

TERMS OF USE

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10. When you want to use this website, participate in contests and surveys, apply for a job, or other communication with us, we may ask you to provide us with personal information. For information on how AB InBev UK Limited uses and protects your personal data, please check out our privacy policy on this website.

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13. You agree to indemnify and hold AB InBev UK Limited harmless from and against any breach by you of these Terms and Conditions and any claim or demand brought against AB InBev UK Limited by any third party arising out of your use of the website, including without limitation, all claims, actions, proceedings, losses, liabilities, damages, costs, expenses (including reasonable legal costs and expenses) howsoever suffered or incurred by AB InBev UK Limited in consequence of your breach of these Terms and Conditions.

14. If any of these Terms and Conditions should be determined to be invalid, illegal or unenforceable for any reason by any court of competent jurisdiction then such Term or Condition shall be severed

and the remaining Terms and Conditions shall survive and remain in full force and effect and continue to be binding and enforceable.

15. AB InBev UK Limited and its agents are not responsible for technical, hardware or software failures of any kind, lost or unavailable network connections or failed, incomplete, corrupted or delayed computer transmissions which may limit a participant's ability to participate in a contest.

16. These Terms and Conditions shall be governed by and construed in accordance with the law of England and you hereby submit to the exclusive jurisdiction of the English courts. If you use this website from another country, you are responsible for compliance with any and all applicable local laws. AB InBev UK Limited, its affiliates and/or partners make no representation that the materials contained within this website are appropriate for countries outside the United Kingdom.

17. AB InBev UK Limited reserves the right to revise this legal information at any time and for any reason and reserves the right to make changes at any time, without notice or obligation, to any of the information contained on this website. By entering this website you acknowledge and agree that you shall be bound by any such revisions. We suggest periodically visiting this page of the website to review these terms and conditions.

18. Sponsor: AB InBev UK Limited, Porter Tun House, 500 Capability Green, Luton, Bedfordshire, LU1 3LS



WEBSITE PRIVACY POLICY (UK)

1. INTRODUCTION

Dear visitor,

Thank you for visiting our website. To ensure that you feel safe and happy while visiting our website, the following information gives you a comprehensive guide on what we do with your personal data.

This data privacy policy is designed to inform you about how we collect, use and transfer your personal data.

2. IMPRINT

AB InBev UK Limited

Registration number: 3982132, registered in England and Wales

Address: Porter Tun House, 500 Capability Green, Luton, UK LU1 3LS

Tel: +44 1582391166,

E-mail: consumer.helpline@ab-inbev.com

Value added tax (VAT) number: GB745737502

3. USE OF DATA

We collect personal information of our users in two ways:

- through registration and information that we request that you enter on certain pages on the website; and / or
- through cookies (for more information about cookies, please see below).

We may ask you for your name, age, street address, city, postcode, mobile telephone number, email address, comments, suggestions or other information relating to our website, our products or services, or the company. In addition, other specific types of information may be requested in connection with contests, sweepstakes, other promotional offers or other marketing efforts. Our purpose in gathering this personal information is to:

- use it within AB InBev UK Limited as we continue to work on being the best beer company in a better world (this use is only with respect to your comments or suggestions);
- contact you to notify you that you have been selected as a winner of a contest or sweepstakes;
- send you details if you are a winner of or to confirm your entry to future competitions or events;
- or send you current mailings or other marketing information about Budweiser UK and our companies in which we think you would be interested through email / mail / SMS messaging (if you have given us permission to do so when you have registered with us.)

AB InBev UK Limited and its agents will retain your personal information only as long as necessary for fulfilment of the purposes described above or as required by law.

You will be able to unsubscribe from receiving marketing information from us, by simply texting back “stop” or emailing back “unsubscribe” at any time to any text marketing message or by following the ‘unsubscribe’ link in the e-mail marketing we send to you. Alternatively, you may send us a request using the contact details at the bottom of this policy.

Please note that if you opt not to receive promotional messages from us, we will still continue to send you information that relates to any account you may hold with us, or any business relationship you may have with us, such as a request you have made for or about our goods and services (such as transactional messages about sweepstakes in which you may have entered).

4. USER RIGHTS

As a user you have the right to request information on the data we store concerning you as well as the purpose of storage. In addition, you have a right to demand that incorrect data are being corrected and data which are inappropriate or no longer needed are being deleted. You also have the right to request from us to restrict the processing of your data as well as the right to data portability. If personal data is collected according to Art. 6 (1) (f) you have the right to object, on grounds relating to your particular situation, at any time to processing of personal data. We will no longer process the personal data unless we demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of you or for the establishment, exercise or defence of legal claims. For information, requests and suggestions regarding data protection, please do not hesitate to contact us.

5. COOKIES

Cookies are small pieces of data being placed on the hard drive of a visitor’s device. With the help of cookies you can store information for a certain period of time and identify the user’s device. For a better user guidance and an individual representation of performance we use permanent cookies. We also use so-called session cookies which are automatically deleted once you close your browser. You can set your browser to inform you of the potential downloading of cookies, thus ensuring that the usage of cookies is transparent.

We are processing your personal data according to Art. 6 (1) (f) GDPR for the legitimate purposes noted above.

Type of Cookie	Name	Purpose	More information
Temporary	bud_auth	Authentication of the user – without this cookie the user would not be able to login	Expires at the end of the session
Temporary	bud_session	Session state of the logged in user – without this cookie the user would have to login to view each page.	Expires at the end of the session
Temporary & Permanent	__utma __utmb __utmc __utmz	Google Analytics uses cookies to help us analyse how you use this website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to	__utma expires 2 years after creation __utmb expires 30 minutes after last access to the website __utmc expires 30 minutes after last access to the website __utmz expires 6

Type of Cookie	Name	Purpose	More information
		the website from and the pages they visited. For an overview of privacy at Google, please	months after last access to the website

6. WEBSITE TRACKING TECHNOLOGIES

GOOGLE ANALYTICS

Integrated into this website are the targeted advertising tools. These tools use cookies and similar technologies and enable us to analyse the visitor's use of our website. For this purpose the generated information in the cookie (including your IP-address) is sent to us and stored to enable us to optimize the use of our website and/or provide you with advertisements tailored to your interests. You may preclude the use of these tracking technologies by selecting the appropriate settings in your browser. Be aware that in this case it may occur, that you may not be able to use all functions of this website.

Google Analytics uses cookies to help us analyse how you use this website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited. For an overview of privacy at Google, please click here.

_utma expires 2 years after creation __utmb expires 30 minutes after last access to the website _utmc expires 30 minutes after last access to the website _utmz expires 6 months after last access to the website.

FACEBOOK PIXEL

A Facebook pixel is an analytics tool that consists of a code that is installed on our website. When you perform certain activities on our website, such as visiting a web page or buy a product, the Facebook pixel is triggered and will collect this information in the Facebook environment, if you are using Facebook. This technology allows us to provide users customised content and advertising, to provide social media features and to analyse traffic to our website. The Facebook pixel may collect personal data from you, including:

- Operating system used
- Type of website used, for example on mobile or desktop
- Type of client used, for example a browser or mail program.
- Client's screen resolution
- Time the website was visited
- Activities on the website during a session (when using multiple tracking pixels)
- IP address (provides information on the Internet Service Provider and location)

Your personal data will not be processed by any third party other than Facebook Inc. for this operation.

SALESFORCE DMP

Integrated into this website is the targeted advertising tool Salesforce Data Management Platform. This tool uses cookies and similar technologies and enable us to analyse the visitor's use of our website. For this purpose the generated information in the cookie (including your IP-address) is sent to us and

stored to enable us to optimize the use of our website and/or provide you with advertisements tailored to your interests. You may preclude the use of these tracking technologies by selecting the appropriate settings in your browser. Be aware that in this case it may occur, that you may not be able to use all functions of this website.

We are processing your personal data according to Art. 6 (1) (f) GDPR for the legitimate purposes of optimizing our website and analysing your use of the website. The personal data will be erased when they are no longer necessary for the original purpose (replying to your raised questions and comments).

7. NEWSLETTER

On our website, you have the option of subscribing to our free newsletter. We use the double-opt-in procedure for subscription. Once you submit the subscription form to us, you will receive a confirmation email from us. Your subscription will be activated only after you have clicked on the link in the confirmation email. You can unsubscribe from the newsletter gfinat any time. To do so, use the unsubscribe function on our websites or the unsubscribe link at the end of each email. Your email address will then be deleted immediately from the distribution system.

By subscribing to the newsletter, you agree to the following declarations of consent:

I agree to receive advertising from Budweiser UK in the form of newsletters.

We are processing your personal data according to Art. 6 (1) (a) GDPR. The personal data will be erased when they are no longer necessary for the original purpose (replying to your raised questions and comments). The provision of such data is necessary in order to provide you with our newsletters (Art. 6 (2) (c) GDPR).

8. SOCIAL MEDIA PLUG-INS

We place various social media buttons on our website in the form of a link. Following are the social media buttons used but not limited:

- Facebook
- Twitter
- Instagram

Please be aware that by visiting a website which integrates social media plugins, certain data (your current IP address, visited sites, the date and time the website etc.) is forwarded to these social media services even if you are not registered with these services.

If you are already logged into the social media service when you click on the social media button, the social media service may also use this data to identify your user name and possibly even your real name. We have no control over the extent, nature and purpose of such data processing by the social media service. Please note that the social media service is perfectly capable of using this data to create pseudonymised and even individualised user profiles.

We leave it up to you on whether you want your personal data to be forwarded to social media services by using the so-called 2-Click-Method. The 2-Click Method refers to a technique of protecting consumers' identity where a social media button appears on a website. The 2-Click system uses static links that require the social media buttons to be "activated" by a user before any data is transferred to the social media server. A button is activated with the first "click". Once it has been

activated, the social media service has access to all the above-named information. The user will, with a second “click”, be able to interact with the website using his or her profile on the activated social media platform, e.g. by sharing or liking a post.

You can find further information about data protection regarding Facebook at <https://www.facebook.com/policy.php>, regarding Twitter at <https://twitter.com/privacy?lang=de> and regarding Instagram at <https://help.instagram.com/155833707900388>.

9. CONTACT FORM

When you are using the contact form to get in touch with us, we only collect and process your name, your email address and your questions and comments.

You are free to give us more information.

Please note that by clicking on “contact us” you are leaving this website and are redirected to our global “contact us” website (<https://contactus.ab-inbev.com>) which is not operated by us.

We are processing your personal data according to Art. 6 (1) (f) GDPR for the legitimate purposes of replying to you and staying in touch with you. The personal data will be erased when they are no longer necessary for the original purpose (replying to your raised questions and comments).

10. SECURITY MEASURES

We adopt technical and organisational measures to protect your data as comprehensively as possible. In addition to the commitment of our employees to secrecy and a careful selection and monitoring of our service providers, we also secure our operating environment adequately.

To protect your data against unwanted access, we use data encryption. Data collected from this website will be passed between your computer and our server and vice versa via the internet using data encryption in transit technology by using 256-Bit TLS (Transport Layer Security) encryption. If the connection is encrypted the ‘lock’ symbol on your browser status list will show as locked, and the address line will start with “https://”. We will not use encryption if you exchange only generally available information with us. Data stored in our database is encrypted using data encryption in storage technology by using 256-Bit AES encryption.

11. “DO NOT TRACK”

“Do Not Track” is an opt-in browser setting that enables users to opt out of tracking by websites they do not visit, including analytics services, advertising networks, and social platforms. You can adjust the settings on your browser and opt-in to “Do Not Track”. Once you have done this, a “Do Not Track” request will be sent when you access a website from your browser, and your user activity is no longer tracked.

12. LEGAL DRINKING AGE

This website is not intended for individuals under the legal drinking age. Therefore, we perform age checks upon visiting the website. If we later learn that an individual under the legal drinking age has provided us with personal information, we will delete it.

13. TRANSFER TO THIRD PARTIES

We may disclose your personal information to third parties such as our members, our professional advisers, our external and internal service providers that provide services to us (such as distribution of newsletters, IT hosting and market research). We may disclose your personal information for the purposes set out above and only for specific purposes according to the relevant data protection laws. Those service providers are bound to process your personal data only on our strict instructions and when they can offer adequate technical and organizational measures to protect your data.

We may also disclose your personal information if it is required or authorized by law, where disclosure is necessary to prevent a threat to life, health or safety, or where we are otherwise permitted by the relevant data protection laws.

14. SENDING INFORMATION OVERSEAS

Personal information is sent overseas in limited circumstances, including to:

AB InBev companies render hosting and support services within the group and assist AB InBev in performing processing operations for the described purposes.

AB InBev will not send your personal information to a recipient outside the EU / the EEA without obtaining your consent or otherwise complying with the relevant privacy legislation.

15. DATA PRIVACY OFFICER

For questions, comments or complaints, please contact our data privacy officer:

Peter Suhren

First Privacy GmbH

Web: <https://www.first-privacy.com/>

E-Mail: abi-team@first-privacy.com

Phone: +49 421 69663282

16. COMPLAINTS

If you are concerned that we have not complied with your legal rights or applicable data protection laws, you may bring a complaint internally through our complaints process or you may decide to make a formal complaint with the Data Protection Authorities The Information Commissioner (which is the regulator responsible for privacy in the UK).

We will deal with complaints as follows:

Step 1: Let us know

If you would like to make a complaint, you should let us know by contacting our Data Protection Officer (DPO).

Step 2: Investigation of complaint

Your complaint will be investigated by our DPO.

A response to your complaint will be provided in writing within a reasonable period (one month in principle, but we may inform you should we need more time to process your request).

Step 3: Contact Data Protection Authority

We expect that our procedures will deal fairly and promptly with your complaint. However, if you

remain dissatisfied, you may also contact the Data Protection Authorities The Information Commissioner as follows:

Office of the Information Commissioner

Web: <https://www.ico.org.uk>

Helpline: 0303 123 1113 Complaints must be made in writing

Complaints must be made in writing

Budweiser

Consumer Department

AB InBev UK Limited Tel: 01582 391166

Porter Tun House

500, Capability Green

Luton

Bedfordshire

LU1 3LS

Any complaints or correspondence in relation to this Privacy Policy should be sent to our DPO at: consumer.helpline@ab-inbev.com.

17. ONLINE SHOP

Before placing an order you have to register on the website. By logging into the website you can review your personal data and access all finalized or open orders. We do not collect more personal data than is necessary. The personal data you submit during your registration or while placing an order will only be used for the purpose of processing your orders. We do not use your data for marketing or other purposes. In order to secure the transmission of sensitive bank and credit card details and to protect data from abusive use we utilize in transit encryption (SSL, Secure Socket Layer).

Before placing an order we conduct a credit assessment in order to prevent default in payments and to offer you various payment methods for your selection

We are processing your personal data according to Art. 6 (1) (b) GDPR. The personal data will be erased when they are no longer necessary for the original purpose (ordering goods from our webshop) and no mandatory retention periods have to be adhered to. The provision of such data is necessary to enter into a binding contract (Art. 6 (2) (c) GDPR).

Thank you for visiting our website.

Effective Date: This policy was last updated on 11th October 2018.

www.drinkaware.co.uk

Please Drink Responsibly

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