

THE FOLLOWING HAS BEEN CREATED BY THE OFFICIAL **AMARULA 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:

- Condone irresponsible drinking.
- Promote 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 **Amarula 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 **Amarula** responsibly.