

Heineken UK Ltd (“Company”) respects your privacy and recognizes your desire to safeguard your personal information. The Privacy Policy and Terms of Use set forth herein are designed to inform you about what kind of personal information is collected on this website and how it is used, to inform you of the conditions of use of the site (including users who are also contributors of video content) and to maintain the security of this website (“Website”). Please read the terms and conditions set out below carefully before using this website as access to and use of this website is subject to these terms of use. By accessing and using this website, you agree to be bound by the Privacy Policy and Terms of Use. If you do not accept these, do not use this website.

NO ENTRY FOR UNDERAGE PERSONS

This Website is intended only for persons of legal drinking age. Do not use this Website if you are not of legal drinking age. Date of birth verification is required at the entrance of the Website and prompts may be located within the Website.

Privacy Policy

At Heineken, we are committed to protecting your personal information that you share with us through the Internet.

This statement sets forth our privacy policy regarding information you provide to us through the use of our Website. This statement also provides you with information on how to prevent your personal information from being collected or shared when you visit our website, respond to our web-based promotions or send us an e-mail.

The Information We Gather

We collect information about you through two principal means: through technology (for example IP addresses and cookies) and through your voluntary submission of information.

Non-personally Identifiable Information

Using technology, our website can collect information about the type of browser you are using, your operating system and your IP address information using technology. An IP address is a number that is automatically assigned to your computer and is recognised by web technology whenever you are surfing the Internet. None of this information is considered personally identifiable information. As technology evolves, additional methods of information gathering may be used such as 'pixel tags' (also known as 'web beacons' and 'clear gifs').

WEBSITE T&C UK

We also use cookies and other technologies to collect the above non-personally identifiable information for a variety of purposes, such as to improve the design and content of our website and to enable us to provide a more personalised experience when you browse the Internet. Most industry-standard web browsers have an option that allows you to turn off all cookies or have your computer inform you each time that a request to place a cookie is being made. If you turn cookies off (or refuse to accept a request to place a cookie), you may not have access to some features on our web sites and some of our services, such as purchasing Heineken or being automatically recognised, may not function properly.

We may provide aggregate non-personally identifiable information to third parties (such as marketers, ad server companies and advertisers) that make use of general customer data. We may also share that information with concessionaires aboard our vessels and other third parties.

Heineken is not liable for information that is inaccurate due to technical defects in software used on our website, whether induced by our systems or by software provided by third parties.

Personally Identifiable Information

You can use the majority of our website without being required to divulge any personally identifiable information to us. To participate in or use some of the activities available on our website (such as purchasing Heineken or entering a contest or contacting us) you may be required to provide certain personally identifiable information (such as your name and e-mail address). In addition, in connection with some activities, such as purchasing Heineken we collect additional personally identifiable information such as your date of birth, street and billing address and credit card number.

When corresponding with you via e-mail, we may use a variety of technologies, such as 'clear gifs' or 'web beacons', to let us know, among other things, whether you received and opened our e-mail. The clear gif included in the e-mail may establish a cookie on your system that further allows us to tailor information to fit your personal interests.

Heineken will not trade, sell or share such personally identifiable information for use by any third parties unless we have informed you, been authorised by you or are required by law to do so. In addition, such personally identifiable information shall not be disclosed to third parties unless we have informed you, been authorised by you or are required by law to do so.

The term 'third parties' does not include any subsidiaries or affiliates of Heineken, service providers or vendors acting on Heineken's behalf or travel agents or the purchaser of substantially all of the assets of Heineken or a subsidiary or affiliate of Heineken. Our policy is to require that third parties keep that information confidential.

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Your credit card number is used to process your request for products or services and will not be shared with third parties that are not involved with the transaction.

How We Use The Information Gathered

We use the information that you share with us for these purposes:

1. To provide the products, services or membership benefits you request;
2. To improve the content of our site and enhance your experience;
3. To ensure proper billing;
4. To measure consumer demand or interest in various offerings; and
5. For marketing and promotional purposes, including to provide you with information about products and services offered by Heineken and its subsidiaries and affiliates.

How Do I Tell Heineken That I Don't Want to Be Contacted or Change My Personally Identifiable Information?

Our website sometimes provides you the opportunity to opt-in to receive communications from us at the point where we request information from you. You always have the option of removing your name from our e-mail mailing list(s) so that you will not receive further e-mail promotional communications from us. In order to ensure immediate removal from any list, it is best to follow the specific instructions outlined within the communications you receive from us since we operated numerous sites and e-mail lists. If you are unable to complete the process indicated in such communications, send us an e-mail.

Links and Third Parties

Our website often provides links to resources that we believe may be useful. These links will lead you to websites operated by third parties that operate under different privacy policies. We encourage you to review those privacy policies, as we have no control over information you may submit to those third parties.

Our website may use third parties, such as ad server companies, to present or serve advertisements that you may see on our website. Our website may also include advertisements placed by third parties. Our privacy policy does not cover any information collected by those third parties nor does it cover how they may use such information.

How Do We Protect Your Information?

Security for all personally identifiable information is extremely important to us. To prevent unauthorised access, maintain data accuracy and ensure the correct usage of information, we monitor and adjust our physical, electronic and managerial procedures to safeguard and secure the information we collect online.

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Unfortunately, we cannot guarantee that data transmitted over the Internet will always be secure. As a result, while we strive to protect your personally identifiable information, we cannot ensure or warrant the security of any information you transmit to us or from our online products and services and you do so at your own risk. Upon receipt of your transmission, we strive to ensure the security of that information in our systems.

Privacy Policy Updates

By using our website, you signify your acceptance of this Privacy Policy. Heineken reserves the right to modify, alter or otherwise update this policy at any time. Visitors are encouraged to review this policy from time to time to stay abreast of any changes. Your continued use of our website following the posting of any changes to this policy means you accept those changes.

Legal Purchase Age

You must not provide us with your personal information if you are not of legal age to purchase alcohol in the jurisdiction in which you reside and (if different) in the jurisdiction in which you are accessing the site. We do not intend to collect personal information from any individuals under the legal purchase age or market alcohol beverages to anyone under the legal purchase age. If we receive notice or believe that someone under the legal purchase age has provided us with personal information we will make every reasonable effort to remove such personal information from our files.

Viruses

Our website is not guaranteed to be free from any so-called computer viruses and it is recommended that you check for any such viruses before downloading it to your computer.

Copyright and Trade Marks

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locations do so on their own initiative and are responsible for compliance with local laws if, and to the extent that local laws are applicable.

These terms and conditions and anything in this site shall be governed by the laws of England and Wales.

Questions or Comments?

If you have any further questions or comments regarding our Privacy Policy, please send us an e-mail with your questions or comments.

This privacy policy was last modified on 21 June 2010