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## Introduction

Dear visitor, thank you for visiting our website. This privacy policy is designed to inform you about how we collect, use and transfer your personal data on this website.

This privacy policy is layered. If you are interested in a certain section, please open corresponding headline.

## Imprint

InBev Belgium BV/SRL

Industrielaan/ Boulevard Industriel 21 1070 Brussels

consumer.care.be@ab-inbev.com

KBO number: 0433.666.709

BE 0417.497.106

## Use of data

By visiting our website, we may collect your personal information in the following ways:

1. through information requests to enter certain information on the website or sign up for competitions or contests. We may ask you for certain information e.g. your name, age, street address, city, postcode, mobile telephone number, email address. We use this information to contact you to confirm that you participate in a competition or sweepstake or to notify you that you have been selected as a winner.

2. through cookies and other similar technologies that help us to offer you a better browsing experience, enhancing site navigation, analyzing site usage, and assisting in our marketing efforts. (for more information, please see below);

3. through some website development technologies on our website which are technically necessary to display the content (usage data). We are reviewing the usage data in our protocols to improve the quality of the website and ensure that the website is displayed to you. This includes the name and address of the requested content, data and time of the query, data volume, description of the web browser and operating system and the referral link which indicates from which page you reached our website. This information is necessary e.g. for the developers to make sure that our website is displayed within a very short time.

4. through newsletter registrations and sign-ups and to send you mailings or other marketing information about our brands and our companies in which we think you would be interested through email / mail / SMS messaging (ONLY if you have expressly given us permission to do so.) You receive information on how to unsubscribe or stop any marketing material from us.

5. through information you provide to us in comments, suggestions or other information relating to our website, our products or services. We may ask you for certain information e.g. your name, age, street address, city, postcode, mobile telephone number and/or email address; We offer you the possibility to create an account and to use it within AB InBev 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)

6. other specific types of information may be requested in connection with purchases, product claims and creating an account. We use this data to fulfill your order, incl. shipping and payment and to comply with our legal obligations, e.g. keeping correct financial accounting

-The entity mentioned under imprint 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.

In most of the cases we processed your personal data base on your consent in accordance with Art.6(1)(a) General Data Protection Regulation (GDPR). In very specific cases as detailed below, the processing of your personal data is based on AB InBev legitimate interest base on Article 6 (1) (f) GDPR.

### User Rights

The GDPR gives you a number of rights. As a user of our website you have the right to request information on the data, we store about you as well as the purpose of their 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) GDPR 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 defense of legal claims.** In order to exercise your rights, you

can contact us in the channels mentioned in the sections “Data Protection Officer” and “Complaints”.

### Cookies and similar technologies

Cookies are small pieces of data being placed on the hard drive of a visitor’s device. With the help of cookies, we can store information for a certain period of time and identify your device for the purposes mentioned below.

Cookies will be stored on your device for a determined time periods and then they are deleted. These periods may vary depending on the type of cookies. Some cookies will be stored only for the time you are visiting our website (session cookie) and are automatically deleted once you close your browser, others cookies will be stored for a longer period than your session (persistent cookies).

On this website we also use technologies that function similar to cookies such as local shared objects. These are small data files that enhance your web-browsing experience, for example, by allowing you to personalize the look a website that you frequently visit.

We transparently inform you about our use of cookies and similar technologies in the sections below. In case you would like to further understand more about these technologies, you can as well set your browser settings to inform you about the cookies or similar technologies downloaded to your device.

This website has in place different categories of cookies and similar technologies as detailed in the next chart.

For "Strictly Necessary cookies" we are processing your personal data according to Art. 6 (1) (f) GDPR for the legitimate purposes explained in the title below.

With regards to "Performance Cookies", "Functional Cookies" and "Targeting cookies", we are processing your personal data based on your consent according to Art. 6 (1) (a) GDPR for the purposes explained below. Your consent is collected and registered following the selection of your cookie preferences in our cookie banner.

**In case you would like to change your cookies preferences, please go to "cookie settings" in the cookie banner on the website <https://echeers.ab-inbev.eu/>**

### Social Links

We place various social media buttons on our platform in the form of links. Please find below the social media buttons used in this website such as Instagram, Twitter, Facebook, Pinterest and Youtube.

We do only display a button on our platform and do not integrate any social media plugins. Personal data from you will only be transferred to the social media provider if you click on the button.

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 pseudonymized and even individualized user profiles.

You can find further information about data protection regarding social platforms on the privacy policies provided by the social media platforms.

### Security Measures

We adopt technical and organizational 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. 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://". To have your data secured in transit, we use at least the TLS 1.2 standard (Transport Layer Encryption standard).

### 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. Please do not share or forward this website or its contents to anyone underage.

### Transfer to third parties

We may disclose your personal information to third parties such as our group 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 are using special platforms to store, unify and process our consumer data with care and certified security.

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.

### Sending information overseas

Personal information is sent overseas in limited circumstances to other subsidiaries of our corporate group whose parent company is the Belgian company, ANHEUSER-BUSCH INBEV S.A./N.V. with registration number 0417.497.106, to provide hosting services and support services within the group. 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.

## Data Protection Officer

Please contact our data protection officer if you wish to review the personal data stored with us, if you desire to modify or delete existing data, if you would like to withdraw the consent you have given us or if you have any comment or complaint on how we process your personal data: First Privacy GmbH Web: <https://www.first-privacy.com/> E-Mail: [abi-team@first-privacy.com](mailto:abi-team@first-privacy.com) .

You can also contact our DPO through our "Contact Us" form <https://contactus.ab-inbev.com/>. Please select the typology "Contact Data Protection Officer" in the Contact Us Form. Please note that by clicking on "Contact Us" you are leaving this website and are redirected to our global "contact us" website which is not operated by us.

## 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. When you are using the contact form or contact us by email 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. 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).

(which is the regulator responsible for privacy in the [Country specific]). We will deal with complaints as follows:

Step 1: Let us know if you would like to make a complaint 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.

Tel: +32 (0)2 274 48 00

[commission@privacycommission.be](mailto:commission@privacycommission.be)

Please send us your complaints in writing form to the following channels:  
[consumer.care.be@ab-inbev.com](mailto:consumer.care.be@ab-inbev.com)

For the purpose of processing your request or complaints, 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.