

THE FOLLOWING HAS BEEN CREATED BY THE OFFICIAL AMSTEL SOUTH AFRICA BRAND.

USER GENERATED CONTENT (UGC) POLICY

WE ARE COMMITTED TO THE RESPONSIBLE PROMOTION AND CONSUMPTION OF ALCOHOL. WE MODERATE USER GENERATED CONTENT (UGC) AND WILL REMOVE ANY MATERIAL THAT:

- CONDONES IRRESPONSIBLE DRINKING.
- PROMOTES EXCESSIVE OR UNDERAGE ALCOHOL CONSUMPTION.
- IS DEEMED RUDE OR OFFENSIVE, OR DEMEANS ANY GROUP OR PERSON
- DEPICTS THE CONSUMPTION OF ALCOHOL AND ENGAGEMENT IN A POTENTIALLY HAZARDOUS ACTIVITY
- HAS STRONG OR EVIDENT APPEAL TO PEOPLE UNDER 18 YEARS OLD - PLEASE DO NOT SHARE OUR CONTENT WITH ANYONE UNDERAGE
- COULD BE CONSIDERED SPAM OR ADVERTISING
- COULD BE DEEMED AS DECEPTIVE, OWING TO AN UNDISCLOSED RELATIONSHIP WITH AMSTEL SOUTH AFRICA AND HEINEKEN BRANDS.
- VIOLATES ANY LAW OR REGULATION OR VIOLATES ANY INTELLECTUAL PROPERTY RIGHT OF ANOTHER PERSON
- POSTS THAT BREACH ANY STANDARDS FOR ALCOHOL ADVERTISING
- COULD BE CONSIDERED DEFAMATORY, INDECENT, OFFENSIVE, PROFANE, MISLEADING, UNLAWFUL OR THREATENING EITHER TO OTHER USERS OR TO OUR BRANDS

FORWARD ADVICE NOTICE:

PLEASE ONLY SHARE OUR CONTENT WITH THOSE WHO ARE OF LEGAL DRINKING AGE.

RESPONSIBLE DRINKING MESSAGE:

PLEASE ENJOY AMSTEL RESPONSIBLY.