the pre-populated message about the Program on Facebook. Each email and post will contain a unique link to the Program. If a friend/family member/known acquaintance subsequently enters the Program through the unique link, you will earn the associated Points, as listed above.

“Like” Brand on Facebook or Instagram: Visit the Website and follow the links and instructions to “like” or “follow” the Brand on Facebook or Instagram. You will earn the associated Points, as listed above.

Answer Polling Question: Visit the Website and follow the links and instructions to answer the provided polling question. You will earn the associated Points, as listed above.

3. Crediting and Missing Points. BlueTriton Brands will attempt to credit Participants' Accounts with Points on a timely basis. However, each Participant shall have the responsibility of ensuring that their Points are properly credited. Any claim for Points not credited accurately must be received within seven (7) days of the date of claimed accrual of such Points or the disputed Points shall no longer be valid.
4. Removal of Points. BlueTriton Brands reserves the right to remove Points from a Participant's Account if it determines that such Points were improperly credited to the Participant's Account or were obtained fraudulently or in violation of these Terms and Conditions. Validated Points deposited into a Participant's Account that are subsequently determined to be invalid for any reason are subject to disqualification and will be removed from the Participant's Account.
5. Points Awarding Decisions. BlueTriton Brands' decisions regarding the awarding of Points are final and binding.
6. Change to Products or Number of Points. BlueTriton Brands reserves the right to change the products participating as “Qualifying Purchases” and/or the number of Points awarded for Qualifying Purchases or the other activities described above at any time during the Program. BlueTriton Brands further reserves the right to change, add or remove the methods by which Participants can earn Points.
7. Earning Points through other Special Offers: BlueTriton Brands may also offer Points through promotional offers to some or all Participants for limited time periods, including as prizes in chance to win games in the Rewards Catalog. Each offer or game will provide details and terms including how to participate and other limitations or restrictions. BlueTriton Brands may notify eligible Participants with this special opportunity through push notifications and/or to the email address associated with their Account.

D. Redeeming Program Points:

1. A Participant may visit their Account to view and redeem Points for items from the Rewards Catalog. There is a Rewards Catalog per Brand. Each Participant is able to view available items and redeem Points for items in each Brand's Rewards Catalog.
2. Points can be used immediately upon deposit into a Participant's Account, or they may be saved for redemption at a later date. If the Program is terminated, Participants will have thirty (30) days from the Program Period end date to redeem the Points remaining in their Account to redeem Rewards. Points remaining in a Participant's Account after this thirty day period will be forfeited without compensation.
3. BlueTriton Brands reserves the right to modify the list of items available in the Rewards Catalog, as well as their corresponding Point values, at any time for any reason.
4. The total number of Points a Participant can use to redeem an item is the number of Points available in the Participant's Account at the time of a redemption. Items are available while supplies last.
5. All redemptions are final, and the Points will be deducted immediately from Participant's Account.

6. Physical Rewards will be delivered within 8 - 12 weeks from the time the Points are redeemed to the residential address listed in the Participant's Account (items cannot be shipped to P.O. Boxes). Digital Rewards will be delivered by email. It is the responsibility of the Participant to be sure all contact information in his/her Account is current. BlueTriton Brands is not responsible for Rewards sent to non-current addresses, and any such Rewards will not be replaced.
7. Participants are responsible for all costs and expenses associated with use of any Reward not stated in the Rewards Catalog as being provided. Rewards are awarded "as is" with no warranty or guarantee, either express or implied by BlueTriton Brands. Participants may not substitute, assign or transfer Rewards or redeem a Reward for cash. All Reward details are at BlueTriton Brands' sole discretion.
8. No refunds will be provided on any Rewards. If for any reason a Reward is received damaged, becomes unavailable after redemption, or cannot be fulfilled for any other reason, BlueTriton Brands, in its sole discretion, will replace the Reward with one of equal or greater value.
9. Gift cards, coupons and certain other types of Rewards may have additional terms and restrictions, of which Participants are responsible for making themselves aware. Additionally, gift cards and coupons should be treated by Participants like cash and will not be replaced by BlueTriton Brands if they are lost or stolen. Participants are responsible for all costs and expenses that might be reasonably incurred by the Participant in receiving or using Rewards that are not specifically included with the Reward.

E. Reward Points: Value, Expiration, & Forfeiture:

1. No Cash Value or Transferability: Points do not constitute property, do not entitle Participant to a vested right or interest and have no cash value. As such, Points are not redeemable for cash, transferable or assignable for any reason, and are not transferable upon death, as part of a domestic relations matter or otherwise by operation of law. The sale or transfer of Points is strictly prohibited. Points may not be sold on any secondary market, and any transfer of Points to a secondary market shall be deemed void. Subject to E.2. below, any Points remaining in a Participant's Account thirty (30) days after the Program is terminated will be forfeited without compensation. There shall be no carry over or transfer of Points to other BlueTriton Brands programs, unless otherwise determined by BlueTriton Brands in its sole and absolute discretion. As such, all Points and redemptions are only associated with the email address of the Account.
2. Point Expiration/Forfeiture and Account Deactivation: Accounts may be deactivated as provided in B.3 above, and in such event all Points will be forfeited immediately. If re-enrollment in the Program is permitted by BlueTriton Brands, in its sole discretion, it will require opting into the Terms and Conditions and the Participant will have zero (0) points at the time of re-engagement. Otherwise, Points earned will expire thirty (30) days after the conclusion or termination of the Program.
3. Accrued Points Viewable in Participant's Account: The number of Points earned by each Participant will be tracked in the Participant's Account. Unless otherwise stated, once Points are earned, they will be credited to Participant's account within approximately seventy-two (72) hours. However, each Participant will have the responsibility of ensuring that his/her Points are properly credited. Any claim for Points not credited accurately must be received by BlueTriton Brands within seven (7) days of the date of claimed accrual of such Points. Manual issuance of Points depends on the nature of the issue and can take up to thirty (30) days or more. BlueTriton Brands shall have no liability for any printing, production, typographical, mechanical or other errors in the Points summaries or Participant's Account. BlueTriton Brands reserves the right to invalidate Points from a Participant's Account if it determines that such Points were improperly credited,

obtained fraudulently or through any technique that violates the intent of these Terms and Conditions. BlueTriton Brands reserves the right to require proof of accrual of Points and BlueTriton Brands reserves the right to delay the processing or redemption of any Points without notice to Participants in order to assure compliance with these Terms and Conditions.

F. General Terms and Conditions:

1. Any attempt by a person to undermine the legitimate operation of the Program may be a violation of criminal and civil law, should such an attempt be made, BlueTriton Brands may seek damages from any such person to the fullest extent permitted by law. BlueTriton Brands' failure to enforce any of these Terms and Conditions shall not constitute a waiver of this, or any other provision.
2. All questions or disputes regarding eligibility for the Program, the availability of Rewards or a Participant's compliance with these Terms and Conditions will be resolved by BlueTriton Brands in its sole discretion. By participating, Participants agree that all decisions made by BlueTriton Brands or its designated agents regarding the Program, Rewards or Participant's eligibility are final.
3. BlueTriton Brands is not responsible for any incorrect or inaccurate information supplied by Participants for the Program.
4. Participants are responsible for maintaining updated contact information in their Account.
5. The Program is subject to all applicable laws and regulations.

G. Limitation of Liability:

1. BlueTriton Brands and its affiliates, subsidiaries, agents, promotion and advertising agencies, and each of their respective officers, directors, employees, agents, shareholders, and successors, assigns, and service providers (the "BlueTriton Brands Parties") are not responsible for any printing or computer error, omission, interruption, irregularity, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alteration of Program materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of Program information due to technical problems or traffic congestion on the internet, at any website or any combination thereof. In the event that online access is temporarily corrupted and suspended, notice of such will be provided at the Website and Participants will be advised to hold receipts until such time that the Program, as originally intended, may be resumed, as determined by BlueTriton Brands in its sole discretion.
2. By participating in the Program, each Participant accepts all responsibility for, and hereby releases and agrees to indemnify and hold harmless the BlueTriton Brands Parties from and against any claims, liabilities, damages or expenses that may arise from actions taken by such Participant and/or Participant's participation in the Program, or for any harm or injury caused by any third party.
3. UNDER NO CIRCUMSTANCES, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, SHALL ANY BLUETRITON BRANDS PARTY BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF PARTICIPATION IN THE PROGRAM, ANY PURCHASED ITEM OR REWARD, ANY AWARD OR FAILURE TO AWARD POINTS, IN EACH CASE EVEN IF ANY OR ALL OF THE FOREGOING OR ANY OF THEIR AUTHORIZED REPRESENTATIVES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES; THEREFORE, SUCH EXCLUSIONS MAY NOT APPLY TO YOU. IF BLUE TRITON BRANDS IMPROPERLY DENIES A PARTICIPANT ANY REWARD, LIABILITY WILL BE LIMITED TO THE EQUIVALENT FAIR MARKET VALUE OF SUCH ITEM. BY PARTICIPATING IN THE PROGRAM, EACH PARTICIPANT WAIVES ANY AND ALL RIGHTS TO BRING ANY CLAIM OR ACTION RELATED TO SUCH MATTERS IN ANY

FORUM BEYOND ONE (1) YEAR AFTER THE FIRST OCCURRENCE OF THE KIND OF ACT, EVENT, CONDITION OR OMISSION UPON WHICH THE CLAIM OR ACTION IS BASED.

4. TO THE FULLEST EXTENT ALLOWABLE BY LAW, THE PROGRAM, WEBSITE, POINTS AND REWARDS ARE PROVIDED "AS-IS" AND "AS AVAILABLE, AND THE BLUETRITON BRANDS PARTIES MAKE NO, AND HEREBY EXPRESSLY DISCLAIM ANY AND ALL REPRESENTATIONS OR WARRANTIES, EXPRESSED OR IMPLIED, REGARDING THE PRODUCTS AND/OR SERVICES OFFERED THROUGH THE PROGRAM, INCLUDING WITHOUT LIMITATION THOSE OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND ANY THAT MAY ARISE FROM COURSE OF DEALING OR COURSE OF PERFORMANCE. Some states do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you.

H. Applicable Law; Binding Arbitration; Class Action Waiver; Waiver of Jury Trial; Time Limit on Claims.

These Terms and Conditions and participation in the Program are to be governed by and construed in accordance with the law of Connecticut, United States of America, without reference to its conflicts of law rules.

Any dispute relating in any way to the Program, Website, Points, Rewards, or these Terms and Conditions shall be submitted to confidential arbitration in Stamford, Connecticut, except that, to the extent you have in any manner violated or threatened to violate BlueTriton Brands's intellectual property rights, BlueTriton Brands may seek injunctive or other appropriate relief in any state or federal court in the state of Connecticut, and you consent to exclusive jurisdiction and venue in such courts. Arbitration under this agreement shall be conducted under the rules then prevailing of the American Arbitration Association. The arbitrator's award shall be binding and may be entered as a judgment in any court of competent jurisdiction.

THE ARBITRATION OF DISPUTES SHALL BE IN YOUR INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. YOU AGREE THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROGRAM, WEBSITE, POINTS, REWARDS OR THESE TERMS AND CONDITIONS WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL YOU BE PERMITTED TO OBTAIN ANY AWARD FOR, AND YOU HEREBY KNOWINGLY AND EXPRESSLY WAIVE ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) YOUR REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND YOU IRREVOCABLY WAIVE ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

IF FOR ANY REASON A CLAIM PROCEEDS IN COURT RATHER THAN IN AN ARBITRATION, YOU WAIVE, TO THE FULLEST EXTENT PERMITTED BY LAW, ANY RIGHT TO TRIAL BY JURY IN ANY ACTION, SUIT, CLAIM OR PROCEEDING BROUGHT TO ENFORCE, DEFEND OR INTERPRET ANY RIGHTS OR REMEDIES ARISING HEREUNDER, RELATING TO OR IN CONNECTION WITH THE PROGRAM, WEBSITE, POINTS, REWARDS OR THESE TERMS AND CONDITIONS.

EXCEPT TO THE EXTENT SUCH TIME LIMITATION IS PROHIBITED BY LAW, ANY CLAIM OR DISPUTE ARISING OUT OF OR IN CONNECTION WITH THE PROGRAM, WEBSITE, POINTS, REWARDS OR THESE TERMS AND CONDITIONS BY YOU MUST BE FILED WITHIN ONE YEAR IN AN ARBITRATION PROCEEDING. THE ONE-YEAR PERIOD BEGINS WHEN THE CLAIM OR NOTICE OF DISPUTE FIRST COULD BE FILED. IF A CLAIM OR DISPUTE ISN'T FILED WITHIN ONE YEAR, IT'S PERMANENTLY BARRED.

If any provision of these Terms and Conditions is found to be invalid or unenforceable by a court of competent jurisdiction, such provision shall be severed from the remainder of these Terms and Conditions, which will otherwise remain in full force and effect.

I. Notice of Financial Incentive:

1. The Program is one way in which BlueTriton Brands endeavors to reward and thank loyal customers for purchasing its products. Participants opt in by creating an Account on the Website and enrolling in the Program. Participants are able to earn and accumulate Points that can be redeemed for Rewards.

2. BlueTriton Brands collects and uses personal information required to create the Account and enroll in the Program, including information you voluntarily provide us (such as your name and email), information we collect automatically, and information from other sources to operate the Program, including to send you promotions, content, and special offers and the other uses described in the Privacy Policy.

3. BlueTriton Brands does not assign monetary value for the information it collects through the Program, but we value it based on a reasonable and good faith estimate of the value we receive in increased customer loyalty, though any value will vary by Participant depending on purchases made, activities undertaken by the Participant, which Rewards the Participant redeems, and many other factors. Among other things, depending on the particular activity, the data we collect may be valued based on the marginal value of increased sales generated by a Participant's engagement within the Program, as well as the increased brand awareness generated by the activity under the Program.

4. Participation in the Program is voluntary, and Participants may terminate their Account from the Program by emailing BlueTriton Brands customer service at BTBRewardsDrop@bluetriton.com. Participants may opt out of receiving commercial email communications at any time by adjusting their Account settings, or by clicking the "unsubscribe" link included within any commercial email BlueTriton Brands sends Participants.