

FRIENDS OF AMSTEL COMPETITION

COMPETITION RULES

1. Introduction

- 1.1 This promotional competition is organised by Heineken Beverages (SA) (Pty) Ltd (“the Promoter”).
- 1.2 The promotional competition is open to residents of South Africa over the age of 18 years except any employee, director, member, partner, agent or consultant or any person directly or indirectly, who controls or is controlled by the Promoter, immediate family members, advertising agencies, advisers, dealers, suppliers and/or associated companies, and/or a participant who has won a prize through a promotional competition run by the Promoter at least three months prior to the announcement of the winner of the Prize (“Disqualified Persons”).
- 1.3 By entering the promotional competition, all participants and winners agree to be bound by these rules which will be interpreted by the Promoter, whose decision regarding any dispute will be final and binding. The Promoter reserves the right to amend, modify, change, postpone, suspend, or cancel this competition and any prizes (which have not yet been subject to a draw), or any aspect thereof, without notice at any time, for any reason which the Promoter reasonably deems necessary.

2. Duration and how to enter

- 2.1 The promotional competition commences on 26 January 2024 and ends on the 12 April 2024, both days inclusive.
- 2.2 Participants stand a chance to win 1 of 20 VIP experiences to the Friends of Amstel event. The VIP experience consists off flights, accommodation and 2 tickets per winner. Herein collectively referred to as the Prize.
- 2.3 To be eligible for the Prize, participants must purchase any Amstel, and dial *120*132# to enter the underliner code which is found under the bottle cap or can tab (1 x Underliner code = 1x valid entry). Standard rates apply.
- 2.4 Winners will be determined by random draw from the entries received during the competition term and VIP winners will be notified by the Promotor or its nominated agent by telephone by no later than 15 April 2024. The Prize is non-transferable and cannot be exchanged for cash.
- 2.5 Winners will be required to provide their proof of identity to verify that they are above the age of 18.
- 2.6 If the potential VIP winners do not claim the Prize or submit the required information on or before 16 April 2024, the potential winners will be deemed to have rejected the Prize and it shall revert to the Promoter.
- 2.7 No applications from agents, third parties, organised groups or applications automatically generated by computer will be accepted. No incomplete or corrupted entries will be accepted. Entries will only be accepted if they comply with all entry instructions.

- 2.8 Winners grant permission for the Promoter to use their names and photographs in any advertising and promotional material for this promotional competition. Winners may ask that their names be removed or refuse to take part in any publicity. Participants will not receive any payment for taking part in the promotional competition or taking part in any media format related to it.
- 2.9 Responsibility is not accepted for entries lost, damaged, or delayed because of any network, computer hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.
- 2.10 All participants and the winners, as the case may be, indemnify the Promoter, its advertising agencies, advisers, nominated agents, suppliers, its affiliates and/or associated companies against any and all claims of any nature whatsoever arising out of and/or from their participation in any way howsoever in this promotional competition (including, as a result of any act or omission, whether as a result of negligence, misrepresentation, misconduct or otherwise on the part of the Promoter) and/or use of the Prize.
- 2.11 Under the Consumer Protection Act (“CPA”), the Promoter must keep records of all the people used to promote the promotional competition. The Promoter (or one of our subcontractors or affiliates) will keep this agreement for three years to serve as the record as required by the CPA.

3. Social media platforms

- 3.1 If social platforms are used for this promotional competition, it is hereby declared that the promotional competition is in no way sponsored, endorsed, or administered by, or associated with WhatsApp, Facebook, Instagram or any other social media platform that may be used to promote the competition. Participants acknowledge that they are providing information to the Promoter and its agents only and not to WhatsApp, Facebook, Instagram, or any other social media platform.
- 3.2 Where applicable, all participants in this promotional competition release WhatsApp, Facebook, Instagram, and all other social media platforms of all liabilities for and claims arising out of or in connection, including any damage you may suffer with this promotional competition and these terms and conditions.
- 3.3 A copy of the competition rules is available at <https://www.amstel.co.za>

4. Dispute resolution

- 4.1 The Promoter’s decision is final, and binding and no correspondence will be entered into if any dispute arises in relation to the interpretation of the competition rules, However, any party may use other dispute resolution channels provided for by the CPA or other law.
- 4.2 This clause is separate and divisible from the rest of these rules and stays effective even if this promotional competition ends or if the rules are invalid.

5 Personal Information

- 5.1 The participant understands and agrees, that in order to conduct this promotional competition, the Promoter must collect and process personal information about them. By entering this promotional

competition, participants consent to the processing of his/her personal information. Read more about how the Promoter, process personal information in its **privacy policy** <https://www.distellwebcontrol.co.za/Documents/Open/Heineken-Beverages-Privacy>.

- 5.2 The Promoter may also process personal information about the participant for the additional purpose of marketing the Promoter's goods directly to the participant in terms of the Promoter's legitimate interest. This legitimate interest is based on the Promoter's interest in informing the participant about the Promoter's products in a way that is reasonable, fair or acceptable in terms of relevant data protection laws, to the extent that those laws allow.

6. General Rules

- 6.1 By taking part in this promotional competition, participants agree that they will not hold the Promoter liable for any losses, harm, damages, injury, claims, or actions related to this promotional competition. The Promoter is not liable for any failure of any technical element relating to this promotional competition that may result in an entry not being submitted.
- 6.2 Force majeure. No party will be responsible for any breach of this agreement caused by circumstances beyond its control.
- 6.3 These rules, including the duration of this promotional competition, can only be reasonably changed (or superseded) by the Promoter in a written revision to these rules posted on the competition website or any other potential official competition communication methods the Promoter uses to reach a majority of potential participants.
- 6.4 Income or other taxes relating to the prizes, if any, are the sole responsibility of the prize winner.
- 6.5 South African laws govern this promotional competition.
- 6.6 If the Promoter needs to, because of legislative or regulatory reasons, the Promoter may terminate this promotional competition immediately and without notice. If this happens participants will not have any claim against the Promoter.