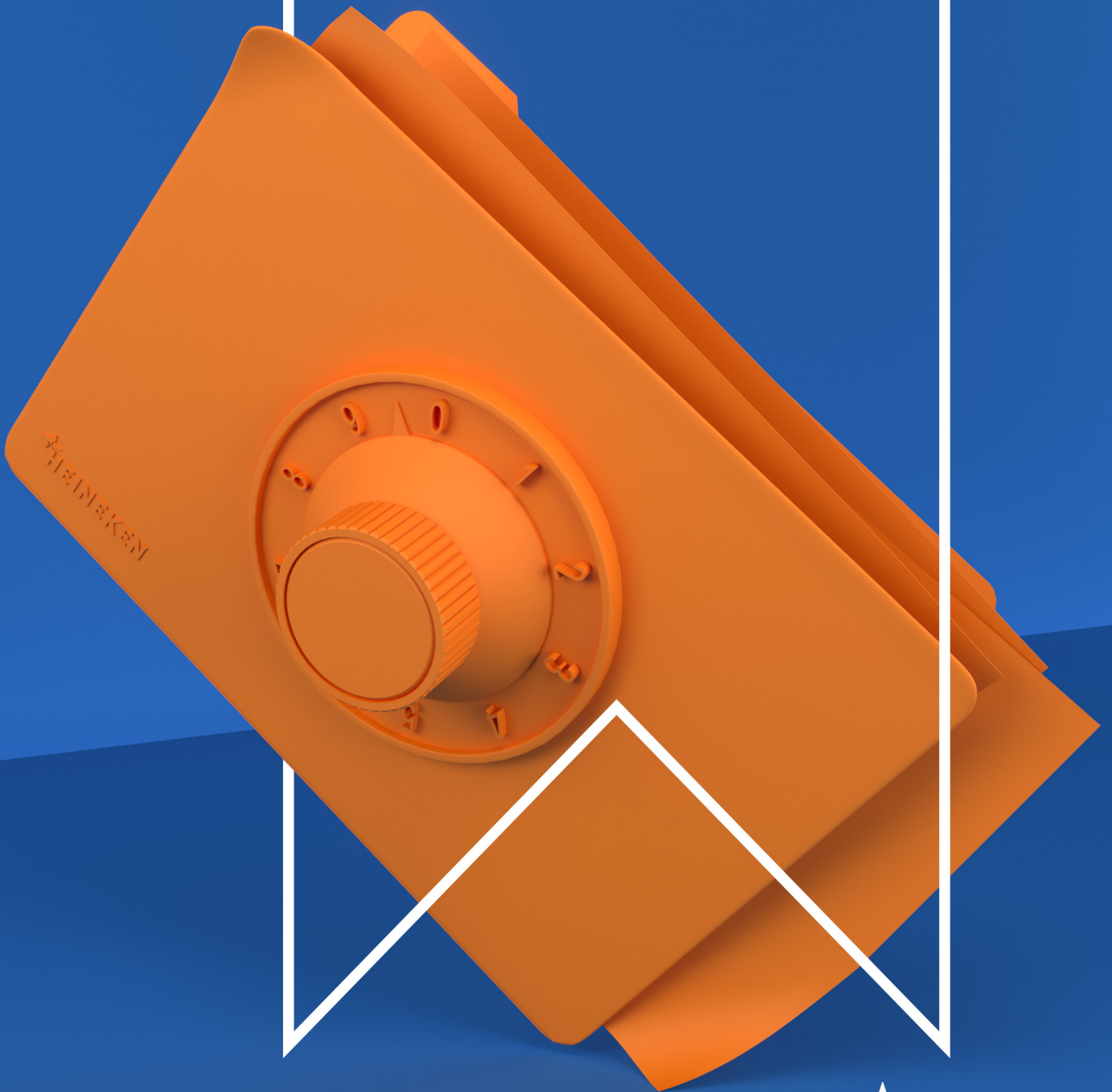


THE SIX PRIVACY PRINCIPLES



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Everyone at HEINEKEN is responsible for adhering to 'The Six Privacy Principles' and making them part of their daily business practices.

Principle 1: Use Limitation

Define clear business purposes before you start collecting personal data. Limit the use of personal data to what is needed to achieve your business purposes.

Principle 2: Data Minimisation

Only use personal data that is necessary for the business purpose and restrict access to 'need-to-know'. Delete personal data when no longer needed. Keep personal data up to date and correct.

Principle 3: Sensitive Data

Be extra careful when using sensitive data such as health, religion and social security numbers. Ask your Privacy Officer for advice if you wish to use sensitive data.

Principle 4: Transparency & Rights of Individuals

Communicate about what you do with personal data by means of privacy notices and other statements. Facilitate individuals exercising their rights in respect of their personal data (e.g. to correct or to have the data deleted).

Principle 5: Security

Have appropriate organisational and technical security measures in place to protect personal data from unauthorised and unwanted access or use. Staff accessing the data must be bound by confidentiality obligations.

Principle 6: Third Party Access

Ensure required safeguards are in place when allowing third parties to access personal data. Additional measures may be needed for international data transfers.

