

Privacy Policy

General

APBS collects personal data through its websites (including its online platforms and brand related websites) (“Websites”) as well as pursuant to and/ or in connection with any promotions and contests conducted by it and/ or its partners (“Activities”). APBS respects your privacy and complies with applicable privacy laws.

Personal Data Collection and Use

APBS collects personal data that a user voluntarily provides to APBS on the Websites and/ or in connection with the Activities, which may include but is not limited to the following:

- i. personal information that links back to an individual e.g., name, gender, date of birth, personal identification numbers, images, photographs, videos;
- ii. contact information e.g., address, phone number, email address;
- iii. payment information e.g., credit or debit card information, including the name of cardholder, card number, billing address and expiry date; and
- iv. technical information e.g., IP address,

(collectively referred to as “Personal Data”).

Generally, APBS collects such Personal Data for the following purposes:

- i. providing services of the Websites (e.g. making a transaction), providing technical assistance, assistance you in a transaction; and/ or
- ii. for sales and marketing communications with you relating to APBS products (including but not limited to events and promotions) offered by APBS, APBS’ service providers, APBS’ business partners, APBS’ appointed agents; and/or
- iii. research and analytics purposes, including but not limited to market research,

(collectively referred to as the “Purpose”).

In connection with the above, APBS may also, from time to time, collect, disclose, transfer, and jointly use your Personal Data to and with our affiliate companies, agents, agencies, service providers, and business partners.

APBS may also use and disclose your Personal Data with and to third parties in order to fulfil the Purpose listed above.

Transfer, storage and processing of data

The transfer, storage and processing of data collected through the Websites and Activities is secured by means of current, usual technical measures. APBS may transfer your Personal Data to the Heineken group companies or third parties to fulfill any of the services requested by you, which parties will process your Personal Data according to instructions of APBS and under the responsibility of APBS.

In case Heineken N.V./ APBS sells all or some of the assets or shares of a group company/ APBS, as the case may be, to which Personal Data was transferred to a third party, your Personal Data may be provided to this third party. Save and except as provided in this Privacy Policy, APBS will not provide your Personal Data to any other third parties, unless there is a legal obligation to do so.

Access, correction and removal

You can request APBS to provide access to the Personal Data it has collected about you at any time. You can also request APBS to correct or to delete such Personal Data about you. Please send an email to enquiries@apb.com.sg in case you have any questions concerning your Personal Data.

This Privacy and Cookie Policy may be changed over time. Such changes shall be effective immediately upon the posting of the modified Privacy and Cookie Policy. Users of the Websites and participants of the Activities are advised to regularly read the Privacy and Cookie Policy for possible changes.

Cookie policy

This Websites use cookies; cookies are small text files that the Websites store on your user device.

Cookies used on the Websites

The Websites use cookies for the following purposes: Functional cookies: Cookies used to enhance the user friendliness of the Websites for visitors. For example, a cookie is placed to make the stock information tools work more efficiently. Without this cookie, you would not have access to the share price chart. The functional cookies of the Websites that are stored by APBS on your computer only remain valid during your session on the Websites.

Analytics cookies: APBS uses Google Analytics cookies, with the purpose to analyze how visitors use the Websites. APBS can then make improvements to the usability of the Websites. Google only processes data obtained via the Websites in an anonymous form. Please visit www.google.com/analytics for more information on Google Analytics.

Third party cookies: The Websites allow cookies of social plugins of several third parties. This enables a user to share content of the Websites on certain social networks. These plugins also enhance the user friendliness of the Websites. For example, with the Facebook plugin on the Websites, users can simply register themselves on the Websites with their Facebook account details. The (use of the) data collected by these third parties via the social plugins are exclusively determined by such third party as APBS cannot read these cookies (nor can these parties read the cookies of APBS). For information regarding the third party cookies, please read the respective third party's policies.

Changing your settings

By changing the settings in your web browser, you can establish that you will be given notice if a cookie is stored on your computer. By changing settings, you can also establish that your browser does not accept cookies from this Websites. However, if your browser does not accept cookies from this Websites, you may not be able to access or use all features of this Websites.

Contact

Please send an email to enquiries@apb.com.sg in case you have any questions concerning anything on the use of cookies on the Websites.