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9. Amendments

We may add, edit, update or discontinue operating this website or any content published on it without prior notice. At the same time, we may continuously change these terms. We therefore recommend that you familiarize yourself with these terms, and if you do not agree with the current version, please immediately exit this website.

10. Declaration on the protection of personal data and the use of "cookies"

10.1. General information

We respect your right to the protection of your privacy. You can visit our website under normal circumstances without the need to provide any kind of personal data. However, in certain cases we may require you to provide personal data for specific purposes, for example, so that we can send you information you have requested. For this purpose, please thoroughly read the text of the consent to the processing of personal data, which you will find in Article 10.2. below, and to which it is necessary to express your consent if you wish us to process your personal data under the terms described therein.

10.2. Consent to personal data processing

*By completing and submitting the registration form, or by registering via the Facebook application, I consent, in the meaning of Act No. 101/2000 Coll., on the protection of personal data (further only the "Act") to the company **Plzeňský Prazdroj, a.s.**, ID no.: 45357366, with its registered office in Pilsen, U Prazdroje 7, Postcode 304 97, entered in the Business Register kept by the Regional court in Pilsen, section B, file 227 (further only the "Administrator"), **to gathering, storing and otherwise processing my personal data in the scope of** first name, surname, contact information (e-mail, telephone number), date of birth, sex, postal address (street, house number, town, postcode, country), user name, password and IP address (further only "Personal data"), in the manner, extent and under the terms set out by this consent and the Act.*

*I also agree to my personal data being processed **automatically in electronic form by the Administrator**, or by the **processor**, that being one or more companies indicated on the website accessible via [this link](#), **for the promotional and marketing purposes of the Administrator**, i.e. mainly for promotions, the offering of products and services, including the distribution of information about organized events, products, competitions, games and other activities, as well as **for the distribution of commercial communications** by electronic means according to Act No. 480/2004 Coll.*

*Personal data **will not be accessible** by persons other than their processors.*

*I agree that **additional information may be attached** to the Personal data.*

*I grant this consent for a **period of 10 years**.*

*I acknowledge that this consent is **voluntary** and I may revoke it at any time in writing.*

*I am also aware of my **rights according to S. 11, 12 and 21 of the Act**, i.e. especially that I have the right to be provided information on the processing of my personal data, on the purpose and nature of the processing of my personal data and on the recipients of my personal data, I have the right to request from the Administrator an explanation, correction of my personal data, the blocking, amendment or destruction of my personal data, especially if my personal data are incorrect or if I believe that the Administrator or processor performs processing of my personal data in violation of the protection of my private and personal life.*

In case of doubts regarding the Administrator respecting these rights, I can contact the Administrator or the Office for Personal Data Protection directly with a request for such situation to be redressed.

I also declare that the personal data I indicated during registration are true and relate to me personally.

10.3. Processing of personal data of persons who have not reached the minimum age

This website is not intended for persons who have not yet reached the minimum age according to article 2 above. Our intention is therefore not to process the personal data of any persons who have not yet reached this minimum age. Thus

as soon as we ascertain that we have been provided personal data by any person who is below the minimum age, we shall remove such data.

10.4. Use of personal data by third parties for marketing purposes

Under no circumstances shall we sell, transfer or provide your personal data to third parties for their marketing purposes.

10.5. Security and accuracy of personal data

The security and accuracy of your personal data is important to us. Therefore, to that end we have implemented suitable physical and electronic procedures. Access to such data is provided solely to authorized administrative employees. If you have provided us with personal data and wish to have such data removed from our records or updated, please contact the Head of our Legal Department, Tomáš Krčil, at tomas.krcil@pilsner.sabmiller.com. Please be aware that the updating or removal of data may take some time.

You can also contact Tomáš Krčil as the person responsible for e-communication, in case you have any questions regarding the security of your personal data.

10.6. "Cookies"

We use "cookies" on this website so that we can provide visitors with greater convenience when browsing it. "Cookies" are small text files that a website creates on your computer at the moment you enter it. They are created because the visited page does not have its own memory, and "cookies" allow your computer to remember that you have already visited the page in the past and, among others, also remember your setup so that you do not have to log in upon every visit.

"Cookies" are not viruses. They are merely text files that do not contain any program and cannot be run as a program.

"Cookies" cannot copy and send themselves over the Internet. Your internet browser will however send them every time you visit the website they belong to, and they will then appear in your settings in your browser. The "cookies" we use are purely temporary and delete themselves from your computer once you close your browser. "Cookies" cannot be linked to a specific user.

With the help of "cookies" we can in general also record statistics about the behavior of visitors to this website. Thanks to that, we can adapt the website to your interests and requirements. "Cookies" help us to identify especially popular or problematic parts of this website, but they cannot be linked to a specific user. We also use "cookies" to eliminate the need for you to log into the website every time you visit it. They are also used to tailor the website to your needs, e.g. so that the website is presented in the language or layout you originally selected.

Naturally, you can browse this website without "cookies, but it may happen that some functions will be limited and ease of use reduced. Most browsers automatically accept these files, but you can stop them being saved by choosing in

your browser's settings the option "Do not accept cookies". You can also at any time delete any "cookies" that your computer has previously saved. Look in your browser's Help section to find out exactly how to do this.

By using this website, you agree to the use of "cookies" in the above-stated manner.

11. Governing law and interpretation

If any of the provisions hereof become invalid, illegal or otherwise unenforceable, or if they are cancelled, this will not affect the validity, legality or enforceability of the remaining provisions.

These terms are governed by the laws of the Czech Republic. Any disputes arising from these terms or concerning them will be finally resolved by the locally competent court in the Czech Republic.

In Pilsen on 1st January 2015