

“Heineken® Friend Have More Friends - F1” Contest Terms and Conditions

General

1. The **“Heineken® Friend Have More Friends - F1” Contest** (the '**Contest**') is governed by these standard terms and conditions ('**Terms of Use**'). By participating in the Contest, each participant acknowledges that he/she has read, understood, and agreed to comply with these Terms of Use.
2. The Contest is administered by Heineken Marketing Malaysia Sdn. Bhd. ('**the Organiser**').
3. These Terms of Use establish the legal relationship between the Organiser and each participant in the Contest.
4. The laws of Malaysia govern the Contest and these Terms of Use. Any disputes related to the Contest or these Terms of Use, including disputes concerning their validity, shall be resolved by the courts of Malaysia. Participants in the Contest agree to submit to the exclusive jurisdiction of the courts of Malaysia. Participants are responsible for ensuring compliance with applicable laws.
5. The Organiser's failure to enforce any provision of these Terms of Use does not waive its right to enforce such provision in the future.
6. To participate in the Contest, participants must provide accurate personal details for competition judging, prize fulfilment, and marketing purposes. The Organiser reserves the right to verify the eligibility of participants.
7. The Contest will take place during the specified Contest Period. The Organiser reserves the right to vary, postpone, or extend the Contest Period at its discretion.
8. The Organiser reserves the right to change or discontinue any aspect of the Contest, including these Terms of Use, at any time without prior notice. Changes will be effective immediately upon being posted on the Heineken Malaysia website. Participants are advised to review the Terms of Use regularly for updates.
9. The Organiser may terminate or suspend the Contest at its discretion, with or without awarding any prizes. Participants agree to abide by the Organiser's decision regarding the resumption or disposition of the Contest.
10. Any disputes not covered by these Terms of Use will be resolved by the Organiser's management in a manner deemed fair to all parties. The decision of the Organiser's management is final and binding.
11. In the event of any inconsistency between the English version and any translated version of these Terms of Use, the English version shall prevail.
12. Participants in this Contest are deemed to unconditionally accept these terms and conditions. Failure to comply with these terms and conditions may result in disqualification from the Contest and forfeiture of any prizes.

Participation

1. In order to participate in the Contest, individuals must make a qualifying purchase of the specified minimum amount in a single transaction during the Contest Period, as detailed below, from any designated outlets across the nation:

Channel	Mechanics	Contest entries per receipt	Contest Period
Hypermarkets/ Supermarkets	Buy 4 x can pack of any Heineken® products. Scan the QR code to submit the receipt & fill up personal details. Stand to win A trip to Shanghai to watch the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand – 3 winners.	1 entry per receipt submission	1 st Sept 2026 until 31 th Oct 2026
Ecommerce	Buy 1 carton of any Heineken® products. Scan the QR code to submit the receipt & fill up personal details. Stand to win A trip to Shanghai to watch the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand – 1 winner.	1 entry per receipt submission	1 st Oct 2026 until 30 th Nov 2026
99Speedmart	Buy 4 x can pack of any Heineken® products. Scan the QR code to submit the receipt & fill up personal details. Stand to win A trip to Shanghai to watch the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand – 1 winner.	1 entry per receipt submission	1 st Oct 2026 until 30 th Nov 2026
CVS	Buy 1 can of any Heineken® product. Scan the QR code to submit the receipt & fill up personal details. Stand to win A trip to Shanghai to watch the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand – 1 winner.	1 entry per receipt submission	1 st Oct 2026 until 30 th Nov 2026
Pubs and Bars (MONT)	Buy 2 buckets of any Heineken® Bottles and get 1 bottle of Heineken® FREE – 1 entry. Buy 2 sets of Heineken® Draught and get 1 glass FREE – 5 entries. Scan the QR code to submit the receipt & fill up personal details.	2 buckets of Heineken® Bottles and get 1 bottle of Heineken®FREE = 1 entry 2 sets of Heineken® Draught and get	1 st Oct 2026 until 30 th Nov 2026

	Stand to win A trip to Shanghai to watch the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand – 4 winners.	1 glass FREE = 5 entries	
--	---	--------------------------	--

1. The Contest is **ONLY** open to non-Muslim Malaysians who are 21 years of age or older as of the date of participation in the Contest. Proof of age will be required. Participants must not fall under the category of Ineligible Persons and must be legally permitted to consume alcoholic beverages. Participation by syndicates or groups is prohibited.
2. The following individuals are not eligible to participate in the Contest:
 - a. Individuals employed by or associated with the Organiser, its affiliates, and related entities, including their immediate family members (children, parents, siblings, and spouses) in any capacity;
 - b. Representatives, employees, or agents of advertising or Contestable service providers engaged by the Organiser, including its affiliates and related companies, and their immediate family members (children, parents, siblings, and spouses);
 - c. Individuals employed by third-party companies involved in the organisation or execution of the Contest.

Each individual falling within these categories shall be deemed an "Ineligible Person" and collectively referred to as "Ineligible Persons" in these Terms of Use.

Contest Mechanic

Brief Description of Contest	1. “Heineken® Friend Have More Friends - F1” Contest is organized with the intention to reward Non-Muslim Malaysians above the age of 21 who have participated in the Contest with purchase on ground. 2. The Organiser reserves the right to vary, withdraw or reschedule the Contest Period or any dates thereof at its sole discretion.
Mechanism of Contest	1. The method of participation in the Contest is via microsite submission upon purchase of the minimum number of participating products (as per paragraph 1 above), throughout the Contest Period (as per paragraph 1 above) and to be redeemed during the Contest Period/ Redemption Period (if applicable) from any of the following participating outlets nationwide. The Receipt as Proof of Purchase (“POP”) for each entry is a photo of the receipt. 2. To participate, Submission of Entry must submit via https://fhmf.heineken.com/receipt-submission/submit-now/ or QR Code. 3. Participant is required to complete the following steps: - a. To participate, Submission of Entry must submit via https://fhmf.heineken.com/receipt-submission/submit-now/ or QR Code. b. Fill up the following details for Submission of Entry: - ● Name (as stated on his/her NRIC)

	● IC Number ● Contact Number ● Email Address ● Receipt Number ● Submission of proof of purchase ("Receipt") c. Participants are required to answer one (1) question via microsite as an act of confirmation for contest entry submission. 4. One receipt per entry for the Contest. Participant(s) may submit more than one (1) entry. The Organiser reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the proof of purchase is altered, duplicated, defective, is invalid and will be automatically disqualified from the Contest without notice. 5. Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won. 6. The Organiser does not charge for Contest entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any. The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organiser during the Contest Period.
Prizes	1. Prizes to be won for Hypermarkets and Supermarkets in Malaysia. (a) Three (3) x Grand Prize – An all-expenses-paid trip for two (2) persons to Shanghai to attend the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand. 2. Prizes to be won for Ecommerce in Malaysia. a) One (1) x Grand Prize – An all-expenses-paid trip for two (2) persons to Shanghai to attend the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand. 3. Prizes to be won for 99Speedmart in Malaysia. a) One (1) x Grand Prize – An all-expenses-paid trip for two (2) persons to Shanghai to attend the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand. 4. Prizes to be won for CVS in Malaysia. a) One (1) x Grand Prize – An all-expenses-paid trip for two (2) persons to Shanghai to attend the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand. 5. Prizes to be won for MONT (any participating bars or pubs) in Malaysia.

	(a) Four (4) x Grand Prize – An all-expenses-paid trip for two (2) persons to Shanghai to attend the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand. 6. The Organiser reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice. 7. All prizes are accepted entirely at the risk of the participant and are awarded by the Organiser and/or sponsors without any warranty of any kind expressed or implied. 8. The participant shall execute a deed of release and indemnity in a form prescribed by the Organiser, if so required, in order to receive the Prize. 9. The Organiser reserves the right to not award any and/or all of the prize(s) on the basis that there are insufficient entries which qualify and satisfy the criteria (“Qualifying Entries”). For example, if there are 100 prizes available to be won during a particular Contest Period, in the event that there are less than 100 Qualifying Entries, the Organiser is entitled to only award the prize(s) to the Qualifying Entries and forfeit the remaining prize(s).
Selection of Winners	To shortlist the winners for the Grand Prize, the Organiser will allocate serial numbers for each valid entry received and approved by the Organiser throughout the Contest Period [each a “Qualified Entry” and collectively the “Qualified Entries”]. A set of serial numbers will be allocated for the Qualified Entries starting from serial number “1”. The serial numbers allocated to each Qualified Entry will be tabulated and added up to derive the total number of Qualified Entries [“Total Qualified Entries”]. Assuming the Total Qualified Entries received across all channels is 3,888, the Organiser will compute and select the shortlisted entries based on the following: Selection of ten [10] Grand Prize winners for an all-expenses-paid trip for two (2) persons to attend a F1 Grand Prix from the Grandstand in Shanghai: $3,888 \div 10 = 388.8$, rounded to the nearest whole number, i.e. 389th. Participants with Qualified Entries bearing the following serial numbers will be selected as the Grand Prize winners: 389th, 778th, 1,167th, 1,556th, 1,945th, 2,334th, 2,723rd, 3,112th, 3,501st and 3,888th. 1. All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use and must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize. 2. The Organiser reserves the right to disqualify and remove any Participant from the Contest without prior notification or disclosure of

	information should the Participant be suspected of tampering with their entries or breach the Contest terms and conditions.
Notification, Verification and Contact of Winners	NOTIFICATION The winner will be announced via Microsite / WhatsApp / Email notification. The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes. 1. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win and they will be advised by the Organiser as to the verification and redemption of prizes process. 2. Each participant is only eligible to win a maximum of one (1) prize during the Contest Period. 3. The winners must respond within three (3) days from the time when the Organiser sent the notification via WhatsApp. 4. If the winner fails to respond within three (3) days, the Organiser reserves the right to substitute the winner with a subsequent name on the list. VERIFICATION The winner must provide Full Name (as stated on his/her NRIC), IC Number and attach clear copy of Proof of Purchase (“POP”) to the Organiser and its appointed agent (which means a third party appointed by the Organiser from time to time as its agent to, amongst others, manage the WhatsApp hotline and the distribution of the prizes pursuant to this Contest, hereinafter referred to as the “Appointed Agent”) for verification. The documents provided must be an exact match to the details submitted via microsite. In the event that the Organiser finds the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever. The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time. CONTACT Upon verification and confirmation of the details, the Contest winners will be contacted by WhatsApp/Microsite/Email by the Organiser’s Appointed Agent.

	For any inquiries or assistance regarding the contest, please contact hotline at 014-5055420.
Prize Fulfilment	Once the winner has been verified and confirmed, prize fulfilment shall be through: 1. An all-expenses-paid trip for two (2) persons to Shanghai to attend the Formula 1 Heineken® Chinese Grand Prix 2027 from the Grandstand. Winners will be contacted by the travel agent appointed by Heineken Malaysia Berhad to arrange the prize fulfilment and travel itinerary. Winners are required to present their original NRIC (or MyKad) as proof of purchase for verification by the Organiser prior to prize fulfilment. 2. By participating in the Contest, the participants grant the Organiser permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any Contestable activities in any and all media concerning the winning of the Contest, or Contests generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Contest. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Contest by the Organiser without any additional compensation, notification and/or permission. 3. The Organiser reserves the right to disqualify and remove any participants from the Contest without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Contest. 4. The Organiser reserves the right to forfeit the prize if the winner fails to respond by the date and time agreed by the winner and the Organiser's Appointed Agent. 5. The Organiser reserves the right to ignore requests from winners during the Contest Period which are deemed by the Organiser to be unreasonable.
General	The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes. The Organizer reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Contest without notice. Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.

	The Organizer does not charge for entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any. The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organizer during the Contest Period. The Organizer reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice. All prizes are accepted entirely at the risk of the participant and are awarded by the Organizer and/or sponsors without any warranty of any kind expressed or implied. The participant shall execute a deed of release and indemnity in a form prescribed by the Organizer, if so required, in order to receive the Prize. The Organiser will send out an acknowledgement message to successful entry and unsuccessful entry through email notifications. All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize. In the event that the Organiser finds that the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever. The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time. By participating in the Contest, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any Contest activities in any and all media concerning the winning of the Contest, or Contests generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Contest. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Contest by the Organiser without any additional compensation, notification and/or permission. The Organiser reserves the right to disqualify and remove any participants from the Contest without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Contest.
--	---

	The Organiser reserves the right to ignore requests from winners during the Contest Period which are deemed by the Organiser to be unreasonable.
--	--

Note: In the event of any conflict or inconsistency between the terms and provisions in this table and those of the Contest, the terms and provisions in this table will prevail.

Other Terms of Use

1. The participant agrees that he / she shall:
 - (i) abide by the said terms and conditions accordingly and agrees to cooperate and to follow all directions given to the participant;
 - (ii) not dispute nor make any oral or written complaints, public announcements or statements on the same whether during or after the Contest Period;
 - (iii) not by act or omission, directly or indirectly bring the Organiser into disrepute;
 - (iv) not give any product endorsement, any interviews or be involved in any articles or reports in respect of the Contest or the prize with any third party;
 - (v) agrees that the participant's participation in the Contest does not entitle the participant to wages, salary or any other compensation.
2. Submission of the Entry does not guarantee the participant the opportunity to participate in the Contest. The Organiser has the right to, at its sole discretion and without prior notification, reject, refuse or exclude a participant from participation in the Contest for reasons, including (without limitation) where the Entry is not complete, non-compliance or non-fulfilment of any of these Terms of Use or attempts to compromise the Contest in any way.
3. The Organiser reserves the right to substitute the prize, or any portion thereof, as the case may be, for an alternative prize of equal or greater value should the prizes promoted not be available due to unforeseen circumstances.
4. In the event that a winner chooses not to accept a prize, they forfeit any and all claims to that prize, which will be dealt with according to the reasonable discretion of the Organiser subject to compliance with any applicable laws.
5. The prizes must (where applicable) be used on the dates specified, cannot be sold, changed or exchanged for money or for other prizes and the prizes are not transferable or negotiable and may not be redeemed for cash.
6. Any tax payable as a result of a prize being awarded is the sole responsibility of the winner.
7. The Organiser's decision in relation to any aspect of the Contest is final and binding. No communication will be entertained in this regard.
8. Save and except for any warranties implied in law (if any), all prizes are used/taken entirely at the risk of the winner in all things, and the Organiser excludes all warranties in connection with any prize to the extent permitted by law. The Organiser makes no representations that the prize will be satisfactory to the winners.
9. The Organiser may publicise, broadcast or otherwise disclose a winner's or participant's name, character, likeness, statements or any Contestable activities concerning the winning of the Contest, or Contests generally held by the Organiser. The Organiser may promote or advertise that a particular winner won the Contest. All winners hereby agree and consent to the use of his/her photo, name, appearance, voice and likeness to and to transmit, copy, publish, copyright,

distribute and display it in connection with articles, exhibitions, publicity, advertising, education, trade and/or Contestable material or activities undertaken ("Contestable Materials") by the Organiser without any additional compensation, notification or permission. Participants and/or winners shall not be entitled to claim ownership and/or other forms of compensation on any of the materials. All winners and participants also hereby agree to waive any rights that he/she may have to inspect or approve any finished products or any advertising copy of the Contestable Materials that may be used, arising directly, indirectly or in connection with the Contest. Further, all winners and participants hereby agree that he/she assigns all of his/her rights, titles and interests that he/she may have in any form of media in which any or all of his/her photos, name, appearance, voice and likeness have been captured in connection with the Contest, along with full rights of assignability, and agree to execute any documents required by the Organiser to give effect to this assignment.

Release

1. The participant agrees to waive, release and discharge the Organiser, its agencies, sponsors and representatives from and against, any and all liabilities, costs, loss, damages or expenses which the participant or any party claiming through the participant hereafter may have arising out of acceptance of any prize(s) or participation in the participant including (but not limited to) death, personal injury and damage to property and whether or not direct, consequential or foreseeable.
2. Each participant hereby agrees to indemnify and hold the Organiser and each of its subsidiaries, affiliates, related companies, advertising and Contest agencies and each of its and their respective directors, employees, agents and representatives (the "**Released Parties**") harmless from and against any losses, damages, rights, claims, or cause of action of any kind arising, in whole or in part, directly or indirectly, as a result of the participant's breach of the participant's warranties and undertaking and any breach of the Terms of Use and / or the rules and regulations of the Contest, participation in the Contest or arising in connection with a prize. The Released Parties shall not be responsible for lost, late, misidentified or misdirected entries or telecommunication or computer hardware or software performance, errors, delays or failures.

Disclaimer

1. THE ORGANISER DISCLAIMS ALL WARRANTIES WITH RESPECT TO THE COMPETITION. THE COMPETITION AND THE PRIZES ARE PROVIDED 'AS IS' AND 'AS AVAILABLE'.

Intellectual Property

1. All intellectual property rights used in relation to the Contest are owned by the Organiser, and its employees, officers, directors, agents, affiliates, parent, subsidiaries and representatives ("**Organiser Group**").
2. All intellectual property rights in connection with this Contest shall vest in the Organiser. The participants shall not be permitted at any time to reproduce or distribute any intellectual property rights in respect of this Contest.
3. Entries and details submitted in connection with the Contest (whether in written, audio or visual form, or a combination of those) or any photographs, video and/or film footage or audio recording

taken of the participants shall be the property of the Organiser. The Organiser may use the material in any medium and in any reasonable manner it sees fit. Copyright of any such material becomes and remains the sole property of the Organiser. The participant hereby assigns to the Organiser all worldwide copyright and like rights in the entries and waive all moral rights.

Facebook and/or WhatsApp

1. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook and/or WhatsApp.
2. The participants are providing the participants' information (save in respect of the participants' Facebook and/or WhatsApp username and password) to the Organiser and not to Facebook and/or WhatsApp. The information the participants provide will solely be used for and by the Organiser Group and will not be sold, transferred, given or shared with any third party not in any relation to the Contest.
3. The participants agree that the participants shall waive any claim the participants may have against the Organiser Group that is in any way connected with a dispute the participants may have with Facebook and/or another participant of the Contest ("**third party participant**") and the participants agree to indemnify the Organiser Group for any losses or liability the Organiser Group suffers as a result of any claim against the Organiser Group by Facebook and/or WhatsApp and/or the third party participant as a result of the participants' dispute or in relation to the participants' dealings with Facebook and/or WhatsApp and/or such third party participant. This waiver and indemnity shall not apply in the event of any breach, fraud or wilful misconduct on the part of the Organiser Group.

Liability

1. Each participant agrees that except in respect of damages, losses, injuries, rights, claims or actions caused by or arising from the breach or negligence of the Organiser, the Organiser shall not be liable or responsible for damages, losses, injuries, rights, claims or actions of any kind in connection with the Contest, or resulting from the acceptance, possession, use/misuse of prizes, or participation in the Contest. Each participant further agrees that the Organiser will not be responsible or liable for any Entries that are late (including delayed data transmissions), tampered with, garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, duplicated or otherwise not in compliance with these Terms of Use or arising due to the fault of the participant.
2. The Organiser shall not be liable to any participant nor shall the Organiser be deemed to be in breach of the Terms of Use by reason of any delay in performing, or any failure to perform, any of the Organiser's obligations hereunder, if the delay or failure was due to any cause beyond the Organiser's reasonable control.
3. Notwithstanding the foregoing, nothing in these Terms of Use is intended to limit any rights the participants might have as a consumer under applicable local law or other statutory rights that may not be excluded nor in any way to exclude or limit the Organiser's liability to the participants for any loss or damage arising from the breach or negligence on the part of the Organiser.
4. The Organiser reserves the right at its reasonable discretion to disqualify any individual that it determines to be tampering with the entry process or the operation of the Contest or its

website (if any), to be acting in breach or potential breach of these Terms and Conditions. No correspondence will be entertained.

5. The Organiser reserves the right to cancel the Contest at any time due to unforeseen circumstances, sovereign laws and regulations.
6. No warranty or guarantee is given by the Organiser in relation to any of the prizes and to the fullest extent permitted by law, the Organiser, its agents and trading partners will not be liable for any loss or damage whatsoever which is suffered or sustained as a result of receipt or use of any prize awarded pursuant to this Contest. The Organiser does not recommend or guarantee the performance of any contractor or other obligations of any third parties associated with the prizes and will not be liable for any fraud committed by any third party.
7. During the Contest, any request or complaint concerning the Contest and the Terms of Use may be sent via email and stating the participant's name, address, e-mail address and telephone number. The participant will be contacted within a reasonable time after receipt. The Organiser will not engage in any correspondence related to the selection of the winner.

Other Provisions

1. Nothing in or relating to this Contest may be reproduced or published without the Organiser's express consent.
2. No rights can be derived from this Contest or the results thereof.
3. The Contest is void where the same is prohibited or restricted by any local, national, state, or any governmental laws.
4. If these terms and conditions are or become partially void, the Organiser and the participant will continue to be bound by the remainder of the same. The parties shall replace the void part by provisions that are valid and have legal effects that correspond with those of such void part as much as possible, taking into account the content and the purport of these terms and conditions.
5. These Terms of Use will prevail over any inconsistent terms, conditions, provisions or representations contained in any other Contestable materials advertising of the Contest.
6. This Contest is subject to the Malaysian Advertising Code for Alcoholic Beverages.
7. The participants shall not be entitled to assign any of the rights or sub-contract any of the obligations herein. The Organiser shall be entitled to assign or sub-license the whole or any part of its rights hereunder to any third party as may be determined by it.
8. All rights and privileges herein granted to the Organiser are irrevocable and not subjected to rescission, restraint or injunction under any and all circumstances. Under no circumstances shall the Participants have the right to injunctive relief or to restrain or otherwise interfere with the organisation of the Contest, the production, distribution, exhibition and/or exploitation of the Contest and / or any product based on and / or derived from the Contest.

PRIVACY POLICY

General

This Privacy Policy applies to our website (including social media sites and mobile applications) (“Website”), contests dedicated to/organized by Heineken® Marketing Malaysia SDN BHD (“HMMSB” or “HEINEKEN”) and/or any affiliates (collectively, “we”, “our”, or “us”) for consumers in Malaysia where we collect certain personal information (“Personal Data”). 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 Website and the ways in which you can protect your privacy.

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, in particular, the Malaysia Personal Data Protection Act 2010 (hereinafter referred to as the “Act”). For the purposes of this Privacy Policy, the terms “Personal Data” and “process” and/or “processing” shall have the meaning as prescribed in the Act. Further, “Website” shall mean any world wide web owned by us or our licensor, and/or managed by us or our licensor, and any other websites, whether known now or in the future.

This Privacy Policy describes what information is gathered, how this information is used, who the information will be shared with, how you can opt-out and how you can modify your Personal Data held by us and any other changes that have been made from time to time.

By “liking” our Facebook brand and/or corporate page, or following us on our brand’s and/or corporate’s Instagram or Twitter Account, or subscribing to our brand’s and/or corporate’s YouTube channel or otherwise expressing or providing a similar indication of your interest in us in other social media sites, you hereby agree that you have read this Privacy Policy and consent to our collection and further processing of your personal data in the respective Social Media Sites (as defined below) in the manner as specified in this Privacy Policy.

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

In the course of your relationship with us, we collect a large variety of Personal Data relating to you and your relationship with us. We collect your Personal Data from the information you have provided to us and/or in any other HEINEKEN forms that you are required to complete, as well as any other information we have or may obtain about you through any oral or written communications, when you participate in our events, when you purchase our products or services online, when you create an account on the Website or when you “like” our Website. Requested information on the Website marked with an asterisk is mandatory. If you do not provide the requested information, we will not be able to deliver the service or product to you.

We have specified the Personal Data we collect and the purposes for which we use the Personal Data:

- Processing your order to be able to process your payment and to deliver the requested product or service to you: We need your name, e-mail address, telephone number (in case we need to communicate to you about your order), your postal address or the recipient of our services (if different than yourself), your date of birth (as we are legally required to ask for before allowing you to visit our Website), payment information and et cetera. This is also for our sales administration. The use of this Personal Data is to perform our agreement with you or to comply with legal obligations, such as tax and accounting rules.
- Registration and creating an account on our Website: Before you make a purchase, you will be asked to create an account and provide us with a log-in name and password (which we need to process your account) and e-mail address, first name/last name, billing address, birth date

(which we will use to validate and process your order). Creating an account is necessary for making purchases so for the performance of your agreement with us. You can manage the information in your account yourself and view e.g. which purchases you have made earlier.

- Customer services: we process your e-mail address or phone number (depending on how you have contacted us) for answering your questions and/or issues you have submitted via the Website, for product recalls or other service mails you sent. We register your requests, questions and our responses and other actions to handle your request.
- Sending newsletters, messages and/or e-mails containing marketing information, such as information on our products and/or services and/or our related corporations and/or the products and/or services of our business partners: if you have subscribed to the newsletter and/or registered and created an account on our Website or participated in any contest or events or followed any of the Social Media Sites, we use the e-mail address you have provided to send you our newsletter and/or e-mails containing marketing information. If you have ordered one of our products via our Website, we may also send you newsletters to inform you of our other similar products that we think may be of interest to you. If you no longer wish to receive any e-mails from us, you can unsubscribe at any time by using the unsubscribe function in each e-mail message or you can contact us.
- We will remove your e-mail address once you have opted-out of receiving the newsletter and/or e-mails containing marketing information, unless this is also used and retained for other purposes listed in this Privacy Policy.
- Marketing: information about your purchases, your online searches (clicks and views), your settings on our Website, the items in your shopping cart, your customer service requests and contact history can be collected by us. This information enables us to use different channels for relationship management and marketing of our products and services to you via e-mail and/or newsletters and/or online advertising which may include personalizing Website content and offers so these are tailored to your preferences. We measure the effectiveness of our campaigns.
- We use this Personal Data as it is necessary in our legitimate interests to be able to promote our products and services to our customers and website visitors, to enable us to attract more customers, to improve the sale of our products and services and to finance our Website (via online advertisements). We will retain the Personal Data as specified under the relevant purposes for which the Personal Data have been collected (e.g. newsletters, account information, processing orders and payments).
- Information about your visit to and use of our Website: we collect certain information when you visit our Website, such as your IP address, which web pages you visit, the name of your computer, and type of internet browser, clicks and views. We also keep track of how you use our newsletter, which pages you view and which parts you read so we can customize the newsletter to your preferences. The information about your use of our Website and services enables us to build segments, which are groups of website visitors or customers with a number of common characteristics such as age group, gender or region. We will likely add you to one of our segments, which we use to customize the Website and to e.g. change the order of search results or where we place certain offers, so you are more likely to see these. We may also use segments to show online advertisements and/or send you e-mails that we think are relevant to you.
- We use this Personal Data as it is necessary in our legitimate interests to do so to be able to promote our products and services to our customers and website visitors, to enable us to attract more customers, to improve the sale of our products and services and to finance our Website (via online advertisements).

- **Maintenance and optimization of our Website:** Your Personal Data will also be used for maintenance and analysis of our Website to solve performance issues, to improve the availability and to secure the website against fraud (e.g. in case of repeated attempts to log-in or to make a purchase or if the purchase is made where there is non-compliance with our terms and conditions, e.g. by individuals under 21 and/or by Muslims). The analysis also enables us to check whether the online ordering process works efficiently so we can improve, where possible. Our use of your Personal Data for these purposes is necessary in our legitimate interests.
- **Participate in research activities:** We also may request you to participate in research activities such as: surveys, pilots, panels, focus groups, and other research activities. Depending on the research activity, we will collect different sets of Personal Data.
- **Allowing you to participate in campaigns, contests and/or other promotions:** Your Personal Data such as name, e-mail address, residential address and telephone number will be processed to administer our campaigns, contests and/or other promotions in which you choose to participate. Some of these promotions have additional rules containing information about how we will use and disclose your Personal Data. We need this information to process your participation and to be able to communicate with you about your prize or to send the prizes to you.
- **Analytics:** Your Personal Data and information collected via the use of cookies will be processed for analytical and statistical purposes. We process and analyses this information to help us determine the viability of business in a certain location. Depending on the type of statistics we require, we also process this information to track the number of visitors who have visited our Website from our business partner's website.

If we use your Personal Data for other purposes, we will inform you of this other use separately.

For certain services and purposes of the Website and/or Social Media Sites, you need to provide Personal Data to us for us to be able to process your orders or to send newsletters or other information to you. In addition to the information you are required to provide to us, we collect certain information when you visit our Website and/or the Social Media Sites.

The use of this Personal Data is to perform our agreement with you or to comply with legal obligations, such as tax and accounting rules.

You can always opt-out of receiving our newsletter or direct mail and you can always object to our use of your Personal Data for direct marketing purposes (for more information on how to do this, read the Paragraphs 10. and 11. below on your rights).

3. How We Share and/or Disclose Your Personal Data

We are not in the business of selling your Personal Data. We consider this information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may need to share your Personal Data with third parties without providing further notice to you, to help us provide services and products to you and to run our Website ("Third Parties"). These Third Parties are:

- HEINEKEN group of companies and the official brand owners for HEINEKEN's products for the purpose of storing Personal Data processed via the Website, due to shared IT systems;
- service providers where this is needed to provide us with a service or to (help us) provide or deliver the service or product ordered by you on the Website (including our third-party delivery provider) and to provide data analytics services;

- business partners for the purpose of collaboration in joint activities;
- independent debt recovery agencies, solicitors or other agents for the purpose of collecting monies due or outstanding on your account;
- In case HEINEKEN sells all or some of the assets or shares of a HEINEKEN group company to which Personal Data was transferred to a third party, your Personal Data may be provided to this third party.

These parties may be located in Malaysia, countries in the European Economic Area or elsewhere in the world.

We may also need to provide Personal Data to law enforcement bodies in order to comply with any legal obligation or court order.

4. Transfer of Personal Data outside of Malaysia

Provisions

It may be necessary to transfer your Personal Data to a Third Party located in countries outside of Malaysia. This may happen where the Third Party is based outside of Malaysia or where you access and/or use our Website from countries outside of Malaysia. By continuing accessing and/or using the Website, you consent to such transfer.

When Personal Data is stored by us outside Malaysia we will ensure an adequate level of protection of the transferred Personal Data. We require service providers to use appropriate measures to protect the confidentiality and security of the Personal Data.

5. Security of Personal Data

We will take appropriate technical, physical and organisational measures to protect the Personal Data collected through the Website 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 unauthorized or unintended access that is beyond our control.

Our Website may contain links to other websites. We are not responsible for the privacy practices, content or security used by such other websites, which shall not be governed by this Privacy Policy. We advise you to always carefully read the privacy policies on these other websites.

6. 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 Personal Data will generally be kept for a period of 7 years after your last dealing with us to comply with local law requirements. 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.

7. Cookies

A major part of the information referred to in this Privacy Policy is collected via our 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 tablet. Techniques we use that may be similar to cookies are tracking pixels, Java scripts, tags and web beacons. These cookies and similar techniques are sometimes necessary to remember your account settings, language and country, but also enable us to measure and analyses your behaviour on our Website and for showing you personalized advertisements on our Website or on third-party websites. Where required, you will be asked for consent to our use of cookies.

Our cookie and information retrieved from our cookie is used in line with the uses set out in this Privacy Policy and more specifically:

- To help save and retrieve passwords used on the Website. This way, you do not have to re-enter information upon every new visit to the Website;
- To track information such as the frequency and duration of your access and/or use of the Website, your click-stream as you go through the Website and help us determine whether you came to the Website from a particular internet link or banner advertisement;
- To analyses the profile of visitors and users to help us in providing you with better access and/or use of the Website and to enhance the Website;
 - to personalize the content, banners and promotions that you will see on the Website; and
 - Anonymous tracking of interaction with online advertising e.g., to monitor the number of times that a banner ad is displayed and the number of times it is clicked.

Most cookies are “session cookies”, meaning that they are automatically deleted from your device at the end of a session. You are always free to decline cookies if your device permits, although in that case you may not be able to access or use certain features of the Website.

8. Social Media

You may choose to share information on our Website via social media, such as Facebook, Instagram, Twitter, LinkedIn, Spotify or YouTube, and/or any other social media sites maintained by us or our licensors (“Social Media Sites”). This means that the information you share, with name and preferences, shall be visible to visitors of your personal pages. We advise you to carefully read the privacy policies of the social media parties as these are applicable to the processing of your Personal Data by these parties.

When you share Personal Data with us, or when you interact with us via these Social Media Sites, the Personal Data collected and further processed by us may vary between individuals depending on the privacy and security settings available to your account on the relevant Social Media Sites. For more information about the choices and means for limiting the Personal Data processed by the Social Media Sites, please visit the respective Social Media Sites privacy policy page.

We will be processing your Personal Data in accordance with the Purposes set out above.

9. Children's Privacy

The Website is not intended for use by individuals under the age of 21. We do not knowingly collect Personal Data from individuals under the age of 21.

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

Provisions

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 and/or restricted (as appropriate). You can exercise this right by contacting the relevant personnel listed in the contact details below. 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. We will retain Personal Data where it is legally required for us to do so, for example, sales administration and/or tax and accounting rules.

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 Personal Data to another data user/controller where this is technically feasible.

11. Your Right to Object

You also have a right, in certain circumstances, to request 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. If you subsequently withdraw your consent to process your Personal Data, please note that we may not be able to process your Personal Data for any of the purposes stated in Paragraph 2.

12. Accuracy and Completeness of Personal Data

You are responsible for ensuring that the information and/or Personal Data you provide us is accurate, complete, and not misleading and that such information is kept up to date.

13. 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 our Website page and to the extent reasonably possible, will be communicated to you.

14. Contact

If you wish to exercise any of your rights listed above, you can contact us at Name: Privacy Officer – HEINEKEN

Address: Sungei Way Brewery Lot 1135, Batu 9, Jalan Klang Lama, 46000, Petaling Jaya, Selangor

Telephone: +603 7861 4688

E-mail: MY1-Privacy@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 contact the Privacy officer at MY1-Privacy@heineken.com .

15. Language

This Privacy Policy shall be drafted in English as well as in Bahasa Malaysia. In the event of any inconsistency between the English version and the Bahasa Malaysia version of this notice, the English version shall prevail over the Bahasa Malaysia version.

Dasar Privasi

1. Umum

Dasar Privasi ini diguna pakai ke atas laman web (termasuk laman media sosial dan aplikasi mudah alih), pertandingan (“Laman Web”) khusus kepada/dianjurkan oleh Heineken Marketing Malaysia Sdn Bhd (“HMMSB” OR “HEINEKEN”) dan/atau mana-mana sekutu kami (secara kolektif, “kami”) bagi pengguna-pengguna di Malaysia yang memberi maklumat peribadi tertentu kepada kami (“Data Peribadi”). Sila baca Dasar Privasi ini dengan teliti kerana terdapat maklumat penting untuk membantu anda memahami prosedur dilakukan ke atas maklumat peribadi yang diberikan atau dikumpul atau sebaliknya yang terkandung dalam Laman Web dan kaedah untuk melindungi privasi anda.

Kami menghormati privasi anda, dan kami komited untuk memastikan Maklumat Peribadi anda selamat dan kami menguruskannya mengikut tanggungjawab perundangan di bawah undang-undang perlindungan data yang terpakai, khususnya, Akta Perlindungan Data Peribadi Malaysia 2010 (seterusnya akan dirujuk sebagai “Akta”). Bagi maksud Dasar Privasi ini, terma “Data Peribadi” dan “proses” dan/ atau “pemprosesan” akan mempunyai maksud yang sama seperti yang ditetapkan di dalam Akta. Seterusnya, “Laman Web” bermaksud mana-mana web di seluruh dunia yang dimiliki oleh kami atau pemberi lesen kami, dan/ atau diuruskan oleh kami atau pemberi lesen kami, dan laman web lain, sama ada pada masa ini atau pada masa hadapan.

Dasar Privasi ini menerangkan tentang maklumat yang dikumpulkan, bagaimana maklumat ini digunakan, kepada siapa maklumat ini dikongsi, bagaimana anda boleh memilih untuk keluar dan mengubah Data Peribadi anda yang disimpan oleh kami dan sebarang perubahan lain yang dibuat dari semasa ke semasa.

Dengan “menyukai” halaman jenama dan/atau korporat kami di Facebook, atau mengikuti kami di akaun jenama dan/atau korporat kami di Instagram atau Twitter, atau melanggan kepada saluran jenama dan/atau korporat kami di YouTube atau sebaliknya menyatakan atau memberikan petunjuk yang sama tentang minat anda kepada kami di dalam laman sosial media yang lain, anda dengan ini bersetuju bahawa anda telah membaca Dasar Privasi ini dan bersetuju kepada pengumpulan dan pemprosesan yang selanjutnya ke atas Data Peribadi anda oleh kami di dalam Laman Sosial Media (ditakrif di bawah) mengikut cara yang ditentukan di dalam Dasar Privasi ini.

2. Apakah Data Peribadi yang Kami Kumpulkan dan Bagaimana Kami Menggunakan Data Peribadi Anda

Provisions

Dalam hubungan anda dengan kami, kami mengumpul pelbagai jenis Data Peribadi yang berkaitan dengan anda dan hubungan anda dengan kami. Kami mengumpul Data Peribadi anda daripada maklumat yang anda berikan kepada kami dan/atau apa-apa borang HEINEKEN yang anda dikehendaki untuk lengkapkan, serta apa-apa maklumat lain yang kami telah atau mungkin dapat mengenai anda melalui sebarang komunikasi secara lisan atau bertulis, apabila anda menyertai acara kami, apabila anda membeli produk atau perkhidmatan kami di dalam talian, apabila anda membuka akaun di dalam Laman Web atau apabila anda “menyukai” Laman Web kami. Maklumat yang diperlukan dalam Laman Web ditanda dengan simbol berbentuk bintang adalah wajib. Jika anda tidak memberikan maklumat yang diperlukan, kami tidak akan dapat menghantar perkhidmatan atau produk kepada anda.

Kami telah menentukan Data Peribadi yang dikumpulkan dan maksud bagi kegunaannya:

- memproses pesanan anda bagi membolehkan bayaran anda diproses dan menghantar produk atau perkhidmatan yang diminta kepada anda: Kami memerlukan nama, alamat e-mel, nombor telefon (jika kami perlu berkomunikasi dengan anda mengenai pesanan anda), alamat pengeposan anda atau penerima perkhidmatan kami (jika berlainan daripada anda), tarikh lahir anda (kerana mengikut perundangan, kami perlu meminta maklumat tersebut sebelum membenarkan anda melawat Laman Web kami), maklumat pembayaran dan lain-lain. Ini juga diperlukan bagi urusan pentadbiran jualan kami.

Kegunaan Data Peribadi ini bertujuan untuk menjalankan perjanjian yang dibuat bersama anda atau mematuhi tanggungjawab undang-undang, seperti cukai dan peraturan perakaunan.

- pendaftaran dan mewujudkan akaun di Laman Web kami: Sebelum anda membuat pembelian, anda akan diminta untuk membuat sebuah akaun dan memberikan kami nama log masuk dan kata laluan (untuk maksud pemprosesan akaun) dan alamat e-mel, nama pertama/ nama akhir, alamat bil, tarikh lahir (digunakan bagi maksud pengesahan dan pemprosesan pesanan anda). Sebuah akaun hendaklah diwujudkan untuk melakukan pembelian bagi menunjukkan persetujuan anda dengan kami. Anda boleh menguruskan maklumat dalam akaun anda sendiri dan melihat pembelian yang dilakukan sebelum ini.
- perkhidmatan pelanggan: kami memproses alamat e-mel atau nombor telefon anda (bergantung kepada kaedah anda menghubungi kami) untuk menjawab soalan dan/ atau isu yang telah dihantar melalui Laman Web, bagi pemulangan produk atau perkhidmatan kiriman lain yang dihantar kepada kami. Kami mendaftar permintaan anda, soalan dan maklum balas kami serta tindakan lain dalam mengendalikan permintaan anda.
- penghantaran surat berita, mesej dan/ atau e-mel yang mengandungi maklumat pemasaran, seperti maklumat mengenai produk kami dan/ atau perkhidmatan dan/ atau syarikat rakan kongsi yang berkaitan dan/ atau produk dan/ atau perkhidmatan rakan kongsi perniagaan kami: jika anda melanggan surat berita dan/ atau mendaftar dan mewujudkan sebuah akaun di Laman Web kami atau menyertai mana-mana pertandingan atau acara atau mengikuti mana-mana Laman Sosial Media, kami akan menggunakan alamat e-mel yang diberikan untuk menghantar surat berita dan/ atau e- mel yang mengandungi maklumat pemasar. Jika anda telah memesan produk melalui Laman Web kami, kami juga akan menghantar surat berita untuk memaklumkan kepada anda mengenai produk serupa yang mungkin anda minati. Jika anda tidak lagi mahu menerima sebarang e-mel daripada kami, anda boleh memberhentikan langganan pada bila-bila masa dengan menggunakan fungsi memberhentikan langganan dalam setiap e-mel atau anda boleh menghubungi kami.
- Data Peribadi anda digunakan untuk memproses langganan anda, untuk menunjukkan persetujuan bersama, atau seperti dalam kepentingan yang sah untuk menghantar maklumat tentang produk kami kepada para pelanggan. Kami akan mengeluarkan e-mel anda daripada senarai apabila anda memilih untuk tidak lagi menerima surat berita dan/ atau e-mel mengenai maklumat pemasaran, kecuali ianya digunakan dan disimpan untuk maksud lain seperti yang tertulis dalam Dasar Privasi ini.
- pemasaran: maklumat tentang pembelian anda, carian dalam talian anda (klik dan pandangan), tetapan anda di Laman Web kami, barangan dalam troli beli-belah anda, permintaan perkhidmatan pelanggan anda dan sejarah perhubungan boleh kami kumpulkan. Maklumat ini membolehkan kami untuk menggunakan saluran berbeza untuk pengurusan perhubungan dan pemasaran bagi produk dan perkhidmatan kami kepada anda melalui e-mel dan/ atau surat berita dan/ atau pengiklanan dalam talian yang mungkin mengkhususkan kandungan dan tawaran supaya ianya bersesuaian dengan keutamaan. Kami mengukur keberkesanan kempen-kami.

Anda sentiasa boleh memilih untuk tidak menerima surat berita atau mel secara langsung untuk maksud pemasaran langsung (untuk maklumat lanjut tentang cara untuk melakukannya, baca perenggan di bawah mengenai hak anda).

Data Peribadi ini digunakan dalam kepentingan yang sah untuk mempromosikan produk dan perkhidmatan kami kepada pelanggan serta pelawat Laman Web kami, untuk menarik lebih ramai pelanggan, untuk mempertingkatkan jualan produk dan perkhidmatan serta membiayai Laman Web kami (melalui iklan dalam talian). Kami akan mengekalkan Data Peribadi seperti yang dinyatakan dalam maksud berkaitan dengan Data Peribadi yang telah dikumpulkan (seperti surat berita, maklumat akaun, pemprosesan pesanan dan pembayaran).

- maklumat tentang lawatan anda dan kegunaan Laman Web kami: kami mengumpul maklumat tertentu apabila anda melayari Laman Web kami, seperti alamat IP anda, laman web yang anda lawati, nama komputer anda, jenis pelayar internet, klik dan pandangan. Kami juga mengawasi tentang cara anda menggunakan surat berita kami, halaman yang anda lihat dan bahagian yang anda baca supaya kami dapat menghasilkan surat berita mengikut keutamaan anda. Maklumat penggunaan anda dalam Laman Web dan perkhidmatan kami membolehkan kami membina segmen, iaitu kumpulan pelawat Laman Web atau pelanggan dengan beberapa ciri yang sama seperti umur, jantina atau kawasan. Kami juga akan memasukkan anda ke dalam salah satu segmen kami. Kami menggunakan segmen ini untuk menyesuaikan Laman Web dan sebagai contoh menukar susunan hasil carian atau menempatkan tawaran tertentu supaya kemungkinan untuk anda melihatnya lebih tinggi. Kami juga menggunakan segmen ini untuk pengiklanan dalam talian dan/ atau menghantar e-mel yang bersesuaian kepada anda.

Data Peribadi ini digunakan dalam kepentingan yang sah untuk mempromosikan produk dan perkhidmatan kami kepada pelanggan serta pelawat Laman Web kami, untuk menarik lebih ramai pelanggan, untuk mempertingkatkan jualan produk dan perkhidmatan serta membiayai Laman Web kami (melalui iklan dalam talian).

- penyelenggaraan dan pengoptimuman Laman Web kami: Data Peribadi anda juga akan digunakan untuk penyelenggaraan dan analisis Laman Web kami untuk menyelesaikan isu-isu prestasi, meningkatkan ketersediaan dan untuk memastikan Laman Web terselamat terhadap penipuan (contohnya beberapa cubaan untuk log masuk atau membuat pembelian dan jika pembelian dibuat tidak menepati terma dan syarat kami, contohnya pembelian oleh individu bawah 21 tahun dan/ atau oleh orang Islam). Analisis ini juga membolehkan kami untuk melakukan semakan terhadap keberkesanan pesanan dalam talian bagi maksud penambahbaikan, jika perlu. Kami menggunakan Data Peribadi bagi maksud ini dalam kepentingan yang sah.
- mengambil bahagian dalam aktiviti penyelidikan: Kami juga boleh meminta anda untuk mengambil bahagian dalam aktiviti penyelidikan seperti: tinjauan, perintis, panel, kumpulan sasar, dan aktiviti penyelidikan yang Bergantung kepada aktiviti penyelidikan yang dikendalikan, kami akan mengumpul set Data Peribadi yang berbeza.
- membenarkan anda untuk menyertai kempen, peraduan dan/ atau promosi-promosi lain: Data Peribadi anda seperti nama, alamat e-mel, alamat kediaman dan nombor telefon akan diproses untuk mengendalikan kempen, peraduan dan/ atau promosi lain yang ingin anda serta sebahagian daripada promosi ini mempunyai peraturan tambahan yang mengandungi maklumat tentang cara kami menggunakan dan menzahirkan Data Peribadi anda. Kami memerlukan maklumat ini untuk memproses penyertaan anda dan membolehkan pihak kami berkomunikasi mengenai hadiah atau penghantaran hadiah kepada anda.
- Analisis: Data Peribadi anda dan maklumat yang dikumpul melalui penggunaan cookies akan diproses untuk maksud analisis dan statistik. Kami memproses dan menganalisis maklumat ini

untuk membantu kami menentukan daya maju perniagaan di lokasi tertentu. Tertakluk kepada jenis statistik yang diperlukan oleh kami, kami juga memproses maklumat ini untuk menjejaki bilangan pelawat yang telah melawati Laman Web kami daripada laman web rakan kongsi perniagaan kami.

Jika kami menggunakan Data Peribadi anda untuk maksud lain, kami akan memaklumkan kepada anda penggunaan lain ini secara berasingan.

Bagi sesetengah perkhidmatan dan maksud tertentu dalam Laman Web dan/atau Laman Sosial Media, anda perlu memberikan Data Peribadi kepada kami untuk membolehkan kami memproses pesanan anda atau menghantar surat berita atau maklumat lain kepada anda. Kami juga mengumpul maklumat tertentu apabila anda melawati Laman Web kami dan/atau Laman Sosial Media sebagai tambahan kepada maklumat yang perlu diberikan kepada kami.

Penggunaan Data Peribadi ini adalah untuk melaksanakan perjanjian kami dengan anda atau untuk mematuhi kewajipan undang-undang, seperti peraturan cukai atau perakaunan.

Anda sentiasa boleh memilih untuk tidak menerima surat berita atau mel terus dan anda sentiasa boleh membantah penggunaan Data Peribadi anda oleh kami untuk maksud pemasaran langsung (untuk maklumat lanjut mengenai cara untuk melakukannya, sila baca Perenggan 10 and 11 di bawah mengenai hak anda).

3. Bagaimana Kami Berkongsi dan/ atau Menzahirkan Data Peribadi Anda

Kami bukan dalam perniagaan untuk menjual Data Peribadi anda. Kami menganggap maklumat ini penting dalam hubungan kami bersama anda. Walau bagaimanapun, terdapat keadaan tertentu yang mungkin memerlukan kami untuk berkongsi Data Peribadi anda dengan pihak ketiga tanpa memberi notis lanjut kepada anda, untuk membantu kami memberikan perkhidmatan dan produk kepada anda dan menjalankan Laman Web kami ("Pihak Ketiga"). Pihak Ketiga ini adalah:

- Syarikat-syarikat kumpulan HEINEKEN dan pemilik jenama rasmi untuk produk HEINEKEN bagi maksud penyimpanan Data Peribadi yang telah diproses melalui Laman Web, disebabkan perkongsian sistem IT;
- pembekal perkhidmatan yang memerlukan data tersebut untuk memberikan kami perkhidmatan atau untuk (membantu kami) menyediakan atau menyampaikan perkhidmatan atau produk yang telah anda pesan di Laman Web (termasuk pembekal perkhidmatan penghantaran pihak ketiga kami) dan menyediakan perkhidmatan analisis data;
- rakan niaga bagi maksud kerjasama dalam aktiviti bersama;
- agensi pemulihan hutang bebas, peguam atau ejen lain yang bertujuan untuk mengumpulkan wang disebabkan hutang atau tunggakan pada akaun anda;
- sekiranya HEINEKEN menjual semua atau sebahagian aset atau saham syarikat kumpulan HEINEKEN yang menyebabkan Data Peribadi dipindahkan kepada pihak ketiga, Data Peribadi anda boleh diberikan kepada pihak ketiga tersebut.

Semua pihak ini mungkin terletak di Malaysia, negara-negara di kawasan Ekonomi Eropah atau tempat lain di serata dunia.

Kami juga mungkin perlu menyediakan Data Peribadi kepada badan-badan penguatkuasaan undang-undang bagi mematuhi kewajipan undang-undang atau perintah mahkamah.

4. Pemindahan Data Peribadi ke luar Malaysia

Data Peribadi anda juga mungkin perlu dipindahkan kepada Pihak Ketiga yang terletak di negara-negara di luar Malaysia. Ini mungkin berlaku jika Pihak Ketiga berada di luar Malaysia atau anda mengakses dan/ atau melayari Laman Web dari negara-negara di luar Malaysia. Dengan akses berterusan dan/ atau melayari Laman Web kami, anda bersetuju ke atas pemindahan tersebut.

Apabila Data Peribadi anda disimpan oleh kami di luar Malaysia kami akan memastikan tahap perlindungan Data Peribadi yang dipindahkan adalah mencukupi. Kami memerlukan pembekal perkhidmatan untuk menggunakan langkah yang sesuai untuk melindungi kerahsiaan dan keselamatan Data Peribadi.

5. Keselamatan Data Peribadi

Kami akan mengambil langkah-langkah teknikal, fizikal dan organisasi yang sewajarnya untuk melindungi Data Peribadi yang dikumpul menerusi Laman Web daripada penyalahgunaan atau kemalangan, pelanggaran undang-undang atau pemusnahan tanpa kebenaran, kehilangan, pengubahsuaian, penzahiran, pengambilan atau akses yang tidak sah, yang selaras dengan undang-undang privasi dan peraturan keselamatan data. Walau bagaimanapun, tiada laman lain yang berasaskan internet adalah 100% selamat dan kami tidak akan bertanggungjawab ke atas akses tanpa kebenaran dan akses yang tidak disengajakan di luar kawalan kami.

Laman Web kami mengandungi pautan ke laman web lain. Kami tidak bertanggungjawab ke atas amalan privasi, kandungan atau keselamatan yang digunakan oleh laman web lain, yang tidak tertakluk di bawah Dasar Privasi ini. Anda dinasihati untuk sentiasa membaca dasar privasi di laman web lain dengan teliti.

6. Penyimpanan Data Peribadi Anda

Kami akan menyimpan Data Peribadi anda selama yang diperlukan secara sah untuk memberikan anda perkhidmatan yang diperlukan atau untuk maksud lain yang tersenarai dalam Dasar Privasi ini. Data Peribadi tersebut akan, secara amnya disimpan selama 7 tahun selepas urusan terakhir anda dengan kami untuk mematuhi keperluan undang-undang tempatan. Kami akan mengambil langkah yang sewajarnya untuk menghapuskan atau mengenalpasti semula Data Peribadi yang disimpan jika ianya tidak lagi diperlukan untuk maksud yang telah ditetapkan seperti di atas.

7. Cookies

Sebahagian besar maklumat yang dirujuk dalam Dasar Privasi ini dikumpulkan melalui penggunaan cookies atau teknik yang sama. Cookies adalah fail teks kecil yang mengandungi sedikit maklumat yang dimuat turun dan mungkin disimpan pada peranti pengguna anda, contohnya komputer, telefon pintar atau tablet. Teknik yang digunakan mungkin sama seperti cookies yang mengesan piksel, skrip Java, tanda dan lampu isyarat web. Cookies dan teknik yang sama ini adakalanya perlu untuk mengingat tetapan akaun anda, bahasa dan negara, tetapi juga membolehkan kami mengukur dan menganalisis aktiviti anda di Laman Web kami serta mempamerkan iklan yang tertentu di Laman Web kami atau di laman web pihak ketiga. Jika perlu, kami akan meminta kebenaran anda untuk menggunakan cookies.

Cookies dan maklumat yang diambil dari Cookies kami digunakan berdasarkan dengan kegunaan yang ditetapkan dalam Dasar Privasi ini, khususnya:

- untuk menyimpan dan mendapatkan semula kata laluan yang digunakan di Laman Web. Dengan kaedah ini, anda tidak perlu memasukkan semula maklumat setiap kali melayari Laman Web;

- untuk mengesan maklumat seperti kekerapan dan tempoh akses anda dan/ atau penggunaan Laman Web, aliran klik semasa anda melayari Laman Web dan membantu kami menentukan sama ada anda kembali melayari Laman Web daripada pautan internet atau iklan tertentu;
- untuk menganalisis profil pelawat dan pengguna bagi membantu kami untuk menyediakan akses yang lebih baik dan/ atau diguna untuk mempertingkatkan Laman Web;
- untuk mereka kandungan tertentu, baner dan promosi yang akan anda lihat di Laman Web; dan
- mengesan interaksi tanpa nama dengan pengiklanan dalam talian seperti memantau kekerapan iklan dipaparkan dan bilangan kliknya.

Kebanyakan cookies adalah “session cookies”, yang bermaksud ianya akan dipadamkan secara automatik daripada peranti anda di akhir sesi. Anda bebas untuk menolak cookies jika dibenarkan oleh peranti anda, dan anda mungkin tidak dapat mengakses atau menggunakan ciri-ciri tertentu di Laman Web.

8. Media Sosial

Anda boleh memilih untuk berkongsi maklumat di Laman Web kami menerusi media sosial, seperti Facebook, Instagram, Twitter, LinkedIn, Spotify atau YouTube, dan/ atau laman media sosial lain yang diselenggara oleh pemberi lesen kami (“Laman Media Sosial”). Ini bermaksud maklumat yang anda kongsi, dengan nama dan keutamaan, dapat dilihat oleh pengunjung laman peribadi anda. Kami menasihatkan agar anda membaca dasar privasi pihak media sosial kerana ianya digunapakai dalam pemprosesan Data Peribadi anda oleh pihak berkenaan.

Apabila anda berkongsi Data Peribadi dengan kami, atau apabila anda berinteraksi dengan kami melalui Laman Media Sosial, Data Peribadi yang dikumpul dan diproses mungkin berbeza bergantung kepada tetapan privasi dan keselamatan setiap individu yang tersedia pada akaun di Laman Media Sosial berkenaan. Untuk maklumat lanjut mengenai pilihan dan cara menghadkan Data Peribadi yang diproses oleh Laman Media Sosial, sila layari dasar privasi setiap Laman Media Sosial tersebut.

Kami akan memproses Data Peribadi anda bagi maksud yang dinyatakan di atas.

9. Privasi Kanak-kanak

Laman Web ini tidak boleh dilayari oleh individu di bawah umur 21 tahun. Kami tidak akan mengumpul Data Peribadi tanpa pengetahuan daripada individu di bawah umur 21 tahun.

10. Hak Anda untuk Mengakses, Membetulkan, Memadamkan, Menyekat dan Memudah Alih Data

Anda berhak untuk meminta gambaran keseluruhan Data Peribadi anda yang telah diproses oleh atau bagi pihak anda. Anda berhak untuk memperbetul, memadam dan/ atau menyekat (dalam keadaan yang tertentu) data anda. Anda boleh menggunakan hak ini dengan menghubungi kakitangan berkaitan yang tersenarai di bawah. Untuk makluman, permohonan yang tidak memenuhi syarat-syarat yang telah ditetapkan oleh undang- undang yang terpakai atau garis panduan HEINEKEN akan diminta untuk mengeluarkan semula atau permohonan tersebut ditolak dan Data Peribadi tertentu mungkin dikecualikan daripada akses, pembetulan atau pemadaman mengikut undang-undang perlindungan data yang terpakai atau undang-undang atau peraturan lain. Kami akan mengekalkan Data Peribadi yang diperlukan mengikut undang-undang, contohnya pentadbiran jualan dan/ atau peraturan cukai dan perakaunan.

Anda berhak untuk menerima Data Peribadi yang anda berikan kepada kami di dalam format berstruktur, biasa digunakan dan boleh dibaca mesin, dan di dalam keadaan tertentu kami akan, pada permintaan anda, menghantar Data Peribadi anda kepada pengguna/pengawal data yang di lain di mana ini secara teknikal boleh dilaksanakan.

11. Hak Anda untuk Membantah

Anda juga berhak, dalam keadaan tertentu, untuk meminta kami memberhentikan pemprosesan Data Peribadi anda, tetapi jika kami mempunyai sebab yang kukuh, kami akan terus memproses Data Peribadi anda. Walau bagaimanapun, anda berhak untuk membantah penggunaan Data Peribadi anda bagi maksud pemasaran langsung, termasuk memprofil, dan jika anda berbuat demikian, kami akan memenuhi permintaan anda. Anda boleh menarik semula persetujuan yang telah anda berikan bagi penggunaan Data Peribadi anda tanpa memberi kesan ke atas kewajaran penggunaan Data tersebut sebelum penarikan anda. Jika anda kemudiannya menarik balik persetujuan anda untuk memproses Data Peribadi anda, sila ambil perhatian bahawa kami mungkin tidak boleh proses Data Peribadi anda untuk mana-mana maksud yang dinyatakan di dalam Perenggan 2.

12. Ketepatan dan Kesempurnaan Data Peribadi

Anda bertanggungjawab untuk memastikan bahawa maklumat dan/ atau Data Peribadi yang diberikan kepada kami adalah tepat, lengkap, dan tidak mengelirukan dan maklumat tersebut dikemaskini dari semasa ke semasa.

13. Kemas Kini

Kami akan meletakkan Dasar Privasi ini di bawah kajian dan mengemas kini dari semasa ke semasa. Sebarang perubahan ke atas Dasar Privasi ini akan dipaparkan di Laman Web kami dan jika perlu, akan dimaklumkan kepada anda.

14. Hubungi

Jika anda ingin menggunakan hak anda seperti yang tersenarai di atas, anda boleh menghubungi kami di Nama: Pegawai Privasi – HEINEKEN

Alamat: Sungei Way Brewery Lot 1135, Batu 9, Jalan Klang Lama, 46000, Petaling Jaya, Selangor

Telephone: +603 7861 4688

E-mel: MY1-Privacy@heineken.com

Sila ambil perhatian bahawa kami boleh meminta pengesahan identiti.

Sekiranya anda mempunyai sebarang pertanyaan lain, bantahan penggunaan Data Peribadi anda atau aduan mengenai Dasar Privasi atau pengendalian Data Peribadi, anda boleh menghubungi pegawai Privasi di MY1-Privacy@heineken.com.

15. Bahasa

Dasar Privasi ini ditulis dalam Bahasa Inggeris dan juga Bahasa Malaysia. Sekiranya terdapat kandungan yang tidak selaras antara versi Bahasa Inggeris dan Bahasa Malaysia dalam notis ini, versi Bahasa Inggeris akan diguna pakai.

“Heineken® Friend Have More Friends – F1” 竞赛条款与条件

通用

“Heineken® Friend Have More Friends – F1” 竞赛（以下简称“竞赛”）将受本标准条款和条件（以下简称“使用条款”）的约束。每位参赛者同意已阅读并理解了这些使用条款，通过参加竞赛，每位参赛者将被视为已阅读、理解并同意这些使用条款中的每一条款和条件。

1. 本竞赛由 Heineken Marketing Malaysia Sdn. Bhd.（以下简称“主办方”）所主办。
2. 本使用条款适用于主办方与竞赛参赛者之间的法律关系。
3. 竞赛和本使用条款受马来西亚法律管辖。与本次竞赛和本使用条款相关的所有争议，包括但不限于有关其存在性和有效性的争议，均应由马来西亚有管辖权的法院解决，参加本次竞赛的参赛者特此接受专属管辖权马来西亚法院。然而，每位参赛者有责任和义务确保自己遵守并不违反其个人可能遵守的任何法律。
4. 主办方在任何情况下未能执行本规则的任何规定，均不会导致任何其他人提出任何索赔。
5. 参加本次竞赛时，参赛者需要提供个人详细信息，以用于竞赛评判和奖品发放，以及与本次竞赛相关的营销和促销目的。所有参赛者必须确保所提供的详细信息真实、准确、最新且完整。主办单位保留权利核实所有参赛者的参赛资格。
6. 竞赛将在本使用条款规定的竞赛期内举行。主办方保留自行决定更改、推迟或重新安排竞赛日期或延长竞赛期的权利。
7. 主办方有权在任何时候自行决定更改或终止竞赛的任何方面，以及更改、修订、删除或修改使用条款和其他规则和条例，包括竞赛机制或其任何部分，恕不另行通知。此类更改将在修改后于马来西亚喜力相关网站上公布后即刻生效。如果参赛者不同意遵守这些或任何将来的使用条款，请勿（继续）参加竞赛。建议参赛者重新访问马来西亚喜力网站，并定期阅读使用条款，以了解可能发生的变更，因为通过继续参加竞赛，参赛者即表明接受任何修改后的条款。
8. 主办方可随时全权决定终止或暂停本次竞赛，在此情况下，主办方可不颁发任何奖品。此类终止或暂停不会导致参赛者的任何索赔。如果主办方恢复竞赛，参赛者应遵守主办方关于恢复竞赛和奖品处理的决定。
9. 本使用条款未涵盖的任何争议或情况将由主办方管理层以其合理认为对所有相关方最公平的方式解决。该决定应为最终决定，并/或对所有参赛者具有约束力。任何异议书信申请将不予受理。
10. 如本使用条款被翻译成英语以外的语言，则如有任何不一致，应以本使用条款的英语版本为准。

11. 本次竞赛的参赛者将被视为无条件接受本次竞赛的条款和条件。不遵守这些条款和条件将导致竞赛资格被取消以及奖品被没收。

竞赛参与

1. 欲参加本次竞赛，参赛者需要在整个竞赛期间（定义见下文）从全国任何参与商店（定义见下文）购买单张发票中规定的最低金额：

渠道	活动机制	每张收据的竞赛参赛次数	比赛期间
大型超市 / 超级市场	购买 4 罐装任何 Heineken® 产品。 扫描二维码提交收据，并填写个人资料。 有机会赢取前往上海观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛的双人之旅，并享有看台席位 —— 共 3 名得奖者。	每提交一张收据，即可获得 1 次参赛机会。	2026 年 9 月 1 日至 2026 年 10 月 31 日
电子商务	购买 1 箱任何 Heineken® 产品。 扫描二维码提交收据，并填写个人资料。 有机会赢取前往上海观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛的双人之旅，并享有看台席位 —— 共 1 名得奖者。	每提交一张收据，即可获得 1 次参赛机会。	2026 年 10 月 1 日至 2026 年 11 月 30 日
99 迷你超市	购买 4 罐装任何 Heineken® 产品。 扫描二维码提交收据，并填写个人资料。 有机会赢取前往上海观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛的双人之旅，并享有看台席位 —— 共 1 名得奖者。	每提交一张收据，即可获得 1 次参赛机会。	2026 年 10 月 1 日至 2026 年 11 月 30 日
便利商店	购买 1 罐装任何 Heineken® 产品。 扫描二维码提交收据，并填写个人资料。 有机会赢取前往上海观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛的双人之旅，并享有看台席位 —— 共 1 名得奖者。	每提交一张收据，即可获得 1 次参赛机会。	2026 年 10 月 1 日至 2026 年 11 月 30 日
酒吧 及 酒馆 (MONT)	购买 2 桶任何 Heineken® 瓶装啤酒，即可免费获得 1 瓶 Heineken® - 1 次参赛机会。 购买 2 套 Heineken® 生啤酒，即可免费获得 1 杯 - 5 次参赛机会。 扫描二维码提交收据，并填写个人资料。	购买 2 桶 Heineken® 瓶装啤酒，即可免费获得 1 瓶 Heineken® = 1 次参赛机会。	2026 年 10 月 1 日至 2026 年 11 月 30 日

	有机会赢取前往上海观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛的双人之旅，并享有看台席位 —— 共 4 名得奖者。	购买 2 套 Heineken® 生啤酒，即可免费获得 1 杯 = 5 次参赛机会。	
--	---	--	--

1. 本次竞赛仅向居住在马来西亚年满 21 岁及以上（截至参与竞赛日期，需要提供年龄证明）的非穆斯林个人开放，并且被合法允许饮用酒精饮料。任何集团或团体不得参赛。
2. 以下各类人员不具备参赛资格，因此不得参赛：
 - a) 以任何身份受主办方（包括其附属公司和关联公司）雇用或工作的人员及其直系亲属（子女、父母、兄弟姐妹，包括配偶）；
 - b) 主办方（包括其附属公司和相关公司）的广告和/或竞赛服务提供商的代表、雇员、雇员和/或代理人及其直系亲属（子女、父母、兄弟姐妹，包括配偶）；和
 - c) 在参与组织或执行竞赛的第三方公司工作的人员。

符合上述任何类别的个人均被视为“不符合参赛资格人士”并在本使用条款中统称为“不符合参赛资格人士”。

竞赛机制

竞赛简述	1. “Heineken® Friend Have More Friends – F1” 竞赛旨在奖励年满 21 岁并参与本竞赛及于指定实体店进行购买的非穆斯林马来西亚公民。 2. 主办方保留自行决定更改、撤销或重新安排竞赛期或其任何日期的权利。
竞赛机制	1. 参与竞赛的方法是，在整个竞赛期间（如上文第 1 段所述）购买最低金额的参赛产品（如上文第 1 段所述），并在竞赛期间/兑换期间（如适用）从以下全国任何一家参赛商店兑换后，通过网站提交。每次参赛的发票作为购买证明（“POP”是收据的照片）。 2. 参与者须通过 https://fhmf.heineken.com/receipt-submission/submit-now/ 或扫描二维码提交参赛资料。 3. 参与者需完成以下步骤： a. 参与者须通过 https://fhmf.heineken.com/receipt-submission/submit-now/ 或扫描二维码提交参赛资料。 b. 填写以下参赛资料： • 姓名（如身份证上所示） • 身份证号码 • 联络电话 • 电子邮件地址 • 收据编号 • 提交购买证明（“收据”） c. 参与者需通过网站回答一 (1) 个问题，作为提交参赛申请的确认动作。 4. 每份参赛申请只能提交一张发票。参赛者可提交一 (1) 份以上参赛申请。主办方保留拒绝任何未按上述规定方式提交的参赛的权利，包括但不限于信

	息不正确或不完整的参赛申请，或 POP 被更改、复制、有缺陷或无效的参赛申请，并将其参赛资格自动取消，恕不另行通知。 5. 参赛者必须保留 POP 原件以备核查和兑奖之用。否则将被取消资格并没收奖品。 6. 主办方对参赛者提交的参赛申请不收取任何费用。主办方不向参赛者偿还发送 WhatsApp 信息所产生的费用，包括销售与服务税（SST）以及相关费用（如有）。 7. 参赛者必须遵守主办方在竞赛期间通知或传达的竞赛机制。
奖品	竞赛期间共有十（10）份奖品等待赢取，具体如下： a. 马来西亚任何参与竞赛的大型超市 / 超级市场可赢取的奖品 i) 三（3）份大奖 - 两（2）人上海全包旅游配套，前往现场看台观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛（Formula 1 Heineken® Chinese Grand Prix 2027）。 b. 马来西亚任何参与竞赛的电子商务平台可赢取的奖品 i) 一（1）份大奖 - 两（2）人上海全包旅游配套，前往现场看台观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛（Formula 1 Heineken® Chinese Grand Prix 2027）。 c. 马来西亚任何参与竞赛的 99 迷你超市可赢取的奖品 i) 一（1）份大奖 - 两（2）人上海全包旅游配套，前往现场看台观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛（Formula 1 Heineken® Chinese Grand Prix 2027）。 d. 马来西亚任何参与竞赛的便利商店可赢取的奖品 i) 一（1）份大奖 - 两（2）人上海全包旅游配套，前往现场看台观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛（Formula 1 Heineken® Chinese Grand Prix 2027）。 e. 马来西亚任何参与竞赛的酒吧及酒馆可赢取的奖品 i) 四（4）份大奖 - 两（2）人上海全包旅游配套，前往现场看台观赏 2027 年一级方程式赛车 Heineken® 中国大奖赛（Formula 1 Heineken® Chinese Grand Prix 2027）。 2. 主办单位保留随时以同等价值的物品替换任何一项奖品的权利，恕不另行通知。 3. 所有奖品均由参赛者自行承担风险，并由主办方和/或赞助商颁发，不提供任何明示或暗示的保证。 4. 如有需要，参赛者需签署一份由主办方提供的释放和赔偿契约，以便获得奖品。 5. 主办方保留因符合标准的参赛申请（“合格申请”）不足而不颁发任何和/或所有奖项的权利。例如，如果在某一竞赛期间有 100 个奖品可供赢取，在合格参赛申请少于 100 个的情况下，主办方有权仅向合格参赛申请颁发奖品，并放弃其余奖品。
得奖者的遴选	作为大奖入围申请遴选过程的一部分，主办方将为整个竞赛期间主办方收到并批准的每个有效参赛申请分配序列号（每个参赛申请均称为“合格参赛申请”

	，统称为“合格参赛申请”）。 将为合格参赛申请分配一组从序列号“1”开始的序列号。 在整个竞赛期间，主办方将根据递交竞赛申请时间选出总共三千八百八十八（3,888）名。假设所有渠道共收到 3,888 份合格参赛资料，主办方将根据以下方式计算并选出入围参赛资料。选出十（10）名大奖得主，每名得主可获得两（2）人上海之旅全包配套，前往现场看台观看 F1 中国大奖赛： $3,888 \div 10 = 388.8$ 至最接近的整数，即第 389 份。 持有以下序列号码的合格参赛资料的参与者，将被选为大奖得主：第 389、778、1,167、1,556、1,945、2,334、2,723、3,112、3,501 及 3,888 份。 1. 所有奖品均受奖品所附带的条款和条件以及本使用条款的约束，并且必须在规定的时间内领取。否则将导致奖品被没收。 2. 如果参赛者涉嫌篡改其参赛申请或违反竞赛条款和条件，主办方保留在不事先通知或披露信息的情况下取消任何参赛资格并将其从竞赛中除名的权利。
通知、核实和联系得奖者	通知 得奖者名单将通过网站/WhatsApp/电子邮件通知公布。 主办方有权要求出示身份证原件或其他证明文件/材料的原件，以便核实。 得奖者必须确保向主办方提供的详细资料真实、准确、最新且完整。得奖者将收到得奖通知，主办方将通知得奖者核实和兑奖程序。 1. 得奖者必须确保向主办方提供的详细资料真实、准确、最新且完整。得奖者将收到得奖通知，主办方将通知得奖者核实和兑奖程序。 2. 每位参赛者在竞赛期间最多只能赢得 1 次大奖。 3. 得奖者必须在主办方通过 WhatsApp 发出通知后 3 天内做出回应。 4. 如果得奖者未能在 3 天内作出回应，主办方将保留名单上其他名字替代得奖者的权利。 核实 获奖者必须向主办方及其指定代理人提供全名（必须与身份证上的姓名一致）、身份证号码（IC Number）以及清晰的购买证明（Proof of Purchase，简称“POP”）副本，以供核实。指定代理人是指主办方不时委任的第三方代理机构，负责包括管理 WhatsApp 热线及根据本比赛安排奖品派发等相关事宜。 获奖者所提供的文件资料必须与其通过 Microsite 提交的资料完全一致。 若主办方发现所提供的收据并非真实、有效或符合比赛要求，主办方有权取消该获奖者的资格，并没收其奖品，而无需提供任何理由。 主办方保留自行决定在任何时候将奖品授予其他替代参赛者的权利。 联系 经核实并确认相关资料后，比赛获奖者将由主办方指定的代理人通过 WhatsApp / Microsite / 电邮（Email）与获奖者联系。 如对本比赛有任何疑问或需要协助，请联系比赛热线：014-5055420。

奖品兑现	一旦获奖者完成核实并确认其资料无误，奖品将按照以下方式进行领取及安排： 1. 大奖：两（2）人上海全包旅游配套，前往现场看台观赏 Formula 1 Heineken® Chinese Grand Prix 2027。获奖者将由 Heineken Malaysia Berhad 委任的旅行社联系，以安排奖品兑现及旅游行程。获奖者须在奖品兑现前向主办方出示身份证原件（NRIC 或 MyKad），以进行购买凭证验证。 2. 参赛者参与本比赛即表示同意并授权主办方在与本比赛获奖或主办方不时举办的其他比赛相关的任何及所有媒体中，公开、播放或以其他方式披露其姓名、人物形象、肖像、言论或任何与比赛相关的活动。主办方可宣传或公布特定获奖者赢得本比赛的事实。所有参赛者及/或获奖者均同意并授权主办方使用其姓名，用于广告、商业推广或比赛相关用途，而无需向其支付任何额外费用、另行通知或取得额外许可。 3. 若主办方怀疑任何参赛者篡改其参赛记录，或发现其违反本使用条款及本比赛的任何规定，主办方有权在无需事先通知或说明理由的情况下取消该参赛者的参赛资格。 4. 若获奖者未能在获奖者与主办方指定代理人所约定的日期及时间前作出回应，主办方有权没收该奖品。 5. 主办方保留拒绝处理获奖者在比赛期间提出的任何被主办方认为不合理之要求的权利。
通用	主办方有权要求提供身份证原件或其他证明文件/材料的原件以供核实。 主办方保留拒绝任何未按上述规定方式提交的参赛的权利，包括但不限于信息不正确或不完整的参赛申请，或购买证明被更改、复制、损坏或无效的参赛申请，将被自动取消参赛资格，恕不会另行通知。 参赛者必须保留购买证明原件，以供验证和兑换奖之用。否则将导致取消资格并没收所得奖品。 主办方不对参赛者提交的参赛申请收取费用。主办方不得向参赛者报销发送 WhatsApp 信息所产生的费用，包括销售和服务税（SST）以及相关费用（如有）。 参赛者必须遵守主办方在竞赛期间通知或传达的竞赛机制。 主办方保留随时用同等价值的物品替换任何一项奖品的权利，恕不另行通知。 所有奖品的风险均由参赛者承担，并由主办方和/或赞助商颁发，并不提供任何明示或暗示的保证。 如有需要，参赛者应按照主办方规定的格式签署一份免责和赔偿契约，以便获得奖品。 主办方将通过电子邮件通知参赛申请是否成功。

	所有奖品均受奖品其附带的条款和条件的约束，并且必须在规定的时间内领取，否则将导致奖品被没收。 如果主办方发现所提交的收据不真实或无效，主办方有权取消得奖者的资格并没收奖品，且无需说明任何理由。 主办方保留随时自行决定将奖品颁发给替代参赛者的权利。 通过参加竞赛，参赛者授予主办方在任何及所有媒体上宣传、广播或以其他方式披露其姓名、特征、肖像、声明或任何与竞赛得奖情况由主办方随时和不时进行。主办方可以宣传或宣传特定得奖者赢得了竞赛。所有参赛者和/或得奖者特此同意并允许主办方将其姓名用于广告、贸易或竞赛目的，而无需任何额外补偿、通知和/或许可。 如果参赛者涉嫌篡改其参赛申请或违反本使用条款及本次竞赛的任何条件，主办方保留取消其参赛资格并取消其参赛资格的权利恕不另行通知或披露信息。 主办方保留在竞赛期间忽略得奖者提出的主办方认为不合理的请求的权利。
--	---

注意：如果本表格中的条款和规定与竞赛的条款和规定有任何冲突或不一致，则以本表格中的条款和规定为准。

其他使用条款

1. 参与者同意他/她应：
 - (i) 遵守上述条款和条件，并同意配合并遵循主办方给予的所有指示；
 - (ii) 在竞赛期间或之后，均不得提出争议或提出任何口头或书面投诉、公告或声明；
 - (iii) 不得通过作为或不作为直接或间接损害主办方的声誉；
 - (iv) 不向任何第三方提供任何产品代言、任何采访或参与有关本次竞赛或奖品的任何文章或报道
 - (v) 同意参赛者参加竞赛并不赋予其工资、薪水或任何其他补偿的权利。
2. 提交参赛申请并不保证参赛者有机会参与竞赛。主办方有权在不事先通知的情况下自行决定拒绝，或排除参赛者参与竞赛，原因包括（但不限于）参赛申请不完整、不合规或不履行 违反任何这些使用条款或试图以任何方式损害竞赛。
3. 如果由于不可预见的情况而无法获得所推广的奖品，主办方保留将奖品或其任何部分（视情况而定）替换为同等或更高价值的替代奖品的权利。
4. 如果得奖者选择不接受奖品，则他/她放弃对该奖品的任何及所有索取权，主办方将根据合理酌情权进行处理该奖品，并遵守任何适用法律。
5. 奖品（如适用）必须在指定日期内使用，不得出售、变更或兑换成金钱或其他奖品，且奖品不可转让或协商，也不可兑换现金。
6. 因得奖而需缴纳的任何税款均由得奖者自行承担。

7. 主办方对竞赛的任何方面决定是均为最终决定并具有约束力。对此，主办方将不受理任何有关此方面的投诉。
8. 除法律规定的任何隐含的任何保证（如有）外，所有奖品的使用/领取的所有风险完全均由得奖者自行承担，并且主办方在法律允许的范围内排除与任何奖品相关的所有保证。主办方不保证奖品会令获胜者满意。
9. 主办方可宣传、广播或以其他方式披露得奖者或参赛者的姓名、性格、肖像、言论或任何与竞赛相关的活动，或主办方举办的一般竞赛。主办方可推广或宣传某位得奖者赢得了竞赛。所有~~获胜~~得奖者在此同意并~~允许~~授权主办方所有得奖者在此同意并授权主办方在文章、展览、宣传、广告、教育、贸易和/或竞赛材料或活动（“竞赛材料”）中使用其照片、姓名、外貌、声音和肖像，并对其进行传播、复制、出版、版权保护、分发和展示，而无需任何额外补偿、通知或许可。参赛者和/或得奖者无权对任何材料要求所有权和/或其他形式的补偿。所有得奖者和参赛者在此同意放弃所有得奖者和参赛者还特此同意放弃检查或批准可能直接、间接或与竞赛有关的任何成品或可能使用的任何参赛材料广告拷贝的任何权利。此外，所有得奖者和参赛者在此同意，他/她将所有与竞赛相关的媒体中所涉及的照片、姓名、外貌、声音和肖像的权利、所有权和利益转让给主办方，并同意签署主办方要求的任何文件以完成此项转让。

释放声明

1. 参赛者同意放弃、释放并免除主办方及其代理机构、赞助商和代表对参赛者或通过参赛者提出索赔的任何一方可能产生的所有责任。这包括因接受任何奖品或参与竞赛所产生的所有责任、成本、损失、损害或费用，涵盖（但不限于）死亡、人身伤害和财产损失，无论这些责任、损失、损害或费用是直接的、间接的、可预见的或不可预见的。
2. 每位参赛者在此同意赔偿主办方及其各子公司、附属公司、关联公司、广告和竞赛机构及其各自的董事、员工、代理人 and 代表（以下简称“免责方”，使其免受以下损失：因参赛者违反其保证和承诺或违反本条款和/或竞赛规则、直接或间接导致的任何形式的损失、损害、权利、索赔或诉讼。免责方不对条目丢失、迟到、错误识别或错误引导的参赛申请，或电信或计算机硬件或软件性能、错误、延迟或故障负责。

免责声明

1. 主办方不承担与竞赛相关的所有保证。竞赛和奖品将按“原样”和“现有”提供。

知识产权

1. 与竞赛相关的所有知识产权均由主办方及其员工、管理人员、董事、代理人、附属机构、母公司、子公司和代表（“主办方集团”）所有。
2. 与本竞赛有关的所有知识产权应归主办方所有。参赛者在任何时候均不得复制或分发与本比赛相关的任何知识产权。
3. 与竞赛相关的参赛申请及其详细信息（无论是书面、音频或视觉形式，或这些形式的组合）或任何参赛者拍摄的照片、视频和/或电影片段或音频录音均应归主办方所有。主办方可在任何媒体上以其认为适合的和合理方式使用这些材料。任何此类材料的版权均归主办方所有。参赛者特此将所有参赛申请的所有全球版权及类似权利转让给主办方，并放弃所有的精神权利。

Facebook 和/或 WhatsApp

1. 本次竞赛与 Facebook 和/或 WhatsApp 无关，未得到其赞助、认可或管理。
2. 参赛者所提供的信息（除参赛者的 Facebook 和/或 WhatsApp 用户名和密码外）提供给主办方，而不是 Facebook 和/或 WhatsApp。参赛者提供的信息仅供主办方集团使用，不会出售、转让、给予或与任何非竞赛相关的第三方分享。
3. 参赛者同意放弃因参赛者与 Facebook 和/或另一个参赛者（“第三方参赛者”）之间的争议而向主办方集团提出的任何索赔，并同意赔偿主办方集团因 Facebook 和/或 WhatsApp 和/或第三方参与者的索赔而遭受的任何损失或责任，因参与者的争议或参与者与 Facebook 和/或 WhatsApp 和/或该第三方参赛者的交易而遭受的任何损失或责任。本免责声明不适用于主办方团体的任何违约、欺诈或故意不当行为。

责任条款

1. 每位参赛者同意，除了因主办方违约或疏忽而造成或引起的损害、损失、伤害、权利、索赔或诉讼外，主办方不对与竞赛有关的，或因接受、拥有、使用/滥用奖品或参加竞赛而造成的任何损害、损失、伤害、权利、索赔或诉讼承担任何责任。每位参赛者还同意，主办方不对任何参赛申请的延迟（包括数据传输延迟）、篡改、乱码、不完整、误传、丢失、残缺、延迟、损坏、复制或不符合本使用条款或因参赛者过失而产生的任何参赛申请负责。
2. 如果由于超出主办方合理控制范围的原因导致任何延误或未能履行任何义务，主办方不对任何参赛者承担责任，也不被视为违反使用条款。
3. 尽管有上述规定，本使用条款中的任何内容均无意限制参赛者作为消费者根据当地适用法律或其他法定权利作为消费者可能享有的权利，也不以任何方式排除或限制主办方因违约或疏忽导致对参赛者的任何损失或损害的责任。
4. 主办方保留合理酌情权，取消任何被认为干扰参赛流程、比赛运行或其网站（如有）个人的参赛资格，或违反或可能违反这些条款和条件的个人。主办方对此类决定不予以沟通。
5. 主办方保留在不可预见的情况，法律法规要求或其他主权法律下随时取消比赛的权利。
6. 主办方对任何奖品不作任何保证或担保，并且在法律允许的最大范围内，主办方、其代理人 and 贸易伙伴对因接收或使用本竞赛颁发的任何奖品而导致的任何损失或损害不承担任何责任。主办方不对任何承包商或与奖品相关的第三方履行义务的情况下进行推荐或保证，并且不对任何第三方实施的欺诈行为承担责任。
7. 在竞赛期间，任何有关竞赛及使用条款的请求或投诉均可通过电子邮件发送，并需注明参赛者的姓名、地址、电子邮件地址和电话号码。主办方将在收到后于合理时间内与参赛者联系。主办方将不涉及任何与得奖者遴选相关的通讯。

其他

1. 未经主办方明确同意，竞赛或与竞赛相关的任何内容不得复制或发布。

2. 本竞赛及其结果不赋予任何权利。
3. 如果竞赛因任何地方、国家、州或任何政府法律的禁止或限制而无效，则本竞赛将被视为无效。
4. 如果这些条款和条件的某些部分被认为无效，主办方和参赛者仍将受其余部分的约束。双方应尽可能。用有效且具有法律效力的条款替换无效部分，以尽量保留这些条款和条件的内容和意图。
5. 这些使用条款优先于任何其他竞赛材料中包含的与竞赛相关的任何不一致的条款、条件、规定或声明。
6. 本次竞赛受马来西亚酒类广告准则的约束。
7. 参赛者无权转让其在本协议下的任何权利或分包其任何义务。主办方有权将其在本协议下的全部或任何部分权利转让或许可给其指定的任何第三方。
8. 主办方在此授予的所有权利和特权是不可撤销的，且在任何情况下均不得取消、限制或禁止。参赛者在任何情况下均无权寻求禁令救济或以其他方式干扰比赛的组织、制作、分发、展览和/或利用，以及基于和/或衍生自竞赛的任何产品。

社交媒体网站个人数据保护法政策

此政策作为根据 2010 年《个人数据保护法》（以下简称“PDPA”）规定的书面通知（以下简称“通知”），旨在告知您，您的个人数据正在由 Heineken Marketing Malaysia Sdn Bhd（“HMMSB”，“我们的”，“我们”）或代表其处理。对于本通知而言，“个人数据”、“敏感个人数据”和“处理”的定义应具有 PDPA 中规定的含义。

我们正在收集并进一步处理您选择在 Facebook、Instagram、Twitter、YouTube 及其他社交媒体网站（统称为“社交媒体网站”）上共享的个人数据，包括我们的品牌网站。我们收集和处理的个人数据可能因人而异，具体取决于您在相关社交媒体网站上的隐私和安全设置。有关如何限制社交媒体网站处理个人数据的选择和方法，请访问相关社交媒体网站的隐私政策页面。

我们将处理您的个人数据，包括您可能随后提供给我们的任何其他信息，目的是：与您联系或沟通，宣传我们或第三方的服务、产品、活动、特别活动或优惠，回应您的帖子、提交、评论、请求、询问或投诉，向您请求反馈，评估您申请注册使用或订阅网站的资格，管理您参与的竞赛，开展内部活动，进行市场调查和趋势分析，开展 Heineken Marketing Malaysia Sdn Bhd 的其他合法商业活动，以及与上述目的相关的其他目的和/或在社交媒体网站及（如适用）竞赛条款和条件中规定的其他目的（“目的”）。

对于从我们的品牌网站收集的个人数据，您有义务提供竞赛所要求的个人详细信息。如果您未能提供此类强制性个人数据，我们可能会拒绝处理您的个人数据用于任何目的。

在法律或法规要求的情况下，我们可能会将您的个人数据披露给我们的相关公司、服务提供商、业务合作伙伴，以及任何政府部门和/或机构、监管和/或法定机构。

通过“点赞”我们的 Facebook 品牌页面，关注我们的 Instagram 或 Twitter，订阅我们的 YouTube 频道，或在其他社交媒体网站上以类似方式表示或提供您对我们的兴趣，您即表示已阅读此通知，并同意我们在相应的社交媒体网站上按照本通知中规定的方式收集和进一步处理您的个人数据。除非您明确要求我们不要这样做，否则我们将通过发布、消息或电子邮件与您联系，提供有关我们即将举行的活动、产品和服务的任何优惠或竞赛信息。如果您不希望接收任何此类优惠或竞赛信息，或需要访问、请求更正您的个人数据，限制您的个人数据处理，或对您的个人数据向我们提出任何询问或投诉，请发送电子邮件至 general.enquiry@heineken.com。

您有责任确保我们收集的个人信息准确、完整、不具误导性并保持最新。

2. 我们收集哪些个人资料以及我们如何使用您的个人资料

在您与我们的关系过程中，我们可能会收集与您及您与我们之间关系有关的各种个人资料。我们会从您向我们提供的资料及/或您需要填写的任何其他 HEINEKEN 表格中收集您的个人资料，也可能通过任何口头或书面沟通、您参与我们的活动、您在线购买我们的产品或服务、您在网站创建账户，或您对我们的网站点击“赞”（Like）等方式取得您的个人资料。

网站上标有星号（*）的资料为必填项目。若您未提供所要求的资料，我们将无法向您提供相关服务或产品。

我们所收集的个人信息及其使用目的如下：

- **处理您的订单：** 为处理您的付款以及向您提供所要求的产品或服务，我们需要您的姓名、电邮地址、电话号码（如我们需要就订单与您联系）、邮寄地址或服务接收人的地址（如接收人并非您本人）、出生日期（根据法律规定，在允许您访问我们的网站前，我们必须取得相关资料）、付款资料及其他相关资料。这些资料也用于我们的销售行政管理。我们使用这些个人资料是为了履行与您之间的协议，或遵守相关法律义务，例如税务及会计规定。
- **在我们的网站注册及创建账户：** 在您进行购买之前，您可能需要创建账户，并提供登录名称及密码（用于处理您的账户）、电邮地址、名字/姓氏、账单地址及出生日期（用于验证及处理您的订单）。创建账户是进行购买所需的步骤，因此属于履行我们与您之间协议的一部分。您可以自行管理账户中的资料，并查看您过去进行的购买记录等。
- **客户服务：** 根据您与我们联系的方式，我们会处理您的电邮地址或电话号码，以回复您通过网站提交的问题及/或事项、产品召回通知或其他服务相关邮件。我们也会记录您的请求、问题、我们的回复以及为处理您的请求而采取的其他行动。
- **发送电子通讯、信息及/或包含营销资料的电邮：** 例如有关我们的产品及/或服务、我们的关联公司及/或业务合作伙伴的产品及/或服务的信息。如果您订阅了电子通讯、在我们的网站注册并创建账户、参与任何比赛或活动，或关注任何社交媒体网站，我们可能会使用您所提供的电邮地址向您发送电子通讯及/或包含营销信息的电邮。如果您通过我们的网站订购产品，我们也可能向您发送有关其他类似产品的电子通讯，以向您介绍我们认为您可能感兴趣的产品。如您不希望继续收到我们的电邮，可随时通过每封电邮中的取消订阅功能取消订阅，或联系我们。
- **取消订阅：** 当您选择不接收电子通讯及/或包含营销信息的电邮后，我们将删除您的电邮地址，除非该电邮地址同时用于本隐私政策所列明的其他用途，并需要继续保留。

- **营销：** 我们可能收集有关您的购买记录、在线搜索行为（点击及浏览）、您在网站上的设置、购物车中的商品、客户服务请求及联系记录等资料。这些资料使我们能够通过不同渠道进行客户关系管理，并通过电邮、电子通讯及/或在线广告向您推广我们的产品及服务，包括根据您的偏好个性化网站内容及优惠。我们也会衡量营销活动的成效。
- 我们使用这些个人资料，是基于我们的合法利益，以便向客户及网站访客推广我们的产品及服务、吸引更多客户、提升产品及服务的销售，并通过在线广告为网站提供资金。我们会根据收集个人资料的相关用途保留这些资料，例如电子通讯、账户资料、订单及付款处理等。
- **有关您访问及使用我们网站的信息：** 当您访问我们的网站时，我们会收集某些资料，例如您的 IP 地址、您浏览的网页、您的电脑名称、互联网浏览器类型、点击及浏览记录等。我们也会记录您如何使用我们的电子通讯，包括您浏览哪些页面以及阅读哪些部分，以便根据您的偏好定制电子通讯。
- **有关您使用我们网站及服务的信息，**可帮助我们建立用户群组，即根据年龄、性别或地区等共同特征，将网站访客或客户进行分类。我们可能会将您归入其中一个用户群组，并利用这些资料定制网站内容，例如调整搜索结果的排列顺序或优惠显示位置，让您更有可能看到相关内容。我们也可能使用这些用户群组资料向您展示在线广告及/或发送我们认为与您相关的电邮。
- 我们使用这些个人资料，是基于我们的合法利益，以便向客户及网站访客推广我们的产品及服务、吸引更多客户、提升产品及服务的销售，并通过在线广告为网站提供资金。
- **网站的维护及优化：** 您的个人资料也可能用于网站的维护及分析，以解决网站性能问题、改善网站可用性，以及防止网站遭受欺诈行为，例如重复尝试登录或购买，或在不符合我们的条款及条件的情况下进行购买，例如未满 21 岁人士及/或穆斯林人士进行购买。相关分析也使我们能够检查在线订购流程是否有效运作，并在可能的情况下进行改善。我们基于合法利益使用您的个人资料进行上述用途。
- **参与研究活动：** 我们可能邀请您参与调查、试点项目、研究小组、焦点小组及其他研究活动。根据不同的研究活动，我们可能收集不同类型的个人资料。
- **参与活动、比赛及/或其他促销活动：** 您的个人资料，例如姓名、电邮地址、居住地址及电话号码，将用于管理您所参与的活动、比赛及/或其他促销活动。部分促销活动可能设有额外规则，并说明我们如何使用及披露您的个人资料。我们需要这些资料来处理您的参赛资格，并与您就奖品相关事宜进行联系或将奖品寄送给您。
- **数据分析：** 我们可能处理您的个人资料以及通过 Cookies 收集的信息，以进行分析及统计。我们会处理及分析这些资料，以协助我们评估在特定地点开展业务的可行性。根据所需的统计数据类型，我们也可能处理这些资料，以追踪从我们业务合作伙伴网站访问我们网站的访客数量。

如果我们将您的个人资料用于其他用途，我们会另行通知您有关用途。

对于网站及/或社交媒体网站的某些服务及用途，您需要向我们提供个人资料，以便我们处理您的订单或向您发送电子通讯或其他信息。除了您必须向我们提供的资料外，当您访问我们的网站及/或社交媒体网站时，我们也会收集某些相关信息。

我们使用这些个人资料是为了履行与您之间的协议，或遵守相关法律义务，例如税务及会计规定。

您可以随时选择不再接收我们的电子通讯或直接邮寄信息，也可以随时反对我们将您的个人资料用于直接营销用途（有关如何行使这些权利的详情，请参阅下文第 10 及第 11 段）。

3. 我们如何分享及/或披露您的个人资料

我们并不从事出售您的个人资料的业务。我们视这些资料为与您关系中的重要组成部分。然而，在某些情况下，为了协助我们向您提供服务及产品以及运营我们的网站（以下简称“第三方”），我们可能需要在无需另行通知您的情况下，与第三方分享您的个人资料。

这些第三方包括：

- HEINEKEN 集团公司及 HEINEKEN 产品的官方品牌所有者：用于储存通过网站处理的个人资料，因为双方使用共享的 IT 系统；
- 服务供应商：当提供相关服务所需时，用于协助我们提供或交付您在网站上订购的服务或产品，包括第三方配送服务供应商，以及提供数据分析服务；
- 业务合作伙伴：用于共同合作开展相关活动；
- 独立债务追收机构、律师或其他代理人：用于追收您账户中应付或尚未偿还的款项；
- HEINEKEN 集团公司的资产或股份转让：如果 HEINEKEN 将其某一集团公司全部或部分资产或股份出售给第三方，而您的个人资料已转移至该集团公司，则您的个人资料可能会提供给该第三方。

上述第三方可能位于马来西亚、欧洲经济区国家或世界其他地区。

我们也可能根据法律义务或法院命令的要求，向执法机构提供您的个人资料。

4. 将个人资料转移至马来西亚境外

条款

我们可能需要将您的个人资料转移给位于马来西亚境外国家的第三方。这可能发生在第三方便于马来西亚境外，或您从马来西亚境外的国家访问及/或使用我们的网站时。继续访问及/或使用本网站，即表示您同意此类资料转移。

当我们将个人资料储存于马来西亚境外时，我们将确保所转移的个人资料获得适当程度的保护。我们要求服务供应商采取适当措施，以保护个人资料的机密性及安全性。

5. 个人资料的安全

我们将采取适当的技术、实体及组织措施，以保护通过本网站收集的个人资料，防止其遭到滥用，以及防止因意外、非法或未经授权的破坏、遗失、修改、披露、取得或访问。上述措施将符合适用的隐私及资料安全法律法规。

然而，任何基于互联网的网站均无法保证百分之百安全，对于超出我们控制范围的未经授权或非预期访问，我们概不负责。

我们的网站可能包含其他网站的链接。对于该等其他网站所采用的隐私措施、内容或安全措施，我们概不负责，该等网站亦不受本隐私政策的约束。我们建议您务必仔细阅读这些其他网站的隐私政策。

6. 个人资料的保留

我们将根据法律规定的期限，或在为您提供所要求的服务或履行本隐私政策所列明的其他用途所需的期限内，保留您的个人资料。

为遵守当地法律要求，我们一般会在您与我们最后一次交易或往来后保留您的个人资料 7 年。

当我们持有的个人资料已不再需要用于上述用途时，我们将采取合理措施销毁该个人资料或将其去除身份识别信息。

7. Cookies（网络追踪技术）

本隐私政策中所述的大部分信息，是通过我们使用 Cookies 及类似技术收集的。

Cookies 是包含少量信息的小型文本文件，会被下载并储存在您的设备上，例如电脑、智能手机或平板电脑。我们所使用的类似 Cookies 的技术包括追踪像素（Tracking Pixels）、Java Scripts、标签（Tags）及网络信标（Web Beacons）。

这些 Cookies 及类似技术有时是为了记住您的账户设置、语言及所在国家，同时也使我们能够衡量及分析您在本网站上的行为，并在我们的网站或第三方网站上向您展示个性化广告。在法律规定需要取得同意的情况下，我们将向您征求使用 Cookies 的同意。

我们使用 Cookies 以及从 Cookies 获取的信息，将根据本隐私政策所列明的用途使用，具体包括：

- 协助储存及读取您在网站上使用的密码，以便您每次重新访问网站时无需重新输入相关资料；
- 追踪您访问及/或使用本网站的频率及持续时间、您在网站浏览过程中的点击路径（Click-stream），并协助我们确定您是否通过特定的互联网链接或横幅广告进入本网站；
- 分析网站访客及用户的资料，以协助我们为您提供更好的网站访问及/或使用体验，并改善本网站；
 - 根据您的偏好，为您个性化显示网站上的内容、横幅广告及促销活动；以及
 - 对您与在线广告的互动进行匿名追踪，例如监测横幅广告的展示次数及点击次数。

大多数 Cookies 属于“会话 Cookies”（Session Cookies），意味着它们会在您结束网站浏览会话后自动从您的设备中删除。如果您的设备允许，您可以随时选择拒绝 Cookies。不过，在这种情况下，您可能无法访问或使用本网站的某些功能。

8. 社交媒体

您可以选择通过我们的网站，在 Facebook、Instagram、Twitter、LinkedIn、Spotify 或 YouTube，及/或由我们或我们的许可方运营的任何其他社交媒体网站（以下简称“社交媒体网站”）分享信息。

这意味着您所分享的信息，包括您的姓名及偏好，可能会对访问您个人页面的访客公开。我们建议您仔细阅读相关社交媒体平台的隐私政策，因为该等隐私政策将适用于这些平台对您个人资料的处理。

当您向我们分享个人资料，或通过这些社交媒体网站与我们互动时，我们所收集及进一步处理的个人资料可能因个人而异，这取决于您在相关社交媒体网站账户中所设定的隐私及安全设置。

有关如何选择及限制社交媒体网站处理您的个人资料的方式及范围，请参阅相关社交媒体网站的隐私政策页面。

我们将根据上述所列明的用途处理您的个人资料。

9. 儿童隐私

本网站不适用于 21 岁以下人士使用。我们不会在明知的情况下收集 21 岁以下人士的个人资料。

10. 您访问、更正、删除、限制及数据可携权利条款

您有权要求查阅由我们或代表我们处理的您的个人资料概况。您有权在适当情况下要求更正、删除及/或限制处理您的个人资料。

您可以通过下方所列的联系方式与相关负责人联系，以行使上述权利。

请注意，如您的要求不符合适用法律或 HEINEKEN 指引所规定的要求，我们可能要求您重新提交相关申请，或最终拒绝该申请。此外，根据适用的数据保护法律或其他法律法规，部分个人资料可能不适用于访问、更正及删除的要求。

如法律规定我们必须保留相关个人资料，例如用于销售行政管理及/或税务及会计用途，我们将继续保留该等个人资料。

您有权以结构化、常用及机器可读的格式接收您提供给我们的个人资料。在某些情况下，如技术上可行，我们也会应您的要求，将您的个人资料传输给另一名数据使用者/数据控制者。

11. 您的反对权

在某些情况下，您有权要求我们停止处理您的个人资料。然而，如果我们有令人信服的合法理由继续处理您的个人资料，我们将继续进行相关处理。

不过，您有权反对我们将您的个人资料用于直接营销用途，包括用户画像（Profiling）。在您提出反对后，我们将按照您的要求停止相关处理。

如果您已同意我们使用您的个人资料，您有权随时撤回该同意，而不会影响我们在您撤回同意之前对相关个人资料进行处理的合法性。

如果您随后撤回对我们处理个人资料的同意，请注意，我们可能无法继续为您提供第 2 段所列明的某些用途及相关服务。

12. 个人资料的准确性及完整性

您有责任确保您向我们提供的信息及/或个人资料准确、完整且不具误导性，并确保相关信息保持最新。

13. 更新

我们将定期检视本隐私政策，并不时进行更新。任何对本隐私政策的修改将发布于我们的网站页面，并将在合理可行的情况下通知您。

14. 联系方式

如果您希望行使上述任何权利，可以通过以下方式联系我们：

姓名： Privacy Officer - HEINEKEN

地址： Sungei Way Brewery Lot 1135, Batu 9, Jalan Klang Lama, 46000, Petaling Jaya, Selangor

电话： +603 7861 4688

电邮： MY1-Privacy@heineken.com

请注意，我们可能要求您提供身份证明文件。

如果您有任何其他疑问、反对我们使用您的个人资料，或对本隐私政策或我们处理您的个人资料的方式有任何投诉，您可以通过以下电邮联系隐私负责人：

MY1-Privacy@heineken.com

15. 语言

本隐私政策将以**华文，英文马来文（Bahasa Malaysia）**制定。

如本通知的华文版本，英文版本与马来文版本之间存在任何不一致，应以英文版本为准。