

HEINEKEN Ticket Hub – Privacy Policy

1. General

This Privacy Policy applies to the use of our website dedicated to the internal sale and distribution of tickets for HEINEKEN sponsored events available at www.hth.heineken.com (the "Ticket Hub") where we, HEINEKEN International B.V., collect certain personal information. Please read this Privacy Policy carefully as it contains important information to help you understand our practices regarding any personal information that you give to us or that we collect otherwise in the context of the Ticket Hub ("Personal Data"). HEINEKEN International B.V. ('HEINEKEN', 'we' or 'us') is the controller of the Personal Data collected and processed.

We respect your privacy, and we are committed to keeping your Personal Data secure and managing it in accordance with our legal responsibilities under applicable data protection laws.

2. What Personal Data We Collect and How We Use your Personal Data

For certain services and purposes of the Ticket Hub, you need to provide Personal Data to us for us to be able to process tickets orders, assign tickets to you. Requested information on the Ticket Hub marked with an asterisk is mandatory. If you do not provide the requested information, we will not be able to assign and deliver the ordered ticket to you.

We have specified the Personal Data we collect, the purposes for which we use the Personal Data and how long we will generally retain your Personal Data:

For HEINEKEN employees in HEINEKEN's operating companies (each an "OpCo"):

- 1) ***Registration and creating an account on the Ticket Hub.*** Before you can order tickets, you will be asked to create an account and provide us with your first name, last name, e-mail address, OpCo name and password. You can manage the information in your account yourself and view e.g. which ticket orders you have made earlier.
Creating an account is necessary for ordering tickets. If you are leaving the company, or no longer require your account, please ensure to delete your account.
- 2) ***Processing your ticket order and payment.*** We need your name and e-mail address in case we need to communicate to you about your ticket order, and process and invoice the ticket purchase to your OpCo.

The use of some of this Personal Data is to perform our agreement with you or to comply with legal obligations, such as tax and accounting rules. Our online sales records will be retained by us for 7 years, or longer if required by tax or corporate bookkeeping.

- 3) ***Internal customer services.*** For answering your questions, for ticket information or other service mails we process your e-mail address and the question or issue you have raised with us. We register your requests, questions and our responses and other actions to handle your request.

Internal customer services will retain all information for 1 year after your question or complaint has been solved or the inquiry was closed.

For external HEINEKEN relations who are invited to HEINEKEN events on behalf of the OpCo:

- 4) ***To assign and put the ticket in your name and to share the ticket with you***

For all events: We need your first name, last name, e-mail address, company name and function and gender to put the ticket in your name and share the ticket with you.

For some specific events: For some events, e.g., events with packages that include a hotel booking, visa, or special means of transportation, we need your passport number or other ID number, place of issue, expiry date, place of birth, nationality, weight and phone number in case we need to communicate to you about your ticket order, and process and invoice the ticket purchase to your OpCo.

The use of some of this Personal Data is to perform our agreement with you. This Personal Data will be retained by us for a period of 3 months after an event.

- 5) ***To verify your identity and to ensure you are of legal drinking age;*** We need to be able to verify you at the event, and ensure you are of legal drinking age.
- 6) ***Customer services.*** For answering your questions, for ticket information or other service mails we process your e-mail address and the question or issue you have raised with us. We register your requests, questions and our responses and other actions to handle your request.

Customer services will retain all information for the time required to answer your question, or resolve your complaint.

3. How We Share Your Personal Data

We may need to share Personal Data with third parties to help us provide services and products to you and to run the Ticket Hub. These third parties are:

- HEINEKEN OpCo's part of the HEINEKEN group;
- IT service provider AirLST for the provision of the Ticket Hub platform;
- Service providers where this is needed to provide us, or you, with an event related service.
- Fury Design Agency for Formula 1 events;
- ATPI for football events; and
- The Union of European Football Association (UEFA) for football events.

These parties may be located in the Netherlands, other countries in the European Economic Area or elsewhere in the world. When Personal Data is stored by us outside the EEA we will ensure an adequate level of protection of the transferred Data. We require service providers to use appropriate measures to protect the confidentiality and security of the 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 will take appropriate technical, physical and organizational measures to protect the Personal Data collected through the Ticket Hub from misuse or accidental, unlawful or unauthorized 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.

5. Retention of Your Personal Data

We will retain your Personal Data for as long as legally required or for as long as necessary to provide you with any requested services or for any of the other purposes listed in this Privacy Policy. The specific retention terms are 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

To offer you the services related to the Ticket Hub, we make 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 table. Techniques we use that are similar to cookies are e.g., Java scripts. These cookies and similar techniques are necessary for us to display the Ticket Hub, remember your account settings, language and country. Where required, you will be asked for consent to our use of cookies. To view more information on what cookies we use and how we use them please review our separate [Cookie Policy](#).

7. Children's Privacy

The Ticket Hub is not intended for use by individuals under the age of 18 (or the applicable legal age for consuming the products in question). We do not knowingly collect Personal Data from individuals under the age of 18.

8. Your Rights to Access, Rectification, Deletion, Restriction and Data Portability

You have the right to request an overview of your Personal Data processed by or on behalf of us. You have the right to have your Data rectified, deleted or restricted (as appropriate). You can exercise this right by contacting Friso Postma at friso.postma@heineken.com. Please note that requests that do not meet the requirements set out by applicable law or HEINEKEN guidelines may be requested to be re-issued or ultimately denied and that certain Personal Data may be exempt from such access, rectification and deletion requests pursuant to applicable data protection laws or other laws and regulations.

You have the right to receive the Personal Data that you have provided to us in a structured, commonly used and machine-readable format, and in certain circumstances we will, at your request, transmit your Data to another controller where this is technically feasible.

9. Your Right to Object

You also have a right, in certain circumstances, to require us to stop processing your Personal Data, but where we have compelling legitimate grounds, we will continue processing your Personal Data. However, you have the right to object to our use of your Personal Data for direct marketing purposes, including profiling, and when you do so, we will accommodate your request. Where you have provided consent to our use of your Personal Data, you have the right to withdraw your consent without this effecting the lawfulness of our use of this Data before your withdrawal.

10. Updates

We will keep this Privacy Policy under review and make updates from time to time. Any changes to this Privacy Policy will be posted on the Ticket Hub and to the extent reasonably possible, will be communicated to you.

11. Contact

If you wish to exercise any of your rights listed in paragraph 8. above, you can contact us at friso.postma@heineken.com. Please note that we may request proof of identity. If you have any other question, objection to our use of your Personal Data or a complaint about this Privacy Policy or about our handling of your Personal Data, you can mail friso.postma@heineken.com. You also have the right to file a complaint with your local data protection authority.