

PRIVACY AND COOKIE POLICY FOR HOPPY

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This web and mobile application Hoppy (the “Application” or “Application”), 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”) and operated by a third party agency on our behalf and instructions, e-mail: Hoppy.Support@ab-inbev.com.

To ensure that you feel safe and happy visiting and using our Application, 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 Application.

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:

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

By accessing and using this Application, 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 Application, you may be asked to confirm electronically your understanding and acceptance of this Privacy and Cookie Policy by registering into the Application. Your affirmative action in **registering** and your use of this Application 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, email and age) which you are asked to provide, e.g. during a support request;
- your **contact details** (for example, your e-mail address), e.g. if you register, this will be your access;
- **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 Application, 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 take into account 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 Application main purpose is to provide knowledge, on ABI beers, beer ingredients, beer brewing, beer tasting and more, in a fun way, with quizzes and challenges, giving rewarding points (beercoins) and badges that you can collect on your account. In addition, the Application may provide other services from time to time (all services available on the Application are referred to as “the Services”).

Depending on the Services that you wish to use on the Application, 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 Application 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;- personalize content;- understand how you use and interact with the 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 |

| | |
|---|---|
| <ul style="list-style-type: none"> - 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; - for competition and motivation between the Application users. | <p>requests or queries raised by you and in providing a higher quality service.</p> |
| <p>For analytic and statistic purposes, i.e., to understand the manner in which you interact with our Application and thus be capable of introducing improvements in the Web Application.</p> | <p>Your personal data will be processed because the processing is necessary for the purposes of our legitimate interests consisting in improving the user experience.</p> |
| <p>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.</p> | <p>Your personal data will be processed because the processing is necessary:</p> <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) Authorized 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) 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 Application or our Services.
- d) 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 Application and/or the public;

e) 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;

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>) or Hoppy Support e-mail box (Hoppy.Support@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 Application and Services currently do not take action 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 Web Application include Google Analytics.

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 v and identify users returning the Web Application.

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 Web Application uses cookies for the following purposes:

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

By clicking the ["I Accept" 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 Application.

8.3. What types of cookies do we use?

This Web Application uses the following cookies:

| Type of Cookie | Name | Purpose | More information |
|-----------------------|---|--|--|
| Temporary & Permanent | incap_ses_ nlbi_ visid_incap_ | Incapsula firewall cookie – this cookie is needed for Incapsula Firewall to work. This software makes the application more secure. | Incap_ses_ stored for the session. nlbi_ stored for the session. visid_incap_ expires 1 year after creation. |
| Permanent | G_AUTHUSER_H G_ENABLED_IDPS td_blockEvents fblo_841185216347796 fbm_841185216347796 | Google and Facebook Session state of the logged in user – without this cookie the user would have to login to view each page. | G_AUTHUSER_H stored for the session. G_ENABLED_IDPS stored forever td_blockEvents expires 2 years after creation. fblo_ and fbm_ expires 1 year after creation. |
| Temporary & Permanent | _ga _gid _td | Google Analytics uses cookies to help us analyze how you use this Application. We use the information to compile reports and to help us improve the Application. The cookies collect information in an anonymous form, including the number of visitors to the Application, where visitors have come to the Application from and the pages they visited. For an overview of privacy at Google, please click here . | _ga expires 2 years after creation. _td expires 2 years after creation. _gid expires 30 minutes after last access to the website. |

For the mobile version of the Application we track using Google Analytics, but we don't use Cookies technology for tracking.

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 Web Application, 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 Web Application 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 Application is the targeted advertising tool Google Analytics. This tool uses cookies and similar technologies and enable us to analyze the visitor's use of our Application. 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 Application and/or provide you with advertisements tailored to your interests (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 Application.

For the mobile version of the Application we track using Google Analytics, but we don't use Cookies technology for tracking.

10. INTERNATIONAL TRANSFERS

The Application is hosted by AB InBev's Western Europe's Azure Servers. If you are attempting to access this Application 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 Application 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 Application, you are transferring your data to West Europe.

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. You may obtain a copy of such safeguards (Standard Contractual Clauses) by contacting us at data protection officer, First Privacy GmbH, at: e-mail: abi-team@firstprivacy.com ; phone: +49 421 69663282.

11. SECURITY

We ensure that appropriate technical and organizational security measures are taken against unlawful or unauthorized 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 organizational 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 unauthorized 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 Application is only available for non-professional consumers. Do only share the content of our Application with those who are of legal drinking age. Our Application 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.