

PRIVACY POLICY

1. GENERAL

This Privacy Policy applies to the website available at [www https://www.heinekenceskarepublika.cz/](https://www.heinekenceskarepublika.cz/) (“**Website**”) where we, **HEINEKEN Česká republika, a.s., having the registered office at U Pivovaru 1, 270 53 Krušovice, Czech Republic**, collect certain personal data. HEINEKEN Česká republika, a.s. (“**we**”, “**us**” or “**HEINEKEN**”) is the controller of collected and processed personal data.

Please read this Privacy Policy carefully as it contains important information to help you understand how we handle personal data that you give to us or that we collect otherwise through the Website (“**Personal Data**”).

2. WHAT PERSONAL DATA WE COLLECT AND HOW WE USE YOUR PERSONAL DATA

You can use the majority of our Website without having to provide any Personal Data to us. In order to use certain services and for some of the purposes of the Website you will need to provide Personal Data for us to be able to provide you with the requested service or product or for you to participate in the activity. Requested information on the Website marked with an asterisk is mandatory. If you do not provide the requested information, we will not be able to deliver the service or product to you or you cannot participate in the activity.

In addition to information you are required to provide to us in order to participate in activities/campaigns, we collect certain information when you visit our Website.

– Participation in campaigns, prize draws, contests

If you take part in contests or events (including promotional events with prizes (including presents, instant prizes and online contests taking place through mobile devices, social media or applications), loyalty and reward programmes, activity challenges, sweepstakes, scratch cards and raffles (including instant prizes and online contests taking place through mobile devices, social media or applications), point-of-sale samplings and promotions and geo-targeted activity (including gamification and SMS), you will be asked, depending on the campaign, prize draw or contest, for your name, email address, home address, telephone number and answers to open questions in order to “win”. If needed to send you the prizes per regular mail (e.g. as for tickets or products), we will also ask for your physical address or we may ask other specific details needed to award your prize to you. We need this information to process your participation and to be able to communicate with you about your prize or to send the prizes to you. All information about your participation in our campaigns, prize draws and contests will be retained by us for a maximum period of 6 months after the end of the contest unless the contest rules or laws provide otherwise. The information will not be used for any other purposes if you have not explicitly been informed about these purposes and/or have been asked for prior consent.

– Information when you contact us

If you visit our Website and have a question or other remark, you can contact us using our contact form. You will be asked to provide your name and email address and obviously information about your request. We will only use this information to respond to your question. We will register your requests, questions and our responses and other actions to handle your request. We will retain all information for 6 months after your question or complaint has been solved or the inquiry was closed.

– Information about your visit to and use of our Website

We collect certain information when you visit our Website, such as your IP address, which web pages you visit, device category, browser, and type of Internet browser, clicks and views. The information about your use of our Website and services enables us to build segments, which are groups of Website visitors or customers with a number of common characteristics such as age group, gender or region. We will likely add you to one of our segments. Segments are used by us to customize the Website and to e.g. change the order of search results or where we place certain offers so you are more likely to see these. We may also use segments to show online advertisements that we think are relevant for you and to send you marketing messages.

We use this Personal Data as it is necessary in our legitimate interests to promote our products and services to our customers and Website visitors, to enable us to attract more Website visitors, to improve the sale of our products and services. The retention term for this Personal Data varies but is no more than 14 months. For details please refer to our [Cookie Policy](#).

– ***Personalised marketing***

Information about your online searches (clicks and views), your social media activities (e.g. your clicks and views on Twitter, LinkedIn, Google, Facebook and Instagram), your setting on our Website, your customer service requests and contact history can be combined by us. This information enables us to build a profile of your interests and match the profile with other online information about you (for example by using Facebook or Google Custom services or similar services to the extent permitted by applicable law) in order for us to use different channels for relationship management and marketing of our products and services to you via email, direct mail, social media, telephone or online advertising which may include personalising marketing content and offers on our Website, in particular when we use data management platforms, so these are tailored to your preferences.

– ***Marketing communications***

We may send you commercial and marketing information through various channels. You can subscribe to receive our commercial communications (e.g. newsletter). If you have subscribed to receive our commercial communications, we will use the contact information provided by you to us (such as your email address or phone number) to deliver that communication. In addition, you will be automatically added to our customer database when you purchase a product from us, and you will receive communications about similar products or services unless you object to that processing of your Personal Data at the time of purchase. If you no longer wish to receive any commercial communication from us, you can unsubscribe at any time by using the unsubscribe function in each email message.

In the event of an ongoing business relationship, it is our legitimate interest to use Personal Data to send information about our products to our existing customers. If the law so requires, we will seek prior consent to send commercial communications. After you have unsubscribed from receiving our commercial communications, we will delete your contact details unless they are used and retained for other purposes specified in this Privacy Policy.

We will retain Personal Data for the duration of the contractual relationship for which the Personal Data was collected or for the period for which we are legally required to retain such data.

– ***Maintenance and optimisation of our Website***

Your Personal Data will also be used for maintenance and analysis of our Website to solve performance issues (including for troubleshooting, data analysis, testing, system maintenance,

support, reporting and data hosting), to improve the availability of and user experience on our Website, and to protect the Website against fraud. We log all use of our Website.

Our use of your Personal Data for these purposes is necessary in our legitimate interests and the information will be retained for a maximum period of 14 months. The logs of the use of our Website will be deleted within 14 months after creation.

- *Strategic reporting purposes and creating insights*

The Personal Data we collect is accessible to and used by Heineken International B.V. for the purpose of generating aggregated strategic reports with insights. These are used to identify opportunities globally and improve our global brands, products and services.

Heineken International B.V. uses this information as it is in the legitimate interest of the HEINEKEN group and all affiliates and subsidiaries to identify opportunities globally and to promote and improve our products and services to our customers and Website visitors and to maintain the relevance of our brands and reputation. Your data will be retained for a maximum of 6 years. We will ask for prior consent when we are legally required (e.g. when data is used for “direct marketing”).

3. HOW WE SHARE YOUR PERSONAL DATA?

As a member of a global business, we share the Personal Data and information we have obtained through the use of cookies with Heineken International B.V. for the purpose of strategic reporting, insights and marketing activation as further described in Section 2 of this Privacy Policy. We will only share Personal Data and cookie data when we are allowed to do so by law. This means that you will be asked for prior consent if this should be the lawful basis (for example when we share cookie data). When we are allowed to rely on our legitimate interest, we will do so. This is the case when we create and share aggregated marketing insights or segments.

We may need to share Personal Data with third parties to help us provide services and products to you and to run our Website. These third parties include:

- HEINEKEN group companies for the purpose of storing Personal Data processed via the Website, due to shared IT systems,
- Service providers where this is needed to provide us with a service and to provide data analytics services,
- Service providers that help us organise campaigns and promotions,
- First and third party advertising companies,
- Media agencies,
- Social media providers,
- HEINEKEN group companies in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings),
- In case HEINEKEN sells all or some of the assets or shares of a HEINEKEN group company to which Personal Data was transferred to a third party, your Personal Data may be provided to this third party.

These parties may be located in the Czech Republic, other countries in the European Economic Area or elsewhere in the world. When Personal Data is stored outside the EEA, we will ensure an adequate level of protection of the transferred Personal Data, and all such transfers to countries outside the EEA

are subject to standard contractual clauses. We require service providers to use appropriate measures to protect the confidentiality and security of Personal Data.

We may also need to provide Personal Data to law enforcement bodies in order to comply with any legal obligation or court order.

4. SECURITY OF PERSONAL DATA

We have taken appropriate technical, physical and organisational measures to protect the Personal Data collected through the Website from misuse or accidental, unlawful or unauthorised destruction, loss, alteration, disclosure, acquisition or access, that are consistent with applicable privacy and data security laws and regulations. However, no Internet-based site can be 100% secure and we cannot be held responsible for unauthorised or unintended access that is beyond our control. Our Website may contain links to other websites. We are not responsible for their privacy practices, content or security of the Personal Data used by such other websites, which shall not be governed by this Privacy Policy. We advise you to always carefully read the privacy policies on these other websites.

5. RETENTION OF PERSONAL DATA

We retain Personal Data for as long as legally required or for as long as necessary to provide any requested services or for any of the other purposes listed in this Privacy Policy. The specific retention term is listed in this Privacy Policy for each of the relevant purposes. We will take reasonable steps to destroy or de-identify Personal Data we hold if it is no longer needed for the purposes set out above or after the expiration of the defined retention term.

6. COOKIES

A major part of the information referred to in this Privacy Policy is collected via our use of cookies and similar techniques. Cookies are small text files containing small amounts of information which are downloaded and may be stored on your user device, e.g. your computer, smartphone or tablet. Techniques we use that may be similar to cookies are tracking pixels, Java scripts, tags and web beacons. These cookies and similar techniques are sometimes necessary to remember your account settings, language and country, but also enable us to measure and analyse your behaviour on our Website and to show you personalised advertisements on our Website or on third party websites. Before using cookies, we will ask for your consent to their placement and use. To view more information on what cookies we use and how we use them please read our separate [Cookie Policy](#).

7. SOCIAL MEDIA

You may choose to share information on our Website via social media, such as Facebook, Instagram, LinkedIn and YouTube. This means that the information you share, with name and preferences, will be visible to visitors of your personal pages. We advise you to carefully read the privacy policies of the social media parties as these are applicable to the processing of your Personal Data by these parties.

8. CHILDREN'S PRIVACY

The Website is not intended for use by individuals under the age of 18. We do not knowingly collect Personal Data from individuals under the age of 18.

9. YOUR RIGHTS TO ACCESS, RECTIFICATION, DELETION, RESTRICTION, OBJECTION AND DATA PORTABILITY

You have the right to request access to your Personal Data, to have your Personal Data deleted, to request the restriction of processing, and the right to end the processing or use of your Personal Data for profiling. You have the right to obtain an overview of the Personal Data that you have provided to us in a structured, commonly used and machine-readable format. You also have the right to file a complaint with your local data protection authority. All your rights are subject to applicable data protection laws and other relevant laws and regulations, to the HEINEKEN Privacy Procedures and other HEINEKEN guidelines. You can always object to our use of your Personal Data for direct marketing purposes, and if you do so, we will comply with your request. If you have provided consent to our use of your Personal Data, you have the right to withdraw your consent without this affecting the lawfulness of our use of this Personal Data before your withdrawal.

Please note that if you exercise (some of) your choices and rights, you may not be able to use, in whole or in part, our Website services anymore. In certain circumstances you also have the right to file a complaint to Úřad pro ochranu osobních údajů (The Office for Personal Data Protection), Pplk. Sochora 27, 170 00 Praha 7, Czech Republic (posta@uoou.cz).

10. UPDATES

We will keep this Privacy Policy under review and update it from time to time. Any changes to this Privacy Policy will be posted on our Website and, to the extent reasonably possible, will be communicated to you.

11. CONTACT

If you wish to exercise any of your rights listed above or if you have any other question or a complaint about Personal Data protection or about our handling of your Personal Data, please contact us by email at osobniudaje@heineken.com.

Data controller: Heineken Česká republika, a.s., address: U Pivovaru 1, 270 53 Krušovice, Czech Republic, identification number: 45148066, registered with the Municipal Court in Prague, File 1515 B.