

Data Protection Information to ABI customers (both direct and indirect) according to Art. 13 GDPR

AB InBev is committed to the protection of your personal data. This personal data privacy policy is designed to inform you about how we collect, use and transfer your personal data.

Responsible (Data Controller):

AB InBev UK Limited T/A Budweiser Brewing Group UK&I (Company Number 03982132), Bureau, 90 Fetter Lane, London EC4A 1EN is responsible for the collection and processing of your personal data.

Information collected and the purposes for which it is collected:

We only collect personal data which are necessary for the performance of a contract or that are necessary for the purpose of fulfilling a legitimate interest of AB InBev.

We process your outlet name, licensee's name, telephone number, e-mail address, address, supplier account number, corporate details and relevant Tax ID / account details according to Sec. 6 para. 1 lit. f GDPR as this information is necessary in order to complete the stock destruction and Excise Duty reclaim process envisaged by the Return your Beer project. This will also comprise customer care in that regard.

The data which is necessary for the performance of the above mentioned project will be deleted after 7 years to allow us to ensure compliance with applicable tax legislation and regulations. During this period, the data will be kept to address queries, including from any relevant authority. Should there be any further legal retention requirements, the affected data will be archived for the prescribed period.

We also process your data for purposes of direct marketing, and in particular for sending communications about initiatives linked to re-opening and recovery from COVID-19. This data processing is based on Art. 6 para. 1 lit. f GDPR and on our interest to inform you about new products and services.

Every customer has a separate right to object to this type of data processing. If you exercise this right, we will stop processing your data for purposes of direct marketing. If your data are solely stored for direct marketing purposes, they will be deleted after you have objected. For more details, please see the subtitle "Rights of the Data Subject".

Data transfer to third parties:

We only transfer your personal data to third parties (e.g. to credit institutions for payment handling, to lawyers for debt enforcement, etc.) if a legal disposition permits us to do so.

We may also transfer your personal data to external service providers (e.g. IT service providers, companies that archive or destruct data, printing services, etc., and in particular here the BBPA, the host of the Return Your Beer website

and any direct supplier of our products to you) that support us within the scope of commissioned data processing as per our instructions.

Please note that our third-party service providers processing data on our behalf are required to take appropriate security measures to protect your personal data in line with our policies, and we only permit them to process your personal data for specified purposes and in accordance with our instructions.

We might transfer your data to countries outside the European Economic Area (EEA) to companies within the AB InBev group of companies and service providers located abroad. Whenever your data is processed outside of the EEA, it's protected by appropriate and sufficient technical and organizational measures to guarantee their security, availability, confidentiality and resilience. Such technical and organizational measures are guaranteed by the existence of appropriate contractual arrangements with the parties processing your data outside of the EEA. Upon request, we can grant you access to the contracts in place or provide you with a copy thereof.

We will not sell or otherwise market your personal data to third parties.

Rights of the Data Subject:

Data subjects have the right to obtain information from the responsible party regarding their personal data, and they have the right to rectification of inaccurate data, or to data erasure if one of the reasons stated in Art. 17 GDPR applies, e.g. the data are no longer required for the purpose for which they were collected. In addition, data subjects have the right to have the processing restricted under the conditions stated in Art. 18 GDPR, or, in cases according to Art. 20 GDPR, they have the right to data portability. If data are collected based on Art. 6 para. 1 lit. e (data processing in the public interest or in the exercise of official authority) or based on lit. f (Data Processing in pursuance of legitimate interests), the data subject has the right to object to the data processing on grounds of his or her particular situation. AB InBev will then no longer process your personal data, unless compelling legitimate grounds for the processing override the data subject's interests, rights and freedom, or the processing serves the exertion or defense of legal claims.

Every data subject has the right to lodge a complaint with a Data Protection Authority if the person feels that the processing of his or her personal data is incompliant with data protection regulations. The right to lodge a complaint may in particular be exercised with the supervisory authority of the member state in which the data subject is located or where the alleged incident occurred.

Contact Details of the Data Protection Officer:

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

First Privacy GmbH

Web: <https://www.first-privacy.com/>
E-Mail: abi-team@first-privacy.com