

Privacy Policy

Last updated: 27 June 2025 Introduction

Our commitment to protecting the privacy and the security of your personal information is as strong as our pledge to nurture and grow the products and services of tomorrow. Please read this document explaining how we use your personal information and your choices on our website.

This Privacy Notice describes how **INTERNATIONAL BREWERIES PLC.**, a company incorporated and existing under the laws of the Federal Republic of Nigeria, having its registered office at 5A Abuja Street, Banana Island - Lagos, registered with the Corporate Affairs Commission with registration number 9632, (“IBP”, “we”, “our” or “us”) collect, use, share, and otherwise process personal data (defined below) about visitors and users of our websites, applications, and services (the “Platform or Platforms”)

In this Privacy Notice, "**personal data**" means any information that (either in isolation or in combination with other information held by us) is related to you as an identified or identifiable individual. Please note that specific privacy notices presented in other IBP Brand websites, applications or services, shall prevail over the provisions of this Privacy Notice.

This Privacy Notice is layered. If you are interested in a certain section, please open the corresponding headline.

In addition to reading this Privacy Notice, we encourage you to read our Terms and Conditions available on our website, which govern your access to and use of the Platform.

AGE RESTRICTION: Platform is only intended for users under legal drinking age

Our platforms are not directed to nor intended for users who are younger than the legal drinking age, considering your local legislation. **Under no circumstances may you use this Platform or submit personal information to us if you are under your local legal drinking age.**

False Information: If you are under the legal drinking age and have entered this Platform by providing a false date of birth, or having someone provide false information on your behalf, you must immediately leave this Platform as you are not authorized to use.

We are committed to compliance with all applicable regulations, laws, and rules, including those issued by the NDPA. Our websites, applications and services may contain links to websites managed by third parties. This Privacy Notice does not apply to the services or products that are independently provided by third parties that are controllers of your personal information. IBP does not claim nor accept responsibility for any privacy notices, practices and/or procedures of other websites, applications or services not managed by IBP. Such independent third parties have their own policies regarding the collection, use, and disclosure of the personal data. If you want

to learn about how they handle your personal data, we encourage you to read their privacy notice.

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1. WHAT INFORMATION WE COLLECT

Depending on the purpose of the processing, we will process the following categories of personal data about you:

- **Contact and transactional information.** Your personal details such as name, street address, email address, online identifier (ID), username, cell phone number, date of birth and other information we may ask in connection with mailing list subscriptions, promotional offers, marketing activities or activities connected to purchases and other transactions involving you as a consumer, customer or supplier.
 - **Connection and/or browsing data.** This is data that we collect by using cookies and similar tracking technologies as described under Section 8, such as device information, IP address, usage and location data. For more information see the [cookies policy](#).
- Location data.** We may collect and use information about the location of the device you are using only to help us identify the country/State where you are

- located and redirect you to the relevant Platform for your country/State. Your personal data will be processed based on your consent when you click on “Activate your geolocation” or “Allow location” tracking.

You may be able to adjust the settings of your device so that information about your physical location is no longer sent to us by

- (a) disabling location services within the device settings; or
- (b) denying certain websites or mobile applications permission to access location information by changing the relevant preferences and permissions in your mobile device or browser settings.

Please note that your location may be derived from your Wi-Fi, Bluetooth, and other device settings. See your device settings for more information.

2. HOW WE COLLECT INFORMATION

We collect information from different sources and across devices. For example:

- **We collect information directly from you:** When you make a purchase, register for an account or create a profile, sign up for our Kickstart programs, reward/marketing programs/events, sweepstakes, contests, or similar campaigns or promotions, contact us, respond to a survey, book a plant tour, make an appointment, RSVP for an event or AGM, interact with us on site (including in-store digital experiences), sign up to receive text messages, postage services, marketing emails, engage in transactions with us, such as the provision of products and services or other potential agreements.
- **We may collect information from cookies or data collection technologies:** We use certain standard web measurements and tracking technologies such as "cookies," web server logs, web beacons (also known as "action tags" or "one pixel .gif files"), clear GIFs or other statistics programs. We do this on our Platform (including mobile apps) and in emails that we might send to you. We collect information about users over time when you use this Platform. We have third parties that collect information this way, as well. To learn more about these tools and how you can control them, [click here](#)^[CAPD1]. Your browser may have an option that allows you to accept cookies, reject cookies, or receive notification when a cookie is sent,

- but you should note that the use of such restrictive browser settings may limit your use of the Platform.

We may collect information from third parties: We process publicly available personal data in the context of due diligence procedures performed to prevent fraud, and/or comply with legal requirements - Please insert appropriate link for cookies policy.

3. FOR WHICH PURPOSES DO WE USE YOUR INFORMATION?

Depending on the actions that you wish to perform on our Platforms, or on the nature of the relationship you establish with IBP, we will process your personal data for the following purposes, as justified on the following legal basis:

- Legal Basis: For analytics and statistics purposes, i.e., to understand the way you interact with our Website/App and thus be capable of introducing improvements by analyzing, managing and improving the Website and our products and services (e.g.: by figuring out which pages are the most and least popular and see how visitors move around the websites).
- Your personal data will be processed: - based on your consent (following the selection of your cookie preferences in our cookie banner – see Cookie Policy and signing up for email newsletters); - because the processing is necessary for the purposes of our legitimate interests consisting in improving the user experience and our products and services in the best interest of the consumer, when allowed by relevant privacy legislation; or - as required or allowed by applicable law to enable IBP and other relevant service providers to fulfil legal obligations and protect organizational rights.
- We may use your information as necessary in connection with corporate transactions or to protect, enforce, or defend the legal rights, privacy, safety, or property of the services’ providers, our employees or agents, or other users and to comply with applicable law.
- Your personal data will be processed because the processing is necessary: - to comply with a legal obligation to which we are subject (for example, to guarantee the security of the personal data we process or to respond to authorities’ requests for disclosure of personal data, as required by the NDPA and other applicable law(s), or to guarantee that you are of legal age to use our products and services); or - for the purposes of our legitimate interests consisting in safeguarding our rights and our property and those of our employees, agents or users or in performing corporate transactions.

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- Notify you of special offers and other services that we believe may be of interest to you or send you current mailings to provide you with advertisements, newsletters, emails and push notifications about goods and services that may be of interest to you.

Your personal data will be processed based on your consent.

We will only process your personal data for specified, explicit and legitimate purposes and we will not process your personal data further in a way that goes beyond or is incompatible with those purposes.

Where required under the NDPA or other applicable law, we will also collect your express consent to any of the above-mentioned activities. You have the right to withdraw any consent given at any time (see Section 6).

4. HOW WE SHARE YOUR INFORMATION

For the purposes for which we collect your personal data and subject to the appropriate legal basis, we may disclose your personal data to the following categories of recipients:

- a) Business partners, affiliates, and parent or sister company of IBP, primarily for business and operational purposes.
- b) Service providers: companies that provide Services on behalf of IBP and under our instructions, that provide services to us, for the purposes of providing this Platform or our Services. Such parties are bound to provide reasonable security for personal data and to use and process such personal data on our behalf only.
- c) IBP may share your personal data with other third parties:
 - to comply with the law, regulatory requests, court orders, subpoena, or legal processes;
 - to verify or enforce compliance with IBP's policies and agreements; and
 - to protect the rights, property or safety of IBP, its customers, visitors to this Website/App and/or the public.
- d) Other parties in connection with corporate transactions such as a merger, acquisition, sale of assets, joint ventures, distribution agreements (e.g.: wholesalers), or any other transaction that results in a change in control or ownership of IBP, in whole or in part.

Some of these recipients are in territories outside the country where your personal data has been collected, including countries which might not be considered to offer a level of data protection comparable to that of the country where your data has been collected. In such cases, we inform you that, where required under the NDPA and other applicable data

protection law, we will transfer your data with **adequate safeguards to keep your data safe.**

5. WHAT ARE YOUR RIGHTS?

Under the conditions set forth under the Nigerian Data Protection Act (NDPA), and other applicable data protection laws, you may have the following rights concerning the processing of your personal data:

- **Confirmation and information.** You may have the right to receive confirmation of the existence of the processing and to obtain information about the public or private entities with which IBP has shared your personal data.
- **Access & Portability.** You may have the right to request information on the data we store concerning you as well as the purpose of storage and a copy of the personal data we are processing about you, which we will provide you in electronic form. At our discretion we may require you to prove your identity before providing the requested information. If you require multiple copies of your personal data, we may charge a reasonable administration fee.
- **Rectification.** You may have the right to request that any incomplete or inaccurate personal data that we process about you is amended.
- **Deletion.** You may have the right to request that we delete personal data that we process about you, unless we are required to retain such data to comply with a legal obligation or to establish, exercise or defend legal claims. You may also have the right to request the anonymization, blocking or deletion of unnecessary, excessive or non-conforming personal data.
- **Restriction.** You may have the right to request that we restrict our processing of your personal data where:
 - you believe such data to be inaccurate;
 - our processing is unlawful; or
 - We no longer need to process such data for a particular purpose, but where we are not able to delete the data due to a legal or other obligation or because you do not want us to delete it.
- **Portability.** You may have the right to request that we transmit the personal data we hold in respect of you to another data controller, where this is:
 - personal information which you have provided to us; and
 - we are processing that data on the basis of your consent or in order to perform our obligations under contract to you (such as to provide legal services).

- **Objection:** Where the legal justification for our processing of your personal data is our legitimate interest, you may have the right to object to such processing on grounds relating to your particular situation. We will abide by your request unless we have compelling legitimate grounds for the processing which override your interests and rights, or if we need to continue to process the data for the establishment, exercise or defense of a legal claim.
- **Withdrawing Consent:** If you have consented to our processing of your personal data, you have the right to withdraw your consent at any time, free of charge.

Further information and advice about your rights can be obtained from the NDPA or the data protection Regulator in your Country.

If you require further information in relation to your privacy rights or would like to exercise any of these rights, please also contact our data protection contact point (see Section 7).

6. WHO CAN YOU CONTACT IN CASE YOU HAVE QUESTIONS OR REQUESTS? THE DATA PROTECTION CONTACT POINT

IBP has a data protection contact point available for you to submit your questions or requests relating to the processing of your personal data. You can access this data protection contact point in our “contact us” website (for personal data concerns, please select the typology “Contact Data Protection Officer” in the Contact Us Form).

If you are in the European Economic Area, you can also contact our data protection officer at dataprotectionofficer_eu@ab-inbev.com. If you are in Brazil, you can contact the Brazilian Data Protection Officer at dataprivacy@ambeve.com.br.

For us to address your request in a more efficient manner, you may have to provide IBP with the minimum information, such as your name, e-mail address and your request details. Please be aware that IBP will require such information to process your request. Your personal details will be saved only so that we can respond to your request, and they will be deleted when they are no longer necessary for the original purpose, unless there are legal requirements stipulating the retention of this data.

7. LINKS TO THIRD-PARTY SITES

We are not responsible for the security or privacy of any information collected by other websites, applications, or other services or by your mobile operating system operator, wireless carrier, or other similar providers. You should exercise caution and review the privacy statements applicable to the third-party websites, applications and services you use.

8. LOCATION DATA

We may collect and use information about the location of the device you are using only to help us identify the country where you are located and redirect you to the relevant Website for your country. Your personal data will be processed based on your consent when you click on “Activate your geolocation” or “Allow location” tracking.

You may be able to adjust the settings of your device so that information about your physical location is no longer sent to us by (a) disabling location services within the device settings; or (b) denying certain websites or mobile applications permission to access location information by changing the relevant preferences and permissions in your mobile device or browser settings. Please note that your location may be derived from your Wi-Fi, Bluetooth, and other device settings. See your device settings for more information.

9. SECURITY

We adopt technical and organizational measures to protect your data as comprehensively as possible. In addition to the commitment of our employees to secrecy and a careful selection and monitoring of our service providers, we also secure our operating environment adequately. To protect your data against unwanted access, we use data encryption. Data collected from this website will be passed between your computer and our server and vice versa via the internet using data encryption in transit technology. If the connection is encrypted the 'lock' symbol on your browser status list will show as locked, and the address line will start with "https://". To have your data secured in transit, we use at least the TLS 1.2 standard (Transport Layer Encryption standard).

10. CHANGES TO THIS PRIVACY NOTICE

Except to the extent limited by applicable law, IBP may decide at any time – at its discretion – to change, modify, and/or add all or parts of this Privacy Policy in the future. Any change to this Privacy Notice will be posted on this page and, where required by law and to the extent that we have your e-mail address, notified to you by e-mail. We will indicate at the top of this Privacy Notice the date on which the Notice was last modified.

Where required by law, we may also ask you to expressly confirm your consent to the modified Privacy and Cookie Notice.

Thank you for visiting our website/using our Platform.

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Contact Us

IBP has in place a data protection contact point available for you to submit your questions or requests relating to the processing of your personal information.

You can access this data protection contact point via Temitope.oluwatosin@ng.abinbev.com and/or international.breweries@ng.ab-inbev.com. Please select the typology “Contact Data Protection Officer” in the Contact Us Form.