

PRIVACY POLICY

1. Introduction

Dear Customer,

In order to ensure that you feel safe while using the AB InBev B2B Ecommerce portal, the following information gives you a comprehensive guide on how the Company handles your data in this platform. This document is designed to inform you about how AB InBev collects, use and transfer your personal data.

2. Data Controller

AB InBev having its address at Grand Place 1, 1000 Brussels, Belgium (the Data Controller) is committed with the protection of your personal data. This notice explains how we will handle the personal data you provide us in the AB InBev Webshop (abinbev-ei-crm.force.com), why we collect such information and which are your rights as a data subject.

3. Use of data

The AB InBev Webshop will process your personal data (*Name, account name, customer ID, Country, mobile phone number and email address, behaviour data, order history*) for the purpose of managing the ABI products orders raised by you in this Platform. Specifically, this platform will keep record of the orders placed by you are processed in the most efficient way. We will not use your personal data for any other purpose in this Application. We will only store your personal data for as long as you remain a customer within this portal and 5 (five) years after you cease to be our customer to fulfil the purposes described above.

The personal data processed by this platform will be organized in two different groups:

Transactional data: Transactional data will be used to provide you access to your orders in the portal and to provide you the visibility on the status of your orders. We are processing your personal data according to Art. 6 (1) (b) GDPR for the performance of the commercial relationships that you have with ABI.

Behavior data: Integrated into this platform there is the targeting tool segment.io, Amplitude, Amazon s3 and Azure sql data warehouse. These tools use special technologies that enable us to analyze the customer's use of our platform. Behavior data contemplate the following data categories:

- # of Clicks
- # of Clicks to place order
- Re-order (Products)
- # of Products that Ordered only once by Customers
- Net Promotor Score
- Average Time spent per sessions resulting in an Order
- # of Customers that Ordered more than 1 time in a selected period
- Bounce Rate (% of Users that leaves a page without any click)
- % of visits that reach the cart
- % of visits that convert into shopping
- Duration of Session
- Product Portfolio
- % of orders started and not submitted in the same session
- # of SKUs ordered via different channels by the same customers

For this purpose, the generated information is sent to ABI in order for us to optimize the use of our platform and to provide you with the options in the platform tailored to your interests. You may preclude the use of these tracking technologies by not consenting to the use of tracking technologies in the cookie banner when entering our website. Be aware that in this case it may occur that you may not be able to use all functions of this platform.

Please be aware that you can also object to the processing of your "Behavior data" at any time by managing your cookies and opt-out to those cookies that are not strictly necessary like performing and targeting in the cookie banner when you access to the portal.

We are processing your personal data according to Art. 6 (1) (a) GDPR for the performance of the commercial relationship that you have with ABI.

4. Online Shop

By logging into the website, you can review your personal data and access all finalized or open orders. We do not collect more personal data than is necessary. The personal data you submit during your registration or while placing an order will only be used for the purpose of processing your orders. No personal data related to the payment or use of payment platforms is processed within this website.

We are processing your personal data according to Art. 6 (1) (b) GDPR. The personal data will be erased when they are no longer necessary for the original purpose (ordering goods from our Webshop) and no mandatory retention periods have to be adhered to. The provision of such data is necessary to enter into a binding contract (Art. 6 (1) (b) GDPR).

Additionally within our online shop, we process personal data in order to contact our customers for the following purposes:

For commercially-driven purposes such as informing the customer about their abandoned cart, newsletters, welcome back email, etc.

For improvement of customer service by requesting customers to provide customer satisfaction feedback.

We are processing your personal data under (i) and (iii) above according to Art. 6 (1) (f) GDPR, as it is the legitimate interest of AB InBev to efficiently manage the customer service experience.

We will only store your personal data for 5 (five) years to fulfil the purposes described above. After that period, personal data will either be deleted or anonymized in a way that it does not lead to your identification.

5. Security measures

We adopt technical and organisational measures to protect your data as comprehensively as possible. In addition to the commitment of our employees to secrecy and a careful selection and monitoring of our service providers, we also secure our operating environment adequately.

To protect your data against unwanted access, we use data encryption. Data collected from this website will be passed between your computer and our server and vice versa via the internet using data encryption in transit technology by using 256-Bit TLS (Transport Layer Security) encryption. If the connection is encrypted the 'lock' symbol on your browser status list will show as locked, and the address line will start with "https://". We will not use encryption if you exchange only generally available information with us.

6. Data Transfers to Third Parties

We only transfer your personal data to third parties (e.g. to credit institutions for payment handling, to lawyers for debt enforcement, etc.) if a legal disposition permits us to do so.

We may also transfer your personal data to external service providers (e.g. IT service providers, companies that archive or destruct data, printing services, etc.) that support us within the scope of commissioned data processing as per our instructions.

Please note that our third-party service providers processing data on our behalf are required to take appropriate security measures to protect your personal data in line with our policies, and we only permit them to process your personal data for specified purposes and in accordance with our instructions.

We might transfer your data to countries outside the European Economic Area (EEA) to companies within the AB InBev group of companies and service providers located abroad. Whenever your data is processed outside of the EEA, it's protected by appropriate and sufficient technical and organizational measures to guarantee their security, availability, confidentiality and resilience. Such technical and organizational measures are guaranteed by the existence of appropriate contractual arrangements with the parties processing your data outside of the EEA. Upon request, we can grant you access to the contracts in place or provide you with a copy thereof.

We will not sell or otherwise market your personal data to third parties.

7. User Rights

You have the right to ask us to access, rectify, erase and restrict the use of your personal information. You may also have rights to request the portability of your data, object to your personal information being used, and to withdraw your consent for this operation at any time.

For any query about your personal data you may contact us at: Anheuser-Busch InBev NV/SA, Administrative Headquarters, Brouwerijplein 1, B-3000 Leuven, Belgium, Tel: +32 (16) 27.61.11, Fax: +32 (16) 50.61.11.

8. Cookies:

Cookies are small pieces of data being placed on the hard drive of a visitor's device. With the help of cookies, you can store information for a certain period of time and identify the user's device. For better user guidance and an individual representation of performance we use permanent cookies. We also use so-called session cookies which are automatically deleted once you close your browser. You can set your browser to inform you of the potential downloading of cookies, thus ensuring that the usage of cookies is transparent. We are processing your personal data according to Art. 6 (1) (b) GDPR for the legitimate purposes noted above.

9. Information for Specific Functionalities:

The portal contains certain functionalities that process personal data for or on behalf of AB InBev; the details of the processing operation within those functionalities are the following:

9.1 Live Agent Chat:

AB InBev processes personal data for the purpose of improving the efficiency of the customer service experience through the Live Agent Chat. It is the legitimate interest of AB InBev to provide our customers with a high-quality customer service.

The Live Agent Chat tends to AB InBev business-related matters. Data Subjects are advised to refrain from using the platform for discussing any issues that do not constitute AB InBev business-related matters.

The personal data related to the interaction with the Live Agent Chat will be stored for a period of 6 months after which it will be deleted.

9.2 Chatbot: Beerbot Hoppy

What is a chatbot? This Webshop portal has integrated a chatbot that interactive and automated response tool operated by artificial intelligence assistance.

What is the chatbot doing? Beerbot Hoppy has as purpose to improve our customer experience by providing better, faster and efficient support to you and intensify the proximity between our customers and AB InBev. Hoppy will be always available to provide you with the best support for your requests.

Beerbot Hoppy will process your personal data in order to manage and address any concerns you have as AB InBev's customer. Of course, this operation will only take place after you have previously agreed to this processing operation at the beginning of the interaction with the chatbot (See below). Keep in mind that the legal basis for this processing operation lays in Art. 6 (1) (a) GDPR.

How can I consent to participate from chatbot operation? As a visitor off the B2B Platform you can navigate to the Technical Services page. From here you can engage in conversation with the chatbot. At the beginning of the conversation, you will receive a notification in the platform messenger with an auto-reply message that explains how this arrangement works and that asks you to consent to the performance of this processing, for the interaction to continue.

In case you want to continue with the interaction with the chatbot, please click on the link presented to confirm. After this, the conversation with the chatbot will start.

How to withdraw consent? You can stop the interaction with the chatbot by stopping the conversation and/or closing the browser. This will stop the processing activity.

If you agree to the processing of your personal data by Hoppy the ChatBot, Hoppy will gather the following information from its interaction with you and only for the purpose described above.

Customer's contact name and contact Id;

Customer's account name and account Id;

Customer's account address (business address);

Customer's User Id;

Customers' language;

Customer contact's phone number (customer service agents require a phone number to call the customer's contact and schedule an appointment, if necessary);

SAP customer number (for customer service agents to check the service agreement while they speak to the customer);

Unsolicited personal data shared by the customer contact during the chat session.

AB InBev's service provider supporting this operation:

The personal data processed in this arrangement is accessed by our service provider Kore.AI, who supports us in the operation of the chatbot. Kore.AI is bound to us by strict instructions and contractual obligations in the terms required by art. 28 GDPR.

Retention periods for the transcripts of the Chat:

The transcript of the chat session will be kept by Kore.AI for one year for the purpose of being able to re-open the chat session of the customer wishes to re-open it. Kore AI's servers are located in the USA. AB InBev will keep such transcripts in the Salesforce Service Cloud for 2 years in order to be able to address further requests or complaints from the customers. The Salesforce Cloud is located within the EEA.

10. Contact Details of the Data Protection Officer:

For questions, comments or complaints, please contact our data privacy officer:

First Privacy GmbH

Web: <https://www.first-privacy.com/>

E-Mail: abi-team@first-privacy.com

ABI: Contact us

If, at any time, you have any requests or queries concerning this policy or want to update your details, please contact us at Anheuser-Busch InBev:

Belgium: Brouwerijplein 1, 3000 Leuven, Belgium, Phone: +32 (16) 27.61.11, Fax: +32 (16) 50.61.11.

Netherlands: Ceresstraat 1, 4800 MA Breda, Nederland, Phone: +31 (0) 76 525 38 00, Fax: +31 (0) 76 525 2505.

France: 38 Allée Vauban, 59110 La Madeleine, France, Phone: +33 321 336 208.

**Alternatively, you may send an e-mail to b2b@ab-inbev.com or contact@ab-inbev.com*

Thank you for visiting our Webshop.