

Altria
Privacy Statement

Effective Date: April 1, 2023

We at Altria Group, Inc. and its subsidiaries (“Altria”, “we”, and “our”) respect your privacy and value the relationship we have with you. This Privacy Statement (the “Privacy Statement”) applies to personal information collected on or through Altria’s Diverse & Inclusion Supplier Registration Portal (“Site”) from diverse suppliers interested in Altria’s Supplier Diversity & Inclusion Program.

This Privacy Statement uses certain terms that have the meaning given to them in the California Consumer Privacy Act of 2018 (as amended by the California Privacy Rights Act of 2020) and its implementing regulations (collectively, the “CCPA”).

1) Notice of Collection of Personal Information

We may collect the following information about users of the Site:

- **Identifiers**, such as professional or employment related information (such as company name, position or job title), email, social media handles and company’s address, company website, diversity designation.
- **Protected Classifications**, characteristics of protected classifications under California or federal law, such as gender, and ethnicity/race/national origin

We do not collect personal information deemed “sensitive” under the CCPA.

2) Purpose for Collection and Use

We collect and use personal information in order to communicate with you about our Supplier Diversity & Inclusion Program to increase business opportunities and align with Altria’s Supplier Diversity & Inclusion goal.

3) Sources

We collect information directly from you or your company’s representative.

4) Disclosures of Personal Information

We may disclose any of the categories of personal information described above to one or more of the following categories of third-parties:

- Our affiliates (including other subsidiaries of Altria Group, Inc.), such as those found at the following link: www.altria.com/About-altria/our-companies
- Vendors, consultants, and advisors who provide services on our behalf

- Corporations who participate in Supplier Diversity for purposes of referrals or recommendations
- Supplier Diversity Development Councils (e.g., the National Minority Supplier Development Council, Women’s Business Enterprise National Council or the National Veterans Business Development Council) or Chambers of Commerce (e.g. the National Gay and Lesbian Chamber of Commerce) to confirm diversity ownership
- Acquiring/merging entity, in the event of a sale or transfer of all or a portion of our business or assets
- Government entities and investigatory bodies, including regulatory agencies and law enforcement

We may disclose personal information for other reasons that we may describe to you from time to time or as permitted by law.

5) Sales/Sharing of Personal Information

We do not sell personal information, as that term is defined in the CCPA. We also do not conduct “sharing” for purposes of online behavioral advertising through the Site.

6) Retention

We will retain your personal information for the period of time reasonably necessary to achieve the purposes described in our privacy statements or any other notice provided at the time of collection, taking into account applicable statutes of limitation and records retention requirements under applicable law.

7) California Privacy Rights

If you are a California resident, you have certain choices regarding your personal information collected on or through the Site, as described below:

- Access: You have the right to request, twice in a 12-month period, that we disclose to you the personal information we have collected, used, and disclosed about you.
- Correction: You have the right to request that we correct inaccuracies in the personal data we have collected about you. We may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations.
- Deletion: You have the right to request that we delete certain personal information we have collected from you, subject to certain exceptions under the law. We may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations.

You or your authorized agent may submit a request by contacting us at:

By Mail:
 Supplier Diversity and Inclusion Department
 6601 West Broad Street
 Richmond, VA 23230

or

By Phone:
Supplier Diversity and Inclusion
Procurement Department
804-274-2000

If you have an agent making a request, we will require (1) the agent to provide proof of authorization and (2) you to confirm that you have provided that agent your permission.

To help protect your privacy and maintain security, we will take steps to verify your identity before fulfilling your request. The verification steps will vary depending on the sensitivity of the personal information and whether you have an account with us.

If you do not have an online account with us, we may require you to provide certain information to verify your identity, such as: supplier name, owner, telephone address, or other similar information. In addition, if you do not have an online account and you ask us to provide you with specific pieces of personal information, we may require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request.

Nondiscrimination: We will not discriminate against you if you exercise any of your rights under the CCPA.

Updates to this Privacy Notice

We may change or update portions of this Privacy Statement at any time and without prior notice to you. Please check back from time to time so you are aware of any changes or updates to the notice. For significant changes, we will post a notice on this Site. We will indicate at the top of the Privacy Statement when it was most recently updated.