



HEINEKEN Beverages– Acceptable Use Policy

This policy describes what you cannot do with our services. If you breach the policy or help others to do so, we may suspend or terminate your use of the services.

1. Definitions

In this policy the following words have the following meanings:

- **policy** means this acceptable use policy;
- **services** means any of our services offered by us through a website;
- **website** means any of our websites;
- **system** means any network, computer or communications system, software application, or network or computing device;

2. Changes to the policy

We may change the terms of this policy at any time. We will notify you of any changes by placing a notice in a prominent place on the website or by email. If you do not agree with the change you must stop using the services. If you continue to use the services following notification of a change to the terms, the changed terms will apply to you and you will be deemed to have accepted such terms.

3. Responsibility

You are responsible for your conduct, profile, and content on the website.

4. No illegal, harmful, or offensive use or content

You may not use the services or website for any illegal, harmful, or offensive activities, or to distribute content that is illegal, offensive, or harmful. Prohibited use and content includes:

- **Illegal use or content** that is prohibited by law – like child pornography, pirated content, or content that otherwise infringes someone else’s rights;
- **Harmful use or content** that could cause harm to someone – like defamatory comments, fraudulent claims, or untrue statements;
- **Offensive use or content** that could reasonably offend someone – like pornography, obscenities, or prejudicial or discriminatory statements.

5. No security breaches

You may not use the services to breach the security or integrity of any system.

6. No network abuse

You may not make network connections to any users, hosts, services, or networks unless you have permission to communicate with them.



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7. No e-mail or other message abuse

You will not publish, send, or facilitate the sending of unsolicited mass e-mail, SMS's or other messages. You will not collect replies to messages sent from another Internet service provider if those messages breach this policy or the acceptable use policy of that provider or if you are not the intended recipient of those messages.

8. Monitoring and enforcement

We reserve the right to investigate any violation of this policy or potential misuse of the services or website. We may remove or modify any content that violates this policy or any other agreement we have with you for use of the services or the website. We may report any activity that we suspect breaks any law to appropriate law enforcement officials or other appropriate third parties. We also may cooperate with law enforcement authorities, regulators, or other appropriate third parties to help with the investigation and prosecution of illegal conduct by providing network and systems information related to alleged violations of this policy.

9. Reporting of breaches of this policy

If you become aware of any violation of this policy, you must immediately notify us and provide us with assistance, as requested, to stop or remedy the breach. To report any violation of this policy, please contact us and ask for our abuse reporting process.