

TERMS AND CONDITIONS FOR TAP INTO YOUR BEER

version 1.0 updated on 25/05/2020

1. COMPANY INFORMATION

Thank you for visiting the Tap Into Your Beer website (the "Website"), which is owned and operated by **ANHEUSER-BUSCH INBEV SA/NV**, a company organized and existing under the laws of Belgium, having its registered office at Grote Markt 1, 1000 Brussels, Belgium, registered with the Register of Legal Entities under company number VAT 0417.497.106 RPM Brussels and its Affiliates ("ABI", "we", "our" or "us"), e-mail: <https://contactus.ab-inbev.com>.

By accessing and using the Website, using the Services referred to in Section 4, or by clicking on "ACCEPT", you confirm you have read, understood, and agree to be bound by these Terms and Conditions, including the Privacy and Cookie Policy referred herein, relating to the use of the Website. If you do not accept these Terms and Conditions, please refrain from or cease visiting using or accessing the Website and related Services immediately.

A copy of these Terms and Conditions can be obtained [here](#).

2. LEGAL DRINKING AGE

This Website and Services is not intended for individuals under the legal drinking age. Therefore, we perform age checks upon visiting the Website.

3. MODIFICATION OF THESE TERMS & CONDITIONS

ABI is constantly changing and improving the Website and its content.

Therefore, ABI reserves the right to revise these Terms and Conditions at any time and such modification will be effective upon posting to the Website. We shall notify you of the change to these Terms and Conditions by updating the effective date at the top of these Terms and Conditions.

Where required by applicable law, you will be notified by e-mail of the changes. Your continued use of the Website and Services after any modifications to these Terms and Conditions shall indicate your agreement with such modified terms.

Where required by law, we may also ask you to expressly confirm your consent to the modified terms.

4. THE SERVICES

The Website main purpose is to show information about our beers in each country. In addition, the Website may provide other services from time to time (all services available on the Website are referred to as "the Services").

Access to the Website and the use of the Services are provided for free. Unless stated otherwise, the Website and the Services are for your personal, non-commercial use only and may not be used in connection with any commercial endeavours except those that are specifically approved by ABI.

5. CONTENT OF THE WEBSITE

The information relating to ABI and its products and Services on this Website is provided subject to the following conditions:

- Information on this Website is provided as is. ABI makes no warranties or representations about the accuracy or completeness of this Website's content. To the fullest extent permitted under applicable law, neither ABI nor any of its contractors or employees shall be liable for any direct, incidental, consequential, indirect or punitive damages arising out of the access to or use of any content of this Website, in accordance with Section "DISCLAIMERS AND LIMITATION OF LIABILITY" below.
- ABI reserves the right to make additions, deletions, or modifications to the information contained on the Website at any time, to (temporarily or permanently) block the access to the Website or to shut down the Website, without any prior notification, in order to perform maintenance and/or to implement any improvement and/or modification on the Website.
- Whilst ABI makes all reasonable attempts to exclude viruses from this Website, it cannot ensure such exclusion and no liability is accepted for viruses. Thus, you are recommended to take all appropriate safeguards before downloading information from this Website.
- ABI intends to update the Website on a regular basis but, to the extent permissible pursuant to applicable law, assumes no obligation to update any of the content.

6. DATA PRIVACY INFORMATION RELATING TO THE USE OF WEBSITE

Please read our Privacy and Cookie Policy [[available here](#)] for detailed information as to the processing of your personal data on the Website, including which personal data we collect, for which purposes we use your personal data, with whom we may share it, how long we maintain it and how you can exercise your rights of access, rectification, restriction, erasure, objection and portability under applicable data protection laws.

In accordance with – and where required under – applicable data protection laws, you will be invited to provide free, specific and informed consent to the processing of your personal data for the purposes described in our Privacy and Cookie Policy when registering for specific features on the Website. You have the opportunity to withdraw any given consent at any time as described in our Privacy and Cookie Policy.

7. ACCEPTABLE USE

7.1. Except to the extent expressly provided in these Terms and Conditions or by law, in using the Website and/or Services you agree not to, nor allow any third parties on your behalf to:

- copy, reproduce, alter, modify, adapt or translate the whole or any part of the Website, nor duplicate, compile, disseminate, reverse engineer, disassemble, decompile, or disable any features, or otherwise derive the source code of the Website, or any component of the Website, in whole or in part;

- merge the Website or any component thereof into any other programs or create derivative works based on any component of the Website;
- make and distribute copies of the Website;
- use the Website in whole or in part or any confidential information relating thereto to create software that is functionally equivalent to the Website or any part thereof;
- use this Website for anything other than personal, non-commercial and non-professional use;
- modify any part of the Website other than as may be reasonably necessary to use the Website for its intended purpose;
- use the Services to send junk e-mail, spam, chain letters, pyramid schemes or any other unsolicited messages, commercial or otherwise;
- threaten, abuse, disrupt, stalk or otherwise violate the legal rights (including rights of privacy and publicity) of others;
- use any information or material in any manner that infringes any copyright, author right, trademark, patent or other proprietary right of any party;
- promote the excessive, irresponsible, or underage consumption of alcohol;
- make available or upload files that contain a virus, worm, trojan, or corrupt data that may damage the operation of the computer or property of another;
- collect or store personal information about others, including e-mail addresses;
- advertise or offer to buy or sell goods or services for any commercial purpose, unless such communication facility specifically allows such messages;
- impersonate any person or entity for the purpose of misleading others;
- violate any applicable laws or regulations;
- use the Website or Services in any manner that could damage, disable, overburden or impair the Website or Services or interfere with any other party's use and enjoyment of the Website or Services;
- post, publish, distribute or disseminate material or information that you do not have a right to transmit under any law or under contractual or fiduciary relationships such as inside information or confidential information disclosed in the course of employment or under a confidentiality agreement; or
- attempt to gain unauthorized access to any of the Services, other accounts, computer systems, or networks connected to the Website or Services through hacking, password mining or any other mining, or any other means.

7.2. ABI is under no obligation to monitor, screen, or sanction the Services but shall be entitled to review materials or User Content posted to a communications facility and, at our sole discretion, to remove at any time and without notice any material or User Content that breaches these Terms and Conditions or is otherwise objectionable.

8. RESPONSIBILITY OF THE USER

8.1. If you choose to register to the Website, you may not share your password(s), account information, or access to the Website. You are responsible for maintaining the confidentiality of your password(s) and account information, and you are responsible for all activities that occur under your password(s) or account(s) or as a result of your access to the Website.

8.2. You are responsible for your internet connection, the availability and proper functioning of your connection equipment, and the means of authentication with the Website.

9. TERMINATION

9.1. To the extent permitted under applicable law, ABI maintains the right to terminate your access to any or all of the Services or Website at any time, without notice, for any valid or legitimate reason, including without limitation, breach of these Terms and Conditions.

9.2. ABI may also at any time, at our sole discretion, discontinue the Website or Services or any part thereof and you agree that we shall not be liable to you or any third party for any termination of your access to the Website or Services.

9.3. Upon termination of the use of the Website and Services, these Terms and Conditions, including all rights and licenses granted to you hereunder, shall immediately (or, if applicable, after the notice period) be terminated.

10. LINKS TO THIRD PARTY WEBSITES

10.1. The Website or Services may include links to third party websites or applications that are controlled and maintained by third parties. ABI is not, directly or indirectly, implying any approval, association, sponsorship, endorsement, or affiliation with the linked site or application, unless specifically stated therein.

10.2. You acknowledge and agree that ABI has not reviewed all sites or applications linked to this Website and is not responsible for the content or availability of any such sites. Your linking to other off-site pages or other sites is at your own discretion and risk.

11. INTERNATIONAL USE

You agree to comply with all applicable local laws and rules regarding acceptable use of and conduct on the Internet.

12. INTELLECTUAL PROPERTY RIGHTS

12.1. Copyright belongs to ABI

ABI or its licensors are the owner of any and all copyrights, author rights, database rights and software rights in all material contained on, in or available through the Website, including all information, data, pictures, graphics, text, images of places or people, music, sound, and video messages, and all source codes, software compilations and other material (the "ABI Content"). No portion of this site, including all ABI Content, may be used in any manner, or for any purpose, without ABI's express written permission, except if indicated herein.

Trade names, logos, trademarks, service marks and signs contained on or in the Website belong to ABI or its licensors.

By entering this Website, you acknowledge and agree that any name, logo, trademark, service mark or sign contained on or in this Website is owned by the ABI group companies or their licensors and may not be used without prior written approval.

Your use of any of this ABI Content is prohibited unless specifically provided for on the Website. Without in any way waiving any of the foregoing rights, you are granted a limited, non-exclusive, non-transferable and royalty-free license to download one copy of the ABI Content for your personal, non-commercial home use only, provided you do not delete or change any copyright, author right, trademark or other proprietary notices. Modification, repostment, or use of the ABI Content that would damage the reputation of ABI or its partners, or any model or person, violates ABI's legal rights. ABI will enforce its intellectual property rights to the full extent of the law. Any unauthorized use of all, part, or any aspect of ABI's or its partners' intellectual property may subject you to penalties or damages, including but not limited to those related to violation of trademarks, copyrights, author rights, privacy and publicity rights.

12.2. By using this Website, you acknowledge and agree that any User Content you transmit to this Website, in any manner and for any reason, will not be treated as confidential or proprietary. Furthermore, you acknowledge and agree that any ideas, concepts, techniques, procedures, methods, systems, designs, plans, charts, or materials or User Content you submit to ABI through this Website will become and remain ABI's property and therefore may be used by ABI anywhere, anytime and for any reason whatsoever, without notice, compensation or any other obligation to you or any other person.

13. INDEMNITY

You agree to indemnify and hold ABI harmless from and against any breach by you of these Terms and Conditions and any claim or demand brought against ABI by any third party arising out of your use of the Website, Services and/or any User Content submitted, posted or transmitted through the Services, including without limitation, all claims, actions, proceedings, losses, liabilities, damages, costs, expenses (including reasonable legal costs and expenses) howsoever suffered or incurred by ABI in consequence of your breach of these Terms and Conditions.

14. DISCLAIMERS AND LIMITATION OF LIABILITY

14.1. To the fullest extent permitted by law, use of the Website and Services is at your own risk. The Website and Services are provided on an "AS IS" and "AS AVAILABLE" basis without any representation or endorsement made and without warranty of any kind whether express or implied, including but not limited to the implied warranties of satisfactory quality, fitness for a particular

purpose, non-infringement, compatibility, security and accuracy and absence of hidden/latent defects.

14.2. By accessing this Website, you acknowledge and agree that your use is at your own risk and that this Website, its owners, officers, directors, employees, or any of the parties involved in creating, producing, or delivering this Website are not liable for any damages whatsoever, including any direct, incidental, consequential, indirect or special damages, or any other losses (such as loss of profits, loss of business, loss of savings, loss of goodwill, loss of opportunity, loss of data or third parties claims), costs or expenses of any kind (including legal fees, expert fees, or other disbursements) which may arise, directly or indirectly, regardless of whether or not such liability or damages arise in contract, tort, negligence, equity, statutorily, or otherwise, including for hidden/latent defect, in any connection with the access to, the use of, or browsing of this Website or in connection with any ABI Content, information, data, promotions, activities, associated with this Website, or in connection with your downloading of any materials, text, data, images, video or audio from this Website, including but not limited to anything caused by any transmission defects, viruses, bugs, human action or inaction of any computer system, phone line, hardware, software or program malfunctions, or any other errors, failures or delays in computer transmissions or network connections, or arising from third party claims (even if ABI has been advised of the possibility of such damages). You specifically acknowledge that ABI shall not be liable for user submissions to the Services or the defamatory, offensive, or illegal conduct of any third party and the risk of harm or damage from the foregoing rests entirely with you.

14.3. To the fullest extent permitted by law, ABI makes no warranty that the Website or Services will meet your requirements, that ABI Content will be accurate, comprehensive or reliable, that the functionality of the Website or Services will be uninterrupted or error free, that defects will be corrected or that the Website or Services or the server that makes them available are free of viruses or anything else which may be harmful or destructive. Any ABI Content, User Content or material downloaded or otherwise obtained through the use of this Website is done at your own discretion and risk, and you will be solely responsible for any damage to your computer system or loss of data that results from the download of any such material in accordance with this Section "DISCLAIMERS AND LIMITATION OF LIABILITY".

14.4. Nothing in these Terms and Conditions shall be construed to exclude or limit the liability of ABI for fraud, for death or personal injury as a result of the negligence of ABI, or any other liability that cannot be excluded under applicable law.

15. SEVERANCE

If any term or provision of these Terms and Conditions is invalid, illegal, or unenforceable in any jurisdiction, such invalidity, illegality or unenforceability shall not affect any other term or provision of these Terms and Conditions or invalidate or render unenforceable such term or provision in any other jurisdiction. Upon a determination that any term or provision is invalid, illegal or unenforceable, the court may modify these Terms and Conditions to affect the original intent of the parties as closely as possible.

16. ASSIGNMENT

These Terms and Conditions, and any rights and licenses granted hereunder, may not be transferred or assigned by you, but may be assigned by ABI without restriction.

17. TECHNICAL FAILURES

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

18. GOVERNING LAW

18.1. These Terms and Conditions, the use of the Website, Services and/or any contractual or non-contractual (including pre-contractual) matters in connection with their conclusion, validity, interpretation, enforcement, performance and termination shall be governed by and construed in accordance with the laws of Belgium, to the extent that the laws of Belgium are not overridden by applicably mandatory laws, e.g. consumer protection laws you would mandatorily benefit from.

18.2. Without prejudice to your mandatory rights under applicable laws to refer any claims to other competent courts, any dispute arising out of or in connection with these Terms and Conditions, the use of the Website, Services and/or any contractual or non-contractual (including pre-contractual) matters in connection with their conclusion, validity, interpretation, enforcement, performance and termination will be submitted to the exclusive jurisdiction of the courts of Belgium.

18.3. If you use this Website from another country, you are responsible for compliance with any and all applicable local laws.

18.4. ABI, its affiliates, and/or partners make no representation that the materials contained within this Website are appropriate for countries outside Belgium.

PRIVACY AND COOKIE POLICY FOR TAP INTO YOUR BEER

version 1.0 updated on 25/05/2020

The Tap Into Your Beer website (the “Website”), which is owned and operated by **ANHEUSER-BUSCH INBEV SA/NV**, a company organized and existing under the laws of Belgium, having its registered office at Grote Markt 1, 1000 Brussels, Belgium, registered with the Register of Legal Entities under company number VAT 0417.497.106 RPM Brussels] and its Affiliates (“ABI”, “we”, “our” or “us”), e-mail: <https://contactus.ab-inbev.com>.

To ensure that you feel safe and happy visiting and using our Website, the following information gives you a comprehensive guide as to what we do with your personal data and more specifically how we collect, use and pass on your personal data when you use this Website.

This Privacy and Cookie Policy also describes our use of cookies, how your personal data are secured and how you can contact us about our privacy practices, including:

1. Data collection: What information do we collect?
2. For which purposes do we use your information and on which legal bases?
3. How do we share your information?
4. What are your rights?
5. Who can you contact in case you have questions or requests? The data protection contact point
6. Links to Third-Party Sites
7. Do-Not-Track Signals and Similar Mechanisms.
8. Cookies and similar technologies
 - 8.1. What are cookies and similar tracking technologies?
 - 8.2. For what purposes do we use cookies?
 - 8.3. What types of cookies do we use?
 - 8.2. How can you control, delete or withdraw your consent to the use of cookies?
9. Targeting technologies
10. International Transfers
11. Security
12. Children’s Privacy
13. Changes to this Privacy and Cookie Policy

Please read this Privacy and Cookie Policy before using or submitting any personal data on this Website.

By accessing and using this Website, you confirm that you have read and that you understand the way we collect, process, use and disclose your personal data as described herein.

Please note that before using or submitting personal data on [certain sections of] this Website, you may be asked to confirm electronically your understanding and acceptance of this Privacy and Cookie Policy by ticking a specific box. Your affirmative action in ticking that specific box and/or clicking on that button and your use of this Website signify that you understand and agree to the collection, processing, use and transfer of your personal data as described in this Privacy and Cookie Policy.

Our records of your acceptance of this Privacy and Cookie Policy, the date thereof, and of all future amendments to this Policy, shall be regarded as conclusive and written evidence of your consent.

1. DATA COLLECTION: WHAT INFORMATION DO WE COLLECT?

Depending on the purpose of the processing, we need to process the following categories of personal data about you:

- your **personal details** (for example, your name and age) which you are asked to provide;
- your **contact details** (for example, your e-mail address, phone number), e.g. if we need to communicate with you in relation to Services you have requested;
- **connection, geolocation and/or browsing** data (if you interact with us from your laptop or mobile phone, for example) that we collect by using cookies and similar tracking technologies as described under Section 8 "COOKIES" and 9 "TARGETING TECHNOLOGIES" below.

Remember that, when we ask you to fill in your personal data to give you access to any Service of the Website, we will mark certain fields as compulsory, since this information is necessary to be able to give you access to the Services in question. Please consider that, if you decide not to make such data available to us, you may be unable to complete your user registration or may not be able to enjoy those Services.

2. FOR WHICH PURPOSES DO WE USE YOUR INFORMATION AND ON WHICH LEGAL BASES?

The Website main purpose is to provide information on ABI beverages. In addition, the Website may provide other services from time to time (all services available on the Website are referred to as "the Services").

Depending on the Services that you wish to use on the Website, we will process your personal data for the following purposes, as justified on the following legal bases:

| PURPOSE | LEGAL BASIS |
|---|--|
| To manage your registration on the Website and grant you access to the Services available to registered users. | Your personal data will be processed because the processing is necessary for the entering or taking steps to enter into a contract with you at your request. |
| To provide, manage, and improve our products and Services. We may use your information to provide, manage, and improve our operations, features and services, including to: <ul style="list-style-type: none"> - deliver the Services; - understand how you use and interact with the Services; - contact you for updates or informative notices related to our products and services (e.g., via quality surveys); - to answer your questions about our products and services. | Your personal data will be processed because the processing is necessary: <ul style="list-style-type: none"> - for the performance of the service contract entered with you; - to comply with a legal obligation to which we are subject (for example, to respond to your request to exercise your rights); or - for the purposes of our legitimate interests consisting in answering the requests or queries raised by you and in providing a higher quality service. |
| For analytic and statistic purposes , i.e., to understand the manner in which you interact | Your personal data will be processed because the processing is necessary for the purposes of |

| | |
|---|--|
| with our Website and thus be capable of introducing improvements in the Website. | our legitimate interests consisting in improving the user experience. |
| To protect the rights of the services and others. We may use your information as necessary in connection with corporate transactions or to protect, enforce, or defend the legal rights, privacy, safety, or property of the Services, our employees or agents, or other users and to comply with applicable law. | Your personal data will be processed because the processing is necessary: <ul style="list-style-type: none"> - to comply with a legal obligation to which we are subject (for example, to guarantee the security of the personal data we process); or - for the purposes of our legitimate interests consisting in safeguarding our rights and our property and those of our employees, agents or users or in performing corporate transactions. |

We will only process your personal data for specified, explicit and legitimate purposes and we will not process your personal data further in a way that is incompatible with those purposes. Where required under applicable law, we will also collect your express consent to any of the above-mentioned activities. You have the right to withdraw any given consent at any time.

3. HOW DO WE SHARE YOUR INFORMATION?

For the purposes for which we collect your personal data and subject to the appropriate legal basis described under Section 2 above, we may disclose your personal data to the following categories of recipients:

- a) Authorised staff members of ABI who access your personal data on a need-to-know basis;
- b) Affiliates and subsidiary companies of ABI, primarily for business and operational purposes;
- c) Business partners: trusted companies that may use your personal data to provide you with the Service(s) you requested and/or that may provide you with marketing materials (provided that you have consented to receiving such marketing materials).
- d) Service providers: companies that provide Services on behalf of ABI and under our instructions, that provide services to us, for the purposes of providing the Website or our Services.
- e) Other parties when required by law: ABI may share your personal data with other third parties:
 - to comply with the law, regulatory requests, court orders, subpoena, or legal processes;
 - to verify or enforce compliance with ABI's policies and agreements; and
 - to protect the rights, property or safety of ABI, its customers, visitors to this Website and/or the public;
- f) Other parties in connection with corporate transactions such as a merger, acquisition, sale of assets, joint venture, or any other transaction that results in a change in control or ownership of ABI, in whole or in part;

g) Other parties with your consent or upon your instruction: ABI may share your personal data with third parties when you consent to or request such sharing; and

Please be aware that service providers who may offer products and/or services to you through their services or via their own channels may separately collect personal data from you. In such case, ABI is not responsible for the collection of this data. These third parties are solely responsible for the control of such personal data and the processing of your data will be subject to their Privacy Policy.

The above recipients of your personal data may be located within or outside the EEA, including in countries not recognized by the European Commission as offering an adequate level of protection of personal data. Please refer to Section 10 below for information regarding such transfers and the appropriate safeguards implemented by ABI.

4. WHAT ARE YOUR RIGHTS?

Under the conditions set forth under applicable data protection laws, you have the right to access and rectify your personal data, as well as the right to object at any time to the processing of your personal data for direct marketing purposes, including profiling related to such direct marketing, and, in certain cases, to object to the processing based on grounds relating to your particular situation. In addition, you have the right to request the restriction of the processing and the erasure of your personal data (right to be forgotten) as well as the right to data portability. When the processing of personal data is based on your consent, you have the right to withdraw your consent at any time.

You can exercise these rights by sending a written request to our data protection contact (see Section 5 “WHO CAN YOU CONTACT IN CASE YOU HAVE QUESTIONS OR REQUESTS?”).

You also have the right to lodge a complaint with your competent supervisory authority.

If you require further information in relation to your privacy rights or would like to exercise any of these rights, please also contact our data protection officer (see Section 5 “WHO CAN YOU CONTACT IN CASE YOU HAVE QUESTIONS OR REQUESTS?”).

5. WHO CAN YOU CONTACT IN CASE YOU HAVE QUESTIONS OR REQUESTS? THE DATA PROTECTION CONTACT POINT

ABI has in place a data protection contact point available for you to submit your questions or requests relating to the processing of your personal data. You can access this data protection contact point in our global “contact us” website (<https://contactus.ab-inbev.com>).

When you exercise these rights, ABI may collect your name, e-mail address and your request details. Please be aware that ABI only requires your e-mail address and request in order to process your request. Other details are optional for you to share with us. Your personal details will be saved only so that we can respond to your request, and will subsequently be deleted, unless there are legal requirements stipulating the retention of these data.

Please contact our data protection contact point or our data protection officer indicated above if you wish to exercise your rights as data subject in the terms described in Section 4.

6. LINKS TO THIRD-PARTY SITES

We are not responsible for the security or privacy of any information collected by other websites, applications, or other services or by your mobile operating system operator, wireless carrier, or other similar providers. You should exercise caution and review the privacy statements applicable to the third-party websites, applications and services you use.

7. DO-NOT-TRACK SIGNALS AND SIMILAR MECHANISMS.

Some web browsers may transmit “do-not-track” signals to websites with which the user communicates. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they even are aware of them. Because there currently is no industry standard concerning what, if anything, websites should do when they receive such signals, the Website and Services currently do not act in response to these signals. If and when a final standard is established and accepted, we will reassess how to respond to these signals.

8. COOKIES AND SIMILAR TECHNOLOGIES

8.1. What are cookies and similar tracking technologies?

Cookies are small text files that are placed on your device by websites that you visit.

Tracking technologies used by ABI on its Website include Google Analytics Cookies and geolocation.

They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of websites or applications. Cookies and other tracking technologies can be used to identify and track users as they navigate different pages on the Website and identify users returning the Website.

8.2. For what purposes do we use cookies?

Two types of cookies may be used, "session cookies" (automatically deleted at the end of your browsing session) and "persistent cookies" (will remain valid until its set expiry date, unless deleted by the user before the expiry date).

This Website uses cookies for the following purposes:

- to perform essential functions, such as the authentication of the user;
- to make this Website perform easier to use; and
- to compile anonymous, aggregated statistics that allow us to understand how users use the Website and to help us improve the structure and content of the Website.

By clicking the ["Accept Cookies" button] and/or selecting your cookie preferences on the ABI Cookie Consent and Management Banner, you are agreeing to our use of cookies and similar technologies in line with your current cookie setting/preferences and in accordance with this Privacy and Cookie Policy. You will always be able to withdraw your consent and change your choice/preferences by amending your settings/updating your preferences in our ABI Cookie Consent and Management

Banner in the future. If you disable cookies that we use, this may impact your user experience while on this Website.

8.3. What types of cookies do we use?

This Website uses the following cookies:

| 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 _ga__gid | 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 _ga expires 2 years after creation _gid expires 24 hours after creation |
| Permanent | Country_Selected | Store the use preference | Expires at 1 month after the last visit |
| Temporary | Incap_ses_visid_incap_* | Store session ID in Imperva (WAF) | Expires at the end of the session |
| Temporally | OptanonConsent | Store the cookie configuration from Onetrust | Expires at 1 month after the last visit |

8.2. How can you control, delete or withdraw your consent to the use of cookies?

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit <http://www.allaboutcookies.org>.

If you wish to withdraw your consent to our use of cookies on this Website, or if you wish to delete or control the placing of cookies on your device, you can change your browser settings to block cookies or to alert you when cookies are being sent to your device. There are a number of ways to manage cookies. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings at:

- Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>
- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en-GB&hlrm=nl&answer=95647>
- Firefox: <http://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences?s=cookies&r=5&as=s>
- Safari: <http://support.apple.com/kb/PH5042>

Please note: if you choose to fully disable the use of cookies on your browser, this Website might not display or function as designed on your device. You can also always decide to change your cookie preferences on our ABI Cookie Consent and Management Banner.

For any further information regarding your rights, please refer to Section 4 "WHAT ARE YOUR RIGHTS?" and 5 "WHO CAN YOU CONTACT IN CASE YOU HAVE QUESTIONS OR REQUESTS?" above.

9. TARGETING TECHNOLOGIES

Integrated into this Website are the targeted tools Google Analytics and One Trust. 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 (subject to your prior consent where required under applicable law). You may always 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.

10. INTERNATIONAL TRANSFERS

The Website is hosted by AB Inbev's Western Europe's Azure Servers. If you are attempting to access this Website from a physical location within the United States, Asia, or any other region with laws or regulations governing personal data collection, use, and disclosure that differ from European Union laws, please be advised that your use of this Website is governed by the General Data Protection Regulation (European law) and national law (Belgian law) and these Terms and Conditions. To the extent you provide personal data through the Website, you are transferring your data to Belgium.

In connection with any transfer of your personal data to outside the European Economic Area (= member states of the European Union + Iceland, Norway, and Liechtenstein, "EEA") in countries that are not recognized by the European Commission as offering an adequate level of data protection (no 'adequacy decision'), we implement appropriate safeguards to ensure an adequate level of protection of your personal data. These safeguards can for instance consist in agreeing with recipients on standard data protection clauses in the form of entering into template model clauses such as the

Standard Contractual Clauses for the transfer of personal data to third parties adopted by the European Commission guaranteeing such adequate level of protection.

11. SECURITY

We ensure that appropriate technical and organisational security measures are taken against unlawful or unauthorised access or use of your personal data, as well as against accidental loss or damage to the integrity of your personal data.

We update and test our security technology on an ongoing basis. We restrict access to your personal data to those employees who need to know that information to provide benefits or Services to you. In addition, we train our employees about the importance of confidentiality and maintaining the privacy and security of your information. We commit to taking appropriate disciplinary measures to enforce our employees' privacy responsibilities.

Your personal data will only be processed by a third-party data processor if that data processor agrees to comply with those technical and organisational data security measures.

Maintaining data security means guaranteeing the confidentiality, integrity and availability of your personal data:

- (a) Confidentiality: we will protect your personal data from disclosure to third parties.
- (b) Integrity: we will protect your personal data from being modified by unauthorised third parties.
- (c) Availability: we will ensure that authorized parties are able to access your personal data when needed.

12. CHILDREN'S PRIVACY

Please note that our Website is only available for non-professional consumers. Do only share the content of our Website with those who are of legal drinking age. Our Website and Services are not intended for individuals under the legal drinking age. If we learn that an individual under the legal drinking age has provided us with personal information, we will delete it.

13. CHANGES TO THIS PRIVACY AND COOKIE POLICY

Except to the extent limited by applicable law, ABI may decide at any time – at its discretion – to change, modify, and/or add all or parts of this Privacy and Cookie Policy in the future. Any change to this Privacy and Cookie Policy will be posted on this page and, notified to you by e-mail (where appropriate or required by law and to the extent that we have your e-mail address). We will indicate at the top of this Privacy and Cookie Policy the date on which the Policy was last modified.

Where required by law, we may also ask you to expressly confirm your consent to the modified Privacy and Cookie Policy.