

PRIVACY POLICY

SUPERMALT UK LTD ("We") are committed to protecting and respecting your privacy.

This policy and any other documents referred to on it] sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting <http://www.supermalt.com/> you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is SUPERMALT UK LTD of The Old Truman Brewery, 91 Brick Lane, London, E1 6QL.

Our nominated representative for the purpose of the Act is Neil Lunn.

INFORMATION WE COLLECT FROM YOU

We will collect and process the following data about you:

- **Information you give us.** This is information about you that you give us by corresponding with us by e-mail. It includes information you provide when you participate in social media functions on our site, enter a competition, promotion or survey or contact us directly. The information you give us may include your name, address, e-mail address and any information you provide in the 'Your Message for Us' section.
- **Information we collect about you.** With regard to each of your visits to our site we will automatically collect the following information:
 - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, browser type and version, time zone setting, browser plug-in types and versions and the operating system and platform;
 - information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, viewing certain content on our website and the email address used to contact us.
- **Information we receive from other sources.** This is information we receive about you if you use any of the other websites we operate or the other services we provide, for example, any websites operated by our parent company Royal Unibrew A/S.

COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them see our Cookie policy. [LINK].

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
 - to respond to your query;
 - to provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you;
 - to notify you about changes to our service;
 - to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
 - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;

- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
 - to allow you to participate in interactive features of our service, when you choose to do so;
 - as part of our efforts to keep our site safe and secure;
 - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
 - to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.
- **Information we receive from other sources.** We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above.

DISCLOSURE OF YOUR INFORMATION

You agree that we have the right to share your personal information with:

- any member of our group, which means our subsidiaries, our ultimate holding company and its **subsidiaries**, as defined in section 1159 of the UK Companies Act 2006, including Royal Unibrew A/S.
- Selected third parties including:
 - advertisers and advertising networks that require the data to select and serve relevant adverts to you and others; and
 - analytics and search engine providers that assist us in the improvement and optimisation of our site.

We will disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.
- If SUPERMALT UK LTD or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to protect the rights, property, or safety of SUPERMALT UK LTD, our customers, or others.

WHERE WE STORE YOUR PERSONAL DATA

All information you provide to us is stored on our secure servers within the EEA.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can exercise the right at any time by contacting us at supermalt@royalunibrew.com.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

ACCESS TO INFORMATION

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request will be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to supermalt@royalunibrew.com.