

Tiger 4.0 Contest 2025 Terms & Conditions

General

1. The “**Tiger 4.0 Contest 2025**” (the “**Contest**”) will be governed by these standard terms and conditions (the “**Terms of Use**”). Each participant agrees that he / she has read and understood these Terms of Use and by participating in the Contest, each participant will be deemed to have read, understood and agreed to each of the terms and conditions appearing herein in the Terms of Use.
2. The Contest is offered by Heineken Marketing Malaysia Sdn Bhd. (the “**Organiser**”).
3. These Terms of Use apply to the legal relationship between the Organiser and a participant in the Contest.
4. The laws of Malaysia shall govern the Contest and these Terms of Use. All disputes arising in connection with the Contest and these Terms of Use, including but not limited to disputes concerning the existence and validity thereof, shall be resolved by the competent courts of Malaysia and by participating in the Contest the participants hereby submit to the exclusive jurisdiction of the courts of Malaysia. However, it shall be the sole responsibility and obligation of each participant to ensure that he / she complies and do not contravene any laws to which he / she may be personally subjected to.
5. A failure by the Organiser to enforce any of these rules in any instance(s) will not give rise to any claim by any other person.
6. To participate in the Contest, participants will need to provide their personal details for competition judgement and prize fulfilment purposes, as well as marketing and promotional purposes in connection with this Contest. All participants must ensure the details provided are true, accurate, current and complete. The Organiser reserves the right to verify the eligibility of all participants.
7. The Contest will be held during the Contest Period as set out in this Terms of Use. The Organiser reserves the right to vary, postpone or re-schedule the dates of the Contest or extend the Contest Period at its sole discretion.
8. The Organiser shall have the right to, at its sole discretion, at any time and without prior notification, change or discontinue any aspect of the Contest and to change, amend, delete or modify the Terms of Use and other rules and regulations including the mechanism of the Contest, or any part thereof. Such changes shall be effective immediately upon posting of the modified Terms of Use on the relevant Heineken Malaysia website at <https://www.heinekenmalaysia.com/terms-and-conditions/>. If a participant does not agree to abide by these or any future Terms of Use, do not (continue to) participate in the Contest. Participants are advised to revisit the Heineken Malaysia website and regularly read the Terms of Use on a regular basis for possible changes as, by the participant’s continued participation in the Contest, the participant indicates that the participant accepts any such modified terms.
9. The Organiser may terminate or suspend the Contest at any time at its absolute discretion in which case, the Organiser may elect not to award any prize. Such termination or suspension will not give rise to any claim by the participants. If the Contest is resumed by the Organiser, the participant shall abide by the Organiser’s decision regarding resumption of the Contest and disposition of the prizes.
10. Any dispute or situation not covered by these Terms of Use will be resolved by the management of the Organiser in a manner it reasonably deems to be fairest to all concerned. That decision shall be final and / or binding on all participants. No correspondence will be entered into.
11. If these Terms of Use are translated into a language other than English, the English version of the Terms of Use shall prevail in the event of any inconsistency.
12. Participants to this Contest are deemed to be unconditionally accepting the terms and conditions of this Contest. A failure to adhere to these terms and conditions will result in disqualification from the Contest and forfeiture of the prize(s).

Participation

1. To participate in the Contest, participants need to purchase a minimum amount as set out below in a single receipt throughout the Contest Period (as defined hereinafter) from any participating outlets (as defined hereinafter) nationwide:

Channel	Mechanics/ Minimum Amount	Contest Period
On Trade (MONT) : Restaurants, Bars and Pubs.	1. Purchase one (1) bucket /set* of Tiger Beer / Tiger Crystal / Tiger Soju in a single receipt. *Tiger Beer = 1 entry, Tiger Crystal / Tiger Soju = 4 entries 2. Scan QR code to submit the receipt via the Contest Website. 3. Stand to win Tiger 999.9 Gold Bottle 8g (34 prizes) OR Tiger Travel Bag (2000 prizes). *definition of bucket/ set may defer between participating restaurants, bars and pubs	1st April 2025 to 15th May 2025
E-Comm (Drinkies / Shopee / Lazada)	1. Purchase 1x6-can pack of Tiger Beer or 1x4-can pack of Tiger Crystal / Tiger Soju in a single receipt. *Tiger Beer = 1 entry, Tiger Crystal / Tiger Soju = 4 entries 2. Scan QR code to submit the receipt via the Contest Website. 3. Get 1 Free Touch 'n Go eWallet Credit worth RM5 (limited to first 1,500 redemptions) and stand to win a Tiger Travel Bag (388 prizes).	15th April 2025 to 15th May 2025
Convenience stores (CVS)/ Provisions/ Mini Markets	1. Purchase one (1) can of Tiger Beer / Tiger Crystal / Tiger Soju in a single receipt. * Tiger Beer = 1 entry, Tiger Crystal / Tiger Soju = 2 entries 2. Scan QR code to submit the receipt via the Contest Website. 3. Stand to win Tiger 999.9 Gold Bottle 8g (10 prizes) OR Tiger Travel Bag (1000 prizes).	1st May – 30th June 2025
99Speedmart in Peninsular Malaysia	1. Purchase 1x6-can pack of Tiger Beer or 1x4-can pack of Tiger Crystal / Tiger Soju in a single receipt. *Tiger Beer = 4 entries, Tiger Crystal / Tiger Soju = 8 entries 2. Scan QR code to submit the receipt via the Contest Website. 3. Stand to win Tiger 999.9 Gold Bottle 8g (12 prizes) OR Tiger Travel Bag (1000 prizes).	1st May – 30th June 2025
Hyper/Supermarkets/ MOFT	1. Purchase 1x6-can pack of Tiger Beer or 1x4-can pack of Tiger Crystal / Tiger Soju in a single receipt. *Tiger Beer = 4 entries, Tiger Crystal / Tiger Soju = 8 entries 2. Scan QR code to submit the receipt via the Contest Website. 3. Stand to win Tiger 999.9 Gold Bottle 8g (12 prizes) OR Tiger Travel Bag (1000 prizes).	1st May – 30th June 2025

2. The Contest is open **ONLY** to non-Muslim individuals who reside in Malaysia aged 21 and over (as at the date of participation in the Contest and proof of age will be required), who are not Ineligible Persons and who are lawfully permitted to consume alcoholic beverages. No syndicates or groups will be allowed to participate.
3. The following categories of persons are not eligible and excluded from participation in the Contest:
 - (i) Persons employed by, or working for, the Organiser including its affiliated and related companies and their immediate family members (children, parents, brothers and sisters, including spouses) in any capacity;
 - (ii) Representatives, employees, servants and / or agents of advertising and / or Contest service providers of the Organiser including its affiliated and related companies, and their immediate family members (children, parents, brothers and sisters including spouses); and
 - (iii) Persons working for third party companies that are involved in the organisation or execution of the Contest.

Each such person shall be referred to as an “Ineligible Person” and collectively referred to as “Ineligible Persons” in these Terms of Use.

Contest Mechanics

1.	Brief Description of Contest	1. <u>Tiger 4.0 Contest 2025</u> is organized with the intention to reward Non-Muslim resident in Malaysia 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 re-schedule the Contest Period or any dates thereof at its sole discretion.
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2.	Mechanism of Contest	1. The method of participation in the Contest is via microsite submission upon purchase of the minimum amount of participating products (as per paragraph 1 above (Participation)), throughout the Contest Period (as per paragraph 1 above (Participation)) and to be redeemed on 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. Participating Ontrade Outlets :- a) Any participating Modern Bars, Cafe, Bistros, restaurants or outlets that carry Tiger Beer / Tiger Crystal / Tiger Soju with the Contest Point of Sales Material displayed. <u>Mechanism for Peninsular Malaysia:-</u> Purchase one (1) bucket /set* of Tiger Beer (small bottle / glass) / Tiger Crystal (small bottle)/ Tiger Soju (bottle) <u>Mechanism for East Malaysia:-</u> Purchase one (1) bucket /set* of Tiger Beer (small bottle / big bottle / glass) / Tiger Crystal (small bottle / big bottle) Participating E-Comm: a) Drinkies b) Heineken Official Shopee c) Heineken Official Lazada Participating 99Speedmart: a) 99Speedmart in Penisular Malaysia Participating Convenient Store:- a) 7-Eleven b) MyNews c) KK Mart d) Bila-bila Mart e) GT Mart f) Other Convenient Store that carry Tiger Beer / Tiger Crystal / Tiger Soju products with the Contest Point of Sales Material displayed. (collectively referred to as “Participating Outlets”) Participating Hyper/ Supermarket Outlets :- a) Lotus’s g) Aeon h) Aeon Big i) Giant j) Jaya Grocer k) Village Grocer l) Bens Independent Grocer m) TF Value Mart n) Bandar Baru o) Billion p) Isetan q) Sunshine r) Redtick s) Maslee t) Cold Storage u) The Store v) Eonsave w) Bataras x) CKS Supermarket y) Everrise z) Everwin aa) Farley bb) H&L Supermarket cc) Lepapa Supermarket dd) Servay ee) Unaco ff) Other outlets that carry Tiger Beer / Tiger Crystal / Tiger Soju products with the Promotion Point of Sales Material displayed.
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		2. To participate, Submission of Entry must submitted via (microsite link) / QR Code. 3. Participant is required to complete the following steps: - - Submission of Entry via (microsite link) - Fill up the following details for Submission of Entry: - - Name (as stated on his/her NRIC) - IC Number - Contact Number - Email Address - Address - Receipt Number - Receipt Date - Submission of proof of purchase ("Receipt") - Participant is required to answer one (1) question via the contest website as an act of confirmation for contest entry submission. 4. The Contest limits One receipt per submission. Participant(s) may submit more than one (1) entry through another submission. 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 POP 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. 7. The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organiser during the Contest Period. 8. Only the original copy of the receipt showing the purchase made between 1st April – 15th May 2025 (MONT) , 15th April – 15th May (E-Comm), 1st May – 30th June (CVS, 99Speedmart & MOFT) is accepted as Proof of Purchase (POP). Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.
3.	Prizes	<u>Prizes for E-Comm</u> 1. There are one thousand eight hundred and eighty eight (1888) prizes to be won throughout 15th April – 15th May 2025 as below: - Gift with Purchase : Touch 'n Go eWallet credit worth RM5 x 1500 prizes - Consolation Prize : Tiger Travel Bag x 388 prizes The first one thousand and five hundred (1500) Qualified Redemption received within the Promotion Period will be eligible to receive the Touch 'n Go eWallet credit worth RM5. This promotion is based on first come first served basis, while stock last. Only one (1) Proof of Purchase per entry for the redemption. Participant(s) may submit more than one (1) entry however each participant only allowed to redeem a maximum of five (5) units – verify this by phone number of Touch 'n Go eWallet credit worth RM5 throughout the Promotion Period. The Organizer will directly approach the qualified participants with same mobile number at the point of submission received. Qualified Participant will receive a Touch 'n Go eWallet credit worth RM5 within 7 working days from the date of notification from the Organizer after being successfully verified by the Organizer. <u>Prizes for Ontrade outlets/ MONT</u> 2. There are two thousand and thirty four (2034) prizes to be won throughout 1st April – 15th May 2025 as below: - Grand Prize: Tiger 999.9 Gold Bottle 8g x 34 prizes - Consolation Prize : Tiger Travel Bag x 2000 prizes <u>Prizes for Convenience Stores, Provisions, and Mini Markets / CVS</u>

		3. There are one thousand and ten (1010) prizes to be won throughout 1st May – 30th June 2025 as below: • Grand Prize: Tiger 999.9 Gold Bottle 8g x 10 prize • Consolation Prize : Tiger Travel Bag x 1000 prizes <u>Prizes for Hyper/Supermarkets/ MOFT</u> 4. There are one thousand and twelve (1012) prizes to be won throughout 1st May – 30th June 2025 as below: • Grand Prize: Tiger 999.9 Gold Bottle 8g x 12 prize • Consolation Prize : Tiger Travel Bag x 1000 prizes <u>Prizes for 99Speedmart in Peninsular Malaysia</u> 5. There are one thousand and twelve (1012) prizes to be won throughout 1st May – 30th June 2025 as below: • Grand Prize: Tiger 999.9 Gold Bottle 8g x 12 prize • Consolation Prize : Tiger Travel Bag x 1000 prizes 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 express 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).
4.	Selection of Winners	<u>Selection of E-Comm Contest Winners</u> 1) Throughout the Contest Period, the Organiser will select total three hundred and eighty eight (388) winners** based on the time of entry. 2) **There are three hundred and eighty eight (388) Weekly Consolation Prizes to be won throughout out the Contest Period. Each week 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 is 1458, the Organiser will compute and select the shortlisted entries based on the following example: Weekly CVS Consolation Prize : Tiger Travel bag x 388 winners Week 1 (15 Apr-20 Apr 2025) x 97 winners Week 2 (21 Apr-27 Apr2025) x 97 winners Week 3 (28 Apr-4 May 2025) x 97 winners Week 4 (5 May-15 May 2025) x 97 winners Week 1- Week 4 $1458 \div 97 = 15.03$ (The multiplication number in this case is 15) Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 15th serial number entry and subsequent serial numbers with the multiplication of 15. <u>Selection of Ontrade outlets/ Pubs and Bars/MONT Contest Winners</u> 3) Throughout the Contest Period, the Organiser will select total two thousand and thirty four (2034) prizes based on the time of entry. 4) **There is thirty four (34) Grand prize to be won throught out the Contest Period. As part of the Grand Prize shortlisting entries’ selection process, the Organiser will allocate serial numbers for each valid Entry received and approved by the Organiser throughout 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 is 5648, the Organiser will compute and select the shortlisted entries based on the following example:

Selection of thirty four [34] grand prize finalist: $(5648-6) \div 34 = 165.94$.
Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 165th serial number entry and subsequent serial numbers with the multiplication of 165.

- 5) **There are two thousand (2000) Weekly Consolation Prizes to be won throughout the Contest Period.

Each week 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 is 1458, the Organiser will compute and select the shortlisted entries based on the following example:

Weekly MONT Consolation Prize : Tiger Travel Bag x 2000 winners

Week 1 (1 Apr-6 Apr 2025) x 333 winners

Week 2 (7 Apr- 13 Apr 2025) x 333 winners

Week 3 (14 Apr-20 Apr 2025) x 333 winners

Week 4 (21 Apr-27 Apr 2025) x 333 winners

Week 5 (28 Apr-4 May 2025) x 333 winners

Week 6 (5 May-15 May 2025) x 335 winners

Week 1- Week 5

$1458 \div 333 = 4.38$ (The multiplication number in this case is 4)

Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 4th serial number entry and subsequent serial numbers with the multiplication of 4.

Week 6

$1458 \div 335 = 4.35$ (The multiplication number in this case is 4)

Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 4th serial number entry and subsequent serial numbers with the multiplication of 4.

Selection of Hyper/ Supermarket /MOFT Contest Winners

- 6) Throughout the Contest Period, the Organiser will select total one thousand and twelve (1012) prizes based on the time of entry.

- 7) **There is twelve (12) Grand prize to be won throughout the Contest Period.

As part of the Grand Prize shortlisting entries’ selection process, the Organiser will allocate serial numbers for each valid Entry received and approved by the Organiser throughout 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 is 5648, the Organiser will compute and select the shortlisted entries based on the following example:

Selection of twelve [12] grand prize finalist: $(5648-8) \div 12 = 470$.

Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 470th serial number entry and subsequent serial numbers with the multiplication of 470.

- 8) **There are one thousand (1000) Weekly Consolation Prizes to be won throughout the Contest Period.

Each week 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 is 1458, the Organiser will compute and select the shortlisted entries based on the following example:

Weekly MOFT Consolation Prize : Tiger Travel Bag x 1000 winners

Week 1 (1 May-11 May 2025) x 125 winners

Week 2 (12 May-18 May 2025) x 125 winners

Week 3 (19 May-25 May 2025) x 125 winners

Week 4 (26 May-1 June 2025) x 125 winners

Week 5 (2 June-8 June 2025) x 125 winners

Week 6 (9 June-15 June 2025) x 125 winners

Week 7 (16 June-22 June 2025) x 125 winners

Week 8 (23 June-30 June 2025) x 125 winners

Week 1- Week 8

$1458 \div 125 = 11.66$ (The multiplication number in this case is 11)

Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 11th serial number entry and subsequent serial numbers with the multiplication of 11.

Selection of 99Speedmart Contest Winners

9) Throughout the Contest Period, the Organiser will select total one thousand and twelve (1012) prizes based on the time of entry.

10) **There is twelve (12) Grand prize to be won throughout the Contest Period.

As part of the Grand Prize shortlisting entries’ selection process, the Organiser will allocate serial numbers for each valid Entry received and approved by the Organiser throughout 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 is 5648, the Organiser will compute and select the shortlisted entries based on the following example:

Selection of twelve [12] grand prize finalist: $(5648-8) \div 12 = 470$.

Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 470th serial number entry and subsequent serial numbers with the multiplication of 470.

11) **There are one thousand (1000) Weekly Consolation Prizes to be won throughout the Contest Period.

Each week 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 is 1458, the Organiser will compute and select the shortlisted entries based on the following example:

Weekly 99Speedmart Consolation Prize : Tiger Travel Bag x 1000 winners

Week 1 (1 May-11 May 2025) x 125 winners

Week 2 (12 May-18 May 2025) x 125 winners

Week 3 (19 May-25 May 2025) x 125 winners

Week 4 (26 May-1 June 2025) x 125 winners

Week 5 (2 June-8 June 2025) x 125 winners

Week 6 (9 June-15 June 2025) x 125 winners

Week 7 (16 June-22 June 2025) x 125 winners

Week 8 (23 June-30 June 2025) x 125 winners

Week 1- Week 8

$1458 \div 125 = 11.66$ (The multiplication number in this case is 11)

Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 11th serial number entry and subsequent serial numbers with the multiplication of 11.

		<u>Selection of Convenience Stores, Provisions, and Mini Markets / CVS Contest Winners</u> 12) Throughout the Contest Period, the Organiser will select total one thousand and ten (1010) prizes based on the time of entry. 13) **There is ten (10) Grand prize to be won throughout the Contest Period. As part of the Grand Prize shortlisting entries' selection process, the Organiser will allocate serial numbers for each valid Entry received and approved by the Organiser throughout 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 is 5648, the Organiser will compute and select the shortlisted entries based on the following example: Selection of ten [10] grand prize finalist: $(5648-8) \div 10 = 564$. Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 564th serial number entry and subsequent serial numbers with the multiplication of 564. 14) **There are one thousand (1000) Weekly Consolation Prizes to be won throughout the Contest Period. Each week 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 is 1458, the Organiser will compute and select the shortlisted entries based on the following example: Weekly CVS Consolation Prize : Tiger Travel Bag x 1000 winners Week 1 (1 May-11 May 2025) x 125 winners Week 2 (12 May-18 May 2025) x 125 winners Week 3 (19 May-25 May 2025) x 125 winners Week 4 (26 May-1 June 2025) x 125 winners Week 5 (2 June-8 June 2025) x 125 winners Week 6 (9 June-15 June 2025) x 125 winners Week 7 (16 June-22 June 2025) x 125 winners Week 8 (23 June-30 June 2025) x 125 winners Week 1- Week 8 $1458 \div 125 = 11.66$ (The multiplication number in this case is 11) Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 11th serial number entry and subsequent serial numbers with the multiplication of 11. 15) 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. 16) 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.
5.	Notification, Verification and Contact of Winners	NOTIFICATION 1. The winner will be notified of their win via WhatsApp (018-288 9324) at the number provided by the participant during the submission of entry. 2. The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes. 3. 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. 4. Each participant is only eligible to win maximum of ONE (1) Weekly Prize and/or ONE

		(1) Grand Prize during the Contest Period. 5. The winners must respond within three (3) days from the time when the Organiser sent the notification via WhatsApp. 6. If the winner fails to respond within three (3) days, the Organiser reserves the rights to substitute the winner with 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 via WhatsApp (018-288 9324) by ‘SAM Merchandising Sdn Bhd’ Organiser’s Appointed Agent.
6.	Prize fulfilment	Once the winner has been verified and confirmed, prize fulfilment shall be through: - Prizes worth RM500 and below will be send via courier service to the winners’ full mailing address as provided to the Organiser upon request. - Prizes worth RM500 and above, winners need to collect at the Organiser / Appointed Agent office (within Klang Valley) that will be notify by Organiser’s Appointed Agent to the winner. The collection of the prize must be collect within the timing and pre-arranged date given from the Appointed Agent to the winner. - Prize sent via courier service : The Organiser and the Appointed Agent have the right to request the winner to sign and send back a copy of all the consent documents together with the original receipt as proof of purchase and a scanned copy of their I.C. for verification purposes to the Organiser. - Prize collection at office : The winner need to bring along original IC and original receipt as proof of purchase for verification purposes to the Organiser / Appointed Agent. - 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 promotional 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 forfeit the prize if the winner fails to respond by the date and time agreed by the winner and the Organiser's Appointed Agent. - The Organiser reserves the right to ignore requests from winners during the Contest Period which are deemed by the Organiser to be unreasonable. - The Organizer shall not be liable for any delays in performance arising from compliance with laws, regulations, orders, or any other rules by the government or relevant

		authorities/bodies.
7.	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 promotional 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 provision 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 promotional 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 promotional material or activities undertaken ("Promotional 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 Promotional 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 promotional 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 organization 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 organizational 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 behavior 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-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 sasaran, 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 dinasihatkan 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 mengingati 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 memproses 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

Telefon: +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.

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7. 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。
8. 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的使用条款于马来西亚喜力相关网站 <https://www.heinekenmalaysia.com/terms-and-conditions/> 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。
9. 主办方可随时全权决定终止或暂停本次竞赛，在此情况下，主办方可选择不颁发任何奖品。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。。
10. 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。
11. 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。
12. 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：：

管道	竞赛机制	竞赛期
酒馆/酒吧 (MONT)	1. 最低消费 1 桶/套装Tiger / Tiger Crystal / Tiger Soju啤酒 *Tiger 啤酒 = 1 个参赛名额, Tiger Crystal / Tiger Soju = 4个参赛名额 2. 扫描 QR 码, 通过在线表格提交发票。 3. 有机会赢取Tiger 999.9 金瓶子8g (34名得奖者) 或 Tiger 旅行包 (2000名得奖者)。 *参与活动的餐厅、酒吧和酒馆对桶/套装的定义可能会有所不同	2025年4月1日至2025年5月15日
电子商务 (Drinkies / Shopee / Lazada)	1. 最低消费 1x 6 罐装Tiger啤酒 / 1x4 罐装Tiger Crystal / Tiger Soju 啤酒 *Tiger 啤酒 = 1 个参赛名额, Tiger Crystal / Tiger Soju = 4个参赛名额 2. 扫描 QR 码, 通过在线表格提交发票。 3. 兑换1个价值RM5的Touch N' Go电子钱包金额 (仅限前 1,500 名兑换者) 和有机会赢取Tiger 旅行包 (388名得奖者)。	2025年4月15日至2025年5月15日
便利店 / 迷你市场 (CVS)	1. 最低消费 1 罐Tiger / Tiger Crystal / Tiger Soju啤酒 *Tiger 啤酒 = 1 个参赛名额, Tiger Crystal / Tiger Soju = 2个参赛名额 2. 扫描 QR 码, 通过在线表格提交发票。 3. 有机会赢取Tiger 999.9 金瓶子8g (10名得奖者) 或 Tiger 旅行包 (1000名得奖者)。	2025年5月1日至2025年6月30日
马来西亚半岛的 99Speedmart	1. 最低消费 1x 6罐装Tiger / 1x 4罐装Tiger Crystal / Tiger Soju啤酒 *Tiger 啤酒 = 4 个参赛名额, Tiger Crystal / Tiger Soju = 8个参赛名额 2. 扫描 QR 码, 通过在线表格提交发票。 3. 有机会赢取Tiger 999.9 金瓶子8g (12名得奖者) 或 Tiger 旅行包 (1000名得奖者)。	2025年5月1日至2025年6月30日
超级市场 / 霸级市场 (MOFT)	1. 最低消费1x 6罐装Tiger / 1x 4罐装Tiger Crystal / Tiger Soju啤酒 *Tiger 啤酒 = 4 个参赛名额, Tiger Crystal / Tiger Soju = 8个参赛名额 2. 扫描 QR 码, 通过在线表格提交发票。 3. 有机会赢取Tiger 999.9 金瓶子8g (12名得奖者) 或 Tiger 旅行包 (1000名得奖者)。	2025年5月1日至2025年6月30日

2. 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, 并非不符合资格的人, 并且被合法允许饮用酒精饮料。任何集团或团体不得参赛。
3. 以下各类人员不具备参赛资格, 因此不得参赛:

- (i) 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）；
- (ii) 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
- (iii) 在参与组织或执行竞赛的第三方公司工作的人员。

每个此类人员均应被称为“不合格人员”，并在本使用条款中统称为“不合格人员”。

竞赛机制

1.	竞赛简述	1. 竞赛的举办目的是为了奖励通过现场购买并参加竞赛的21岁以上的马来西亚非穆斯林居民。 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。.
2.	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，通过微信提交。每次参赛的发票作为购买证明（ " P O P " ） 是 收 据 的 照 片 。 参与的酒馆/酒吧:- a) 任何出售Tiger/ Tiger Crystal/ Tiger Soju啤酒并展示竞赛销售点材料的参与餐厅、酒吧、酒馆。 西马： 最低消费 1 桶/套装Tiger（小瓶/杯） / Tiger Crystal （小瓶） / Tiger Soju啤酒 （瓶装） 东马： 最低消费 1 桶/套装Tiger（小瓶/大瓶/杯） / Tiger Crystal （小瓶/大瓶）啤酒 参与的电子商务:- a) Drinkies b) Heineken Official Shopee c) Heineken Official Lazada 参与的 99Speedmart:- a) 马来西亚半岛的99 Speedmart 参与的便利店/迷你市场:- a) 7-Eleven b) MyNews c) KK Mart d) Bila-bila Mart e) GT Mart f) 其他出售Tiger / Tiger Crystal / Tiger Soju啤酒并展示竞赛销售点材料

的便利店。
(统称为“参与商店”)

参与的超级市场/霸级市场:-

- a) Lotus's
- b) Aeon
- c) Aeon Big
- d) Giant
- e) Jaya Grocer
- f) Village Grocer
- g) Bens Independent Grocer
- h) TF Value Mart
- i) Bandar Baru
- j) Billion
- k) Isetan
- l) Sunshine
- m) Redtick
- n) Maslee
- o) Cold Storage
- p) The Store
- q) Eonsave
- r) Bataras
- s) CKS Supermarket
- t) Everrise
- u) Everwin
- v) Farley
- w) H&L Supermarket
- x) Lepapa Supermarket
- y) Servay
- z) Unaco
- aa) 其他出售Tiger / Tiger Crystal / Tiger Soju啤酒并展示竞赛销售点材料的便利店。
(统称为“参与商店”)

2. 参赛者可通过扫描辅助销售材料 (POSM) 上的二维码或通过 (microsite link) 提交参赛申请。
3. 参赛者必须完成以下步骤： -
 - a. 扫描辅助销售材料 (POSM) 上的二维码，进入微网站提交或通过 (microsite link) 提交参赛申请
 - b. 详细填写以下所需信息，以便提交参赛申请： -
 - 姓名 (与身份证上的姓名一致)
 - 身份证号码
 - 联络电话
 - 电子邮件地址
 - 地址

		• 发票编号 • 发票日期 • 提交购买证明（“发票”） c. 参赛者必须通过微型网站回答一（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。 8. 只接受显示在 2025 年 4 月 1 日至 5 月 15 日（酒吧/酒馆），2025 年 4 月 15日至 5 月 15 日（电子商务），2025 年 5 月 1 日至 6 月 30 日（便利店/迷你市场，马来西亚半岛的99Speedmart，超级市场/霸级市场），期间购买的发票原件作为购买证明。任何损坏或撕毁的购买凭证复印件将自动取消资格。
3.	奖品	<u>电子商务的奖品</u> 1. 2025 年 4 月 15 日到 2025 年 5 月 15 日，共有一千八百八十八（1888）份奖品可供赢取，具体如下： 赠品(GWP): 价值RM5的Touch N' Go电子钱包金额x 1500 名得奖者 安慰奖：Tiger 旅行包 x 388名得奖者 促销期间内符合兑换资格即可兑换1个价值RM5的Touch N' Go电子钱包金额。此促销活动兑完即止，先到先得。 一张发票只能兑换1个价值RM5的Touch N' Go电子钱包金额。 每位参赛者(每个电话号码) 在促销期间只能兑换5个价值RM5的Touch N' Go电子钱包金额。 主办方将通过收到在线表格时的手机号码直接联系符合兑换资格的参与者。符合兑换资格的参与者经主办方成功验证后，将会在收到通知后7个工作日内收到价值 RM5 的 Touch 'n Go电子钱包金额。 <u>酒馆/酒吧的奖品</u> 2. 2025年4月1日至2025年5月15日期间，共有两千零三十四（2034）个奖品可供赢取，具体如下： 大奖：Tiger 999.9 金瓶子8g x 34 名

		安慰奖：Tiger 旅行包x 2000 名得奖者 <u>便利店/迷你市场的奖品</u> 3. 2025年5月1日至2025年6月30日期间，共有一千零十（1010）个奖品可供赢取，具体如下： 大奖：Tiger 999.9 金瓶子8g x 10 名 安慰奖：Tiger 旅行包x 1000 名得奖者 <u>超级市场/霸级市场的奖品</u> 4. 2025年5月1日至2025年6月30日期间，共有一千零十二（1012）个奖品可供赢取，具体如下： 大奖：Tiger 999.9 金瓶子8g x 12 名 安慰奖：Tiger 旅行包x 1000 名得奖者 <u>马来西亚半岛99Speedmart 的奖品</u> 5. 2025年5月1日至2025年6月30日期间，共有一千零十二（1012）个奖品可供赢取，具体如下： 大奖：Tiger 999.9 金瓶子8g x 12 名 安慰奖：Tiger 旅行包x 1000 名得奖者 6. 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。 7. 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，不提供任何明示或默示的保证。 8. 如果有要求，参赛者应按照主办方规定的格式签署一份释放和赔偿契约，以便获得奖品。 9. 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。
4.	得奖者的遴选	<u>电子商务竞赛优胜者遴选</u> 1. 1. 在整个竞赛期间，主办方将根据参赛时间选出总共三百八十八（388）名得奖者**。 2. **在整个竞赛期间，将赢得三百八十八（388）份每周安慰奖。 每周，分配给每个合格参赛申请的序列号将被制成表格并相加，得出合格参赛申请的总数 ["合格参赛申请总数"]。假设收到的合格参赛申请总数为1458件，主办方将根据以下示例计算并选出入围参赛申请： 每周电子商务安慰奖：Tiger 旅行包 x 388 名得奖者 第 1 周（2025 年 4 月 15 日至 4 月 20 日）x 97 名得奖者

	第 2 周 (2025 年 4 月 21 日至 4 月 27 日) x 97 名得奖者 第 3 周 (2025 年 4 月 28 日至 5 月 4 日) x 97 名得奖者 第 4 周 (2025 年 5 月 5 日至 5 月 15 日) x 97 名得奖者 第 1 周至第 4 周 $1458 \div 97 = 15.03$ (本例中的乘法数为15) 小数值将向下舍入到最接近的整数。 因此, 得奖者是第 15 个序列号条目以及后续序列号乘以 15 的结果。 酒馆/酒吧竞赛得奖者遴选 3. 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两千零三十四 (2034) 名**。 4. **整个竞赛期间将赢得三十四(34)份大奖。 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。 分配给每个合格参赛申请的序列号将被制成表格并相加, 以得出合格参赛申请的总数[“合格参赛申请总数”]。 假设收到的合格参赛申请总数为5648, 主办方将根据以下示例计算并选出入围参赛申请: 三十四 [34]份大奖决赛入围者的遴选: $(5648-6) \div 34 = 165.94$。 (本例中的乘法数为165) 小数值将向下舍入到最接近的整数。 因此, 得奖者是第 165 个序列号条目以及后续序列号乘以 165。 5. **在整个竞赛期间, 将赢得两千 (2000) 份每周安慰奖。 每周, 分配给每个合格参赛申请的序列号将被制成表格并相加, 得出合格参赛申请的总数 [“合格参赛申请总数”]。 假设收到的合格参赛申请总数为1458件, 主办方将根据以下示例计算并选出入围参赛申请: 每周MONT安慰奖: Tiger 旅行包x 2000 得奖者 第 1 周 (2025 年 4 月 1 日至 4 月 6 日) x 333 名得奖者 第 2 周 (2025 年 4 月 7 日至 4 月 13 日) x 333 名得奖者 第 3 周 (2025 年 4 月 14 日至 4 月 20 日) x 333 名得奖者 第 4 周 (2025 年 4 月 21 日至 4 月 27 日) x 333 名得奖者 第 5 周 (2025 年 4 月 28 日至 5 月 4 日) x 333 名得奖者 第 6 周 (2025 年 5 月 5 日至 5 月 15 日) x 335 名得奖者 第 1 周 - 第 5 周 $1458 \div 333 = 4.38$ (本例中的乘法数为4) 小数值将向下舍入到最接近的整数。 因此, 得奖者是第 4 个序列号条目以及随后乘以 4 的序列号。 第 6 周
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1458 ÷ 335 = 4.35 (本例中的乘法数为4)
小数值将向下舍入到最接近的整数。 因此, 得奖者是第 4 个序列号条目以及随后乘以 4 的序列号。

超级市场/霸级市场竞争得奖者遴选

- 6. 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一千零十二 (1012) 名**。
- 7. **整个竞赛期间将赢得十二(12)份大奖。

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。

分配给每个合格参赛申请的序列号将被制成表格并相加, 以得出合格参赛申请的总数[“合格参赛申请总数”]。 假设收到的合格参赛申请总数为5648, 主办方将根据以下示例计算并选出入围参赛申请 :

十二 [12]份大奖决赛入围者的遴选 : (5648-8) ÷ 12 = 470。
(本例中的乘法数为470)
小数值将向下舍入到最接近的整数。 因此, 得奖者是第 470个序列号条目以及后续序列号乘以 470。

- 8. **在整个竞赛期间, 将赢得一千 (1000) 份每周安慰奖。

每周, 分配给每个合格参赛申请的序列号将被制成表格并相加, 得出合格参赛申请的总数 [“合格参赛申请总数”]。 假设收到的合格参赛申请总数为1458件, 主办方将根据以下示例计算并选出入围参赛申请 :

每周MOFT安慰奖 : Tiger 旅行包x 1000 得奖者
第 1 周 (2025 年 5 月 1 日至 5 月 11 日) x 125 名得奖者
第 2 周 (2025 年 5 月 12 日至 5 月 18 日) x 125 名得奖者
第 3 周 (2025 年 5 月 19 日至 5 月 25 日) x 125 名得奖者
第 4 周 (2025 年 5 月 26 日至 6 月 1 日) x 125 名得奖者
第 5 周 (2025 年 6 月 2 日至 6 月 8 日) x 125 名得奖者
第 6 周 (2025 年 6 月 9 日至 6 月 15 日) x 125 名得奖者
第 7 周 (2025 年 6 月 16 日至 6 月 22 日) x 125 名得奖者
第 8 周 (2025 年 6 月 23 日至 6 月 30 日) x 125 名得奖者

第 1 周 - 第 8 周
1458 ÷ 125 = 11.66 (本例中的乘法数为11)
小数值将向下舍入到最接近的整数。 因此, 得奖者是第 11 个序列号条目以及随后乘以 11 的序列号。

马来西亚半岛99Speedmart竞赛得奖者遴选

- 9. 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一千零十二 (1012) 名**。

10. **整个竞赛期间将赢得十二(12)份大奖。

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。

分配给每个合格参赛申请的序列号将被制成表格并相加，以得出合格参赛申请的总数[“合格参赛申请总数”]。 假设收到的合格参赛申请总数为5648，主办方将根据以下示例计算并选出入围参赛申请：

十二 [12]份大奖决赛入围者的遴选： $(5648-8) \div 12 = 470$ 。

（本例中的乘法数为470）

小数值将向下舍入到最接近的整数。 因此，得奖者是第 470个序列号条目以及后续序列号乘以 470。

11. **在整个竞赛期间，将赢得一千（1000）份每周安慰奖。

每周，分配给每个合格参赛申请的序列号将被制成表格并相加，得出合格参赛申请的总数 [“合格参赛申请总数”]。 假设收到的合格参赛申请总数为1458件，主办方将根据以下示例计算并选出入围参赛申请：

每周99Speedmart安慰奖： Tiger 旅行包x 1000 得奖者

第 1 周（2025 年 5 月 1 日至 5 月 11 日） x 125 名得奖者

第 2 周（2025 年 5 月 12 日至 5 月 18 日） x 125 名得奖者

第 3 周（2025 年 5 月 19 日至 5 月 25 日） x 125 名得奖者

第 4 周（2025 年 5 月 26 日至 6 月 1 日） x 125 名得奖者

第 5 周（2025 年 6 月 2 日至 6 月 8 日） x 125 名得奖者

第 6 周（2025 年 6 月 9 日至 6 月 15 日） x 125 名得奖者

第 7 周（2025 年 6 月 16 日至 6 月 22 日） x 125 名得奖者

第 8 周（2025 年 6 月 23 日至 6 月 30 日） x 125 名得奖者

第 1 周 - 第 8 周

$1458 \div 125 = 11.66$ （本例中的乘法数为11）

小数值将向下舍入到最接近的整数。 因此，得奖者是第 11 个序列号条目以及随后乘以 11 的序列号。

便利店/迷你市场竞赛得奖者遴选

12. 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一千零十（1010）名**。

13. **整个竞赛期间将赢得十(10)份大奖。

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。

		分配给每个合格参赛申请的序列号将被制成表格并相加，以得出合格参赛申请的总数[“合格参赛申请总数”]。 假设收到的合格参赛申请总数为5648，主办方将根据以下示例计算并选出入围参赛申请： 十 [10]份大奖决赛入围者的遴选：$(5648-8) \div 10 = 564$。 (本例中的乘法数为564) 小数值将向下舍入到最接近的整数。 因此，得奖者是第 564个序列号条目以及后续序列号乘以 564。 14. **在整个竞赛期间，将赢得一千 (1000) 份每周安慰奖。 每周，分配给每个合格参赛申请的序列号将被制成表格并相加，得出合格参赛申请的总数 [“合格参赛申请总数”]。 假设收到的合格参赛申请总数为1458件，主办方将根据以下示例计算并选出入围参赛申请： 每周CVS安慰奖：Tiger 旅行包x 1000 得奖者 第 1 周 (2025 年 5 月 1 日至 5 月 11 日) x 125 名得奖者 第 2 周 (2025 年 5 月 12 日至 5 月 18 日) x 125 名得奖者 第 3 周 (2025 年 5 月 19 日至 5 月 25 日) x 125 名得奖者 第 4 周 (2025 年 5 月 26 日至 6 月 1 日) x 125 名得奖者 第 5 周 (2025 年 6 月 2 日至 6 月 8 日) x 125 名得奖者 第 6 周 (2025 年 6 月 9 日至 6 月 15 日) x 125 名得奖者 第 7 周 (2025 年 6 月 16 日至 6 月 22 日) x 125 名得奖者 第 8 周 (2025 年 6 月 23 日至 6 月 30 日) x 125 名得奖者 第 1 周 - 第 8 周 $1458 \div 125 = 11.66$ (本例中的乘法数为11) 小数值将向下舍入到最接近的整数。 因此，得奖者是第 11 个序列号条目以及随后乘以 11 的序列号。 15. 所有奖品均受奖品所附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。 16. 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者资格并将其从竞赛中除名的权利。
5.	通知、核实和联系得奖者	通知 1. 得奖者将通过WhatsApp (018-2889324) 收到获奖通知，通知号码为参赛者提交在线表格时提供的号码。 2. 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，以便核实。 3. 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。 4. 每位参赛者在竞赛期间最多只能赢得一 (1) 次周奖和/或一 (1) 次大奖。

		5. 得奖者必须在主办方通过 WhatsApp 发出通知后三 (3) 天内做出回复。 6. 如果得奖者未在三(3)天内回复，主办方保留用名单上的其他名字替代得奖者的权利。 核实 得奖者必须向主办方及其指定代理（指主办方不时指定的第三方代理，除其他外，负责管理 WhatsApp 热线和本次竞赛的奖品分配，以下简称 "指定代理"）提供全名（如其国民身份证上所示）、身份证号码并附上清晰的购买证明（"POP"）复印件以进行验证。 所提供的文件必须与通过微网站提交的详细信息完全一致。 如果主办方发现所提交的发票不真实或无效，主办方有权取消得奖者的资格并没收得奖者的奖品，而无需说明任何理由。 主办方保留随时自行决定将奖品颁发给其他参赛者的权利。 联系 在核实和确认详细信息后，主办方指定代理将通过 WhatsApp 与竞赛得奖者联系。
6.	奖品兑现	一旦得奖者得到核实和确认，奖品将通过以下方式兑现： a) 价值 RM500 及以下的奖品将通过快递服务发送至得奖者应要求提供给主办方的完整邮寄地址。 b) 价值 RM500 或以上的奖品，得奖者需要到主办方/指定代理办事处（巴生谷内）领取，主办方的指定代理将通知得奖者。 领取奖品必须在指定代理人向得奖者提供的时间和预先安排的日期内领取。 1. 通过快递服务寄送奖品：主办方和指定代理人有权要求得奖者签署并寄回所有同意文件的副本以及作为购买证明的原始发票和身份证扫描件以便向主办方核实。 2. 到办公室领取奖品：得奖者需携带身份证正本和发票正本作为购买凭证，以便主办方/指定代理人核实。 3. 通过参加本次竞赛，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、声明或任何竞赛活动的许可，以涉及本次或多项竞赛的得奖，一般由主办方随时不定期举办。 主办方可以宣传或宣传特定得胜者赢得了竞赛。 所有参赛者和/或得奖者特此同意并同意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。 4. 如果参赛者被怀疑篡改参赛申请或被发现违反本使用条款和任何竞赛条件，主办方保留在不事先通知或披露信息的情况下取消其参赛资格并将其从竞赛中除名的权利。 5. 如果得奖者未能在得奖者和主办方指定代理商定的日期和时间内做出答复，主办方保留没收奖品的权利。

		6. 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要求的权利。 7. 主办方及其附属机构（包括其雇员和代理人）对任何一方因本次促销活动而产生或遭受的任何损失或损害概不负责。
7.	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 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。 参赛者必须保留原始 POP 以供验证和兑换奖品之用。 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。 所有奖品的接受风险完全由参赛者承担，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。 如果有要求，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。 主办单位将通过电子邮件发出确认信息通知参赛申请是否成功。 所有奖品均受奖品所附条款和条件的约束，并且必须在规定的时间内领取这些使用条款。 否则将导致奖品被没收。 如果主办方发现所提供的发票不真实或无效，则主办方有权取消得奖者的资格并没收得奖者的奖品，而无需说明任何理由。 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、声明或任何竞赛活动的许可，以涉及竞赛或一般举办的竞赛的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同意主办方将其姓名用于广告、贸易或竞赛目的，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被发现违反本使用条款和本次竞赛的任何条件，主办方保留取消任何参赛者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。
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注：如果本表中的条款和规定与竞赛中的条款和规定发生冲突或不一致，则以本表中的条款和规定为准。

其他使用条款

- 1. 参赛者同意他/她应：
 - (i) 相应地遵守上述条款和条件，并同意配合并遵循向参赛者发出的所有指示；
 - (ii) (ii) 无论是在竞赛期间还是之后，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) (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) (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加竞赛。主办方有权在不事先通知的情况下自行决定拒绝、拒绝或排除参赛者参加竞赛，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，则他们将放弃对该奖品的任何及所有索取权，该等奖品将根据主办方的合理酌情权进行处理，并遵守任何适用的法律。
- 5. 奖品必须（如适用）在指定日期使用，不得出售、更改或兑换金钱或其他奖品，且奖品不可转让或转让，也不可兑换现金。
- 6. 因得奖而产生的任何应缴税款均由得奖者自行承担。
- 7. 主办方对竞赛任何方面的决定均为最终决定并具有约束力。主办方将不受理任何有关此方面的投诉。
- 8. 除法律中隐含的任何保证（如有）外，所有奖品的使用/领取的所有风险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得奖者满意。
- 9. 主办方可以宣传、广播或以其他方式披露得奖者或参赛者的姓名、特征、肖像、声明或与任何与竞赛得奖有关的竞赛活动，或主办方举办的一般竞赛。主办方可以推广或宣传某位得奖者赢得了竞赛。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特此同意，他/她转让他/她在任何形式的媒体中可能拥有的所有权利和利益，其中他/她的任何或全部照片、姓名、外表、声音已捕获与竞赛相关的肖像以及完全的可转让权，并同意签署主办方要求的任何文件以实现本次转让。

释放契约

- 1. 参赛者同意放弃、免除和免除主办方、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任何及所有责任、成本、损失、损害或开支的责任。因接受任何奖品或参加者的参与而导致的，包括（但不限于）死亡、人身伤害和财产损失，无论是直接的、后果性的还是可预见的。
- 2. 每位参赛者特此同意赔偿主办方及其各子公司、关联公司、相关公司、广告和竞赛机构及其各自的董事、员工、代理和代表（"免责方"），使其免受以下损失：以及由于参赛者违反参赛者的保证和承诺以及任何违反本条款而全部或部分、直接或间接产生的任何损失、损害、权利、索赔或任何类型的诉讼事由 使

用和/或竞赛规则和条例、参与竞赛或与奖品相关的规则和规定。被免责方不对条目丢失、迟到、错误识别或误导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. 与竞赛有关的所有知识产权均归主办方及其雇员、官员、董事、代理、附属机构、母公司、子公司和代表("主办方集团")所有。
2. 与本次竞赛有关的所有知识产权均归主办方所有。参赛者在任何时候都不得复制或分发与本次竞赛有关的任何知识产权。
3. 参赛者提交的与竞赛有关的参赛申请和详细信息(无论是书面、音频或视频形式,还是这些形式的组合),或参赛者拍摄的任何照片、视频和/或电影胶片或录音均为主办方的财产。主办方可在任何媒体上以其认为合适的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。参赛者特此将参赛申请的所有全球版权和类似权利转让给主办方,并放弃所有精神权利。

Facebook 和/或 WhatsApp

1. 本次竞赛绝不由 Facebook 和/或 WhatsApp 赞助、认可或管理,也与 Facebook 和/或 WhatsApp 无关。
2. 参赛者将参赛者的信息(除了参赛者的 Facebook 和/或 WhatsApp 用户名和密码)提供给主办方,而不是 Facebook 和/或 WhatsApp。参赛者提供的信息将仅供主办方集团使用,不会出售、转让、给予或与任何与竞赛无关的第三方共享。
3. 参赛者同意放弃因参赛者与 Facebook 和/或其他参赛者("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参赛者与 Facebook 和/或 WhatsApp 和/或第三方参赛者之间的争议或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. 主办方对于任何参赛者均不承担责任,也不因主办方未能按照本使用条款的规定履行其义务而被视为违反使用条款,如果延迟或未能履行的动作是由于主办方无法合理控制的原因所造成的。
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可能享有的任何权利或不得排除的其他法定权利,也无意以任何方式排除或限制主办方对参赛者因主办方违约或疏忽而造成的任何损失或损害所应承担的责任。
4. 主办方保留合理酌情决定取消任何其认为篡改参赛流程或竞赛或其网站(如有)运作、违反或可能违反本条款的个人资格的权利和条件。任何异议书信申请将不予受理。
5. 主办方保留因不可预见的情况、主权法律法规而随时取消竞赛的权利。
6. 主办方对任何奖品不提供任何保证或保证,并且在法律允许的最大范围内,主办方、其代理和贸易伙伴对遭受或遭受的任何损失或损害不承担任何责任收到或使用根据本次竞赛颁发的任何奖品。主办方不建议或保证任何承包商或任何第三方履行与奖品相关的其他义务,并且不对任何第三方的任何欺诈行为承担责

任。

7. 竞赛期间，任何有关竞赛和使用条款的请求或投诉都可以通过电子邮件发送，并注明参赛者的姓名、地址、电子邮件地址和电话号码。收到后，我们将在合理时间内联系参赛者。主办方将不涉及任何与得奖者遴选相关的通讯。

其他条款

1. 经主办方明确同意，不得复制或出版本次竞赛的任何内容或与之相关的任何内容。
2. 本次竞赛或竞赛结果不衍生任何权利。
3. 假设任何地方、国家、州属或任何政府法律禁止或限制竞赛，则竞赛无效。
4. 如果这些条款和条件部分无效，主办方和参赛者将继续受其余条款和条件的约束。双方应考虑这些条款和条件的内容和主旨，尽可能用与该无效部分相对应的有效且具有法律效力的条款来替换无效部分。
5. 本使用条款将优先于本次竞赛的任何其他竞赛材料中包含的任何不一致的条款、条件、规定或陈述。
6. 本次竞赛受马来西亚酒精饮料广告法规约束。
7. 参赛者无权转让任何权利或分包任何义务。主办方有权将其在本协议项下的全部或部分权利转让或分许可给其确定的任何第三方。
8. 主办方在此获得的所有权利和特权均不可撤销，在任何情况下均不得撤销、限制或禁止。在任何情况下，参赛者均无权要求禁制令，或限制或以其它方式干涉竞赛的组织、竞赛及/或基于和/或源于竞赛的任何产品的制作、分发、展示和/或利用。

Personal Data Protection Act Policy In Social Media Sites

This policy serves as a written notice (“**Notice**”) as prescribed under the Personal Data Protection Act 2010 (hereinafter referred to as the “**PDPA**”), to inform you that your personal data is being processed by or on behalf of Heineken Marketing Malaysia Sdn Bhd (“**HMMSB**”, “**our**”, “**us**” or “**we**”). For the purpose of this Notice, the terms “**personal data**”, “**sensitive personal data**” and “**processing**” shall have the meaning prescribed in the PDPA.

We are collecting and further processing the personal data you choose to share on Facebook, Instagram, Twitter, YouTube, and other social media sites, including our brand website (collectively, “**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, including any additional information you may subsequently provide to us, for the purposes of contacting or communicating with you, advertising our or third party’s services, products, activities, special events or offers, to respond to your posts, submissions, comments, requests, inquiries or complaints, to request feedback from you, assessing your application to register for the use or subscription of the Website, administer your participation in Contests, conduct internal activities, market surveys and trend analysis, other legitimate business activities of Heineken Marketing Malaysia Sdn Bhd, and any other purposes as may be related to the foregoing and/or as set out in the Social Media Sites and if applicable, Contest terms and conditions (“**Purposes**”).

In respect of the personal data collected from our brand website, it is obligatory that you supply us your personal details as required by the Contest. If you fail to supply us such compulsory personal data, we may refuse to process your personal data for any of the Purposes.

We may disclose your personal data to our related corporations, service providers, business partners, and any governmental departments and/or agencies, regulatory and/or statutory bodies as and when required by any laws or regulations.

By “liking” our Facebook brand page, or following us on our brand’s Instagram or Twitter, or subscribing to our brand’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 Notice and consent to our collection and further processing of your personal data in the respective Social Media Sites in the manner as specified in this Notice. Unless you have asked us not to, we

will contact you by posting, messaging or emailing you with any offer or Contests in relation to our upcoming events, products and services. If you do not wish to receive any of these offers or Contests, access and request for correction of your personal data, to limit the processing of your personal data, or to contact us with any enquiries or complaints in respect of your personal data as follows please send us an email to general.enquiry@heineken.com.

You are responsible for ensuring that the personal data we collect is accurate, complete, not misleading and kept up to date.

This Notice 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 Akta Perlindungan Data Peribadi

Dasar ini berfungsi sebagai notis bertulis ("**Notis**") seperti yang ditetapkan di bawah Akta Perlindungan Data Peribadi 2010 (selepas ini dirujuk sebagai "**Akta**"), untuk memaklumkan bahawa data peribadi anda sedang diproses oleh atau bagi pihak Heineken Marketing Malaysia Sdn Bhd ("**HMMSB**", "**kami**", "**kita**" atau "**kita**"). Bagi maksud Notis ini, terma "**data peribadi**", "**data peribadi sensitif**" dan "**pemprosesan**" hendaklah mempunyai erti yang ditetapkan dalam Akta.

Kami mengumpul data peribadi anda yang anda memilih untuk berkongsi di Facebook, Instagram, Twitter, YouTube, atau laman web kami. Pengumpulan data peribadi oleh Heineken Marketing Malaysia Sdn Bhd mungkin berbeza-beza antara individu bergantung kepada tetapan keselamatan akaun rangkaian sosial anda dan oleh itu mungkin termasuk data sensitif peribadi seperti pandangan agama dan politik. Untuk maklumat lanjut mengenai data peribadi Facebook anda bahawa kita menyimpan dan / atau menghadkan data peribadi anda bahawa kita menyimpan, sila rujuk kepada Facebook Data Penggunaan Dasar di <https://www.facebook.com/about/privacy/>. Untuk data peribadi rangkaian sosial lain, sila rujuk kepada laman web privasi rangkaian sosial berkenaan.

Heineken Marketing Malaysia Sdn Bhd akan memproses data peribadi anda, termasuk apa-apa maklumat tambahan yang anda kemudiannya boleh memberikan Heineken Marketing Malaysia Sdn Bhd, bagi maksud menghubungi anda, pengiklanan kami atau perkhidmatan pihak ketiga, produk, aktiviti, acara-acara khas atau tawaran, untuk bertindak balas kepada anda jawatan, permohonan, komen, permintaan atau aduan, untuk mendapatkan maklum balas daripada anda dan apa-apa maksud lain sebagaimana yang mungkin berkaitan dengan perkara di atas ("**Maksud**").

Kami mungkin mendedahkan data peribadi anda kepada syarikat-syarikat berkaitan kami, pembekal perkhidmatan, rakan kongsi perniagaan, dan mana-mana jabatan kerajaan dan / atau agensi, badan-badan kawal selia dan / atau undang-undang apabila dikehendaki oleh mana-mana undang-undang atau peraturan-peraturan.

Dengan "suka" (like) halaman kami dan menjadi ahli atau mengikut akaun rangkaian sosial kami, anda bersetuju bahawa anda telah membaca Notis ini dan bersetuju untuk memproses data peribadi anda dan / atau data peribadi yang sensitif dengan cara yang dinyatakan dalam Notis ini. Melainkan jika anda telah meminta kami untuk tidak, kami akan menghubungi anda dengan menyiarkan, mesej atau menghantar e-mel anda dengan mana-mana tawaran atau promosi yang berkaitan dengan peristiwa-peristiwa yang akan datang, produk dan perkhidmatan. Jika anda tidak mahu menerima mana-mana tawaran atau promosi, sila hantar e-mel kepada general.enquiry@heineken.com.

Notis ini digubal dalam bahasa Inggeris dan juga dalam Bahasa Malaysia. Sekiranya terdapat sebarang percanggahan antara versi Bahasa Inggeris dan versi Bahasa Malaysia notis ini, versi Bahasa Inggeris akan mengatasi versi Bahasa Malaysia.

社交媒体网站个人数据保护法政策

本政策作为2010年《个人资料保护法》（以下简称 "**PDPA**"）规定的书面通知（以下简称 "**通知**"），通知您您的个人数据正在由或代表 Heineken Marketing Malaysia Sdn Bhd（以下简称为 "**HMMSB**"、"**我们**"、或 "**我们**"）的单位处理。在本通知中，"个人数据"、"敏感个人数据"和 "处理"等术语具有《个人资料保护法》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 和其他社交媒体网站（包括我们的品牌网站）（统称为“社交媒体网站”）上分享的个人数据。我们收集和进一步处理的个人数据可能因人而异，具体取决于相关社交媒体网站上您的帐户可用的隐私和安全设置。有关限

制社交媒体网站处理的个人数据的选择和方法的更多信息，请访问相应的社交媒体网站隐私政策页面。

我们将处理您的个人数据，包括您随后可能向我们提供的任何其他信息，以便与您联系或沟通，宣传我们或第三方的服务、产品、活动、特别活动或优惠，回复您的帖子、提交、评论、请求、查询或投诉，请求您提供反馈，评估您注册使用或订阅本网站的申请，管理您对竞赛的参与，开展内部活动、市场调查和趋势分析，以及其他Heineken Marketing Malaysia Sdn Bhd的合法业务活动，以及与上述和/或社交媒体网站中规定的任何其他目的以及竞赛条款和条件（如果适用）相关的任何其他目的（“目的”）。

对于从我们的品牌网站收集的个人信息，您有义务按照竞赛要求向我们提供您的个人详细信息。如果您未能向我们提供此类强制性个人信息，我们可能会拒绝出于任何目的处理您的个人信息。

根据任何法律或法规的要求，我们可能会向我们的相关公司、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/或法定机构披露您的个人信息。

通过“点赞”我们的脸书 Facebook 品牌页面，或在我们品牌的 Instagram 或 Twitter 账户上关注我们，或订阅我们品牌的 YouTube 频道，或以其他方式在其他社交媒体网站上表达或提供您对我们的兴趣的类似指示，您特此同意：已阅读本通知并同意我们按照本通知中指定的方式在各自的社交媒体网站上收集和进一步处理您的个人信息。除非您要求我们不要这样做，否则我们将通过发布、消息或电子邮件的方式与您联系，并提供与我们即将举办的活动、产品和服务相关的任何优惠或竞赛。如果您不希望收到任何此类优惠或竞赛，请访问并请求更正您的个人信息、限制对您个人信息的处理，或就您个人信息的任何疑问或投诉联系我们，如下所示 请给我们发送电子邮件至 general.enquiry@heineken.com。

您有责任确保我们收集的个人信息准确、完整、不具有误导性并保持最新。

本通知应以英语和中文起草。如果本通知的英文版本和中文版本之间存在任何不一致，则以英文版本为准。