

## **Tiger Chinese New Year 2025 Promotion (Hypermarket/Supermarket) Terms & Conditions**

### **General**

1. The “**Tiger Chinese New Year 2025 Promotion**” (the “**Promotion**”) will be governed by these standard terms and conditions (the “**Terms of Use**”). Each participant agrees that he / she has read and understood these Terms of Use and by participating in the Promotion, each participant will be deemed to have read, understood and agreed to each of the terms and conditions appearing herein in the Terms of Use.
2. The Promotion is offered by Heineken Marketing Malaysia Sdn Bhd. (the “**Organiser**”).
3. These Terms of Use apply to the legal relationship between the Organiser and a participant in the Promotion.
4. The laws of Malaysia shall govern the Promotion and these Terms of Use. All disputes arising in connection with the Promotion and these Terms of Use, including but not limited to disputes concerning the existence and validity thereof, shall be resolved by the competent courts of Malaysia and by participating in the Promotion the participants hereby submit to the exclusive jurisdiction of the courts of Malaysia. However, it shall be the sole responsibility and obligation of each participant to ensure that he / she complies and do not contravene any laws to which he / she may be personally subjected to.
5. A failure by the Organiser to enforce any of these rules in any instance(s) will not give rise to any claim by any other person.
6. To participate in the Promotion, participants will need to provide their personal details for competition judgement and prize fulfilment purposes, as well as marketing and promotional purposes in connection with this Promotion. All participants must ensure the details provided are true, accurate, current and complete. The Organiser reserves the right to verify the eligibility of all participants.
7. The Promotion will be held during the Promotion Period as set out in this Terms of Use. The Organiser reserves the right to vary, postpone or re-schedule the dates of the Promotion or extend the Promotion Period at its sole discretion.
8. The Organiser shall have the right to, at its sole discretion, at any time and without prior notification, change or discontinue any aspect of the Promotion and to change, amend, delete or modify the Terms of Use and other rules and regulations including the mechanism of the Promotion, or any part thereof. Such changes shall be effective immediately upon posting of the modified Terms of Use on the relevant Heineken Malaysia website at <https://www.heinekenmalaysia.com/terms-and-conditions/>. If a participant does not agree to abide by these or any future Terms of Use, do not (continue to) participate in the Promotion. Participants are advised to revisit the Heineken Malaysia website and regularly read the Terms of Use on a regular basis for possible changes as, by the participant’s continued participation in the Promotion, the participant indicates that the participant accepts any such modified terms.
9. The Organiser may terminate or suspend the Promotion at any time at its absolute discretion in which case, the Organiser may elect not to award any prize. Such termination or suspension will not give rise to any claim by the participants. If the Promotion is resumed by the Organiser, the participant shall abide by the Organiser’s decision regarding resumption of the Promotion and disposition of the prizes.
10. Any dispute or situation not covered by these Terms of Use will be resolved by the management of the Organiser in a manner it reasonably deems to be fairest to all concerned. That decision shall be final and / or binding on all participants. No correspondence will be entered into.
11. If these Terms of Use are translated into a language other than English, the English version of the Terms of Use shall prevail in the event of any inconsistency.
12. Participants to this Promotion are deemed to be unconditionally accepting the terms and conditions of this Promotion. A failure to adhere to these terms and conditions will result in disqualification from the Promotion and forfeiture of the prize(s).

## Participation

- To participate in the Promotion, participants need to purchase a minimum amount as set out below in a single receipt throughout the Promotion Period (as defined hereinafter) from any participating outlets (as defined hereinafter) nationwide:

Channel	Mechanics/ Minimum Amount	Promotion Period
Hyper/Supermarkets/ MOFT (Peninsular Malaysia)	<ol style="list-style-type: none"> <li>Buy 1 carton /24-cans of Tiger Crystal with any 2 cartons (or 48-cans) of Tiger Crystal /Edelweiss Original /Edelweiss Peach /Guinness Draught In Can / Tiger Soju in a single receipt.</li> <li>Scan QR code to submit the receipt via the Online Redemption Form.</li> <li>Get 1 Free Hotpot Multicooker</li> </ol> <p>*Participants to this promo are limited to 3 units of Hotpot Multicooker per phone number per individual throughout the campaign period. While stocks last, on a first-come, first-serve basis.</p>	<p>Promotion Period: 14th December 2024 until 12th February 2025</p> <p>Redemption Period: 14th December 2024 until 12th February 2025</p>
Hyper/Supermarkets/ MOFT (East Malaysia)	<ol style="list-style-type: none"> <li>Buy 1 carton /24-cans of Tiger Crystal with any 3 cartons (or 72-cans) of Tiger Crystal /Guinness Foreign Extra Stout in a single receipt.</li> <li>Scan QR code to submit the receipt via the Online Redemption Form.</li> <li>Get 1 Free Hotpot Multicooker</li> </ol> <p>*Participants to this promo are limited to 3 units of Hotpot Multicooker per phone number per individual throughout the campaign period. While stocks last, on a first-come, first-serve basis.</p>	<p>Promotion Period: 14th December 2024 until 12th February 2025</p> <p>Redemption Period: 14th December 2024 until 12th February 2025</p>

- The Promotion is open **ONLY** to non-Muslim individuals who reside in Malaysia aged 21 and over (as at the date of participation in the Promotion and proof of age will be required), who are not Ineligible Persons and who are lawfully permitted to consume alcoholic beverages. No syndicates or groups will be allowed to participate.
- The following categories of persons are not eligible and excluded from participation in the Promotion:
  - Persons employed by, or working for, the Organiser including its affiliated and related companies and their immediate family members (children, parents, brothers and sisters, including spouses) in any capacity;
  - Representatives, employees, servants and / or agents of advertising and / or Promotion service providers of the Organiser including its affiliated and related companies, and their immediate family members (children, parents, brothers and sisters including spouses); and
  - Persons working for third party companies that are involved in the organisation or execution of the Promotion.

Each such person shall be referred to as an “Ineligible Person” and collectively referred to as “Ineligible Persons” in these Terms of Use.

## Promotion Mechanics

1.	<b>Brief Description of Promotion</b>	<ol style="list-style-type: none"> <li><b><u>Tiger Chinese New Year 2025 Promotion</u></b> is organized with the intention to reward Non-Muslim resident in Malaysia above the age of 21 who have participated in the Promotion with purchase on-ground.</li> <li>The Organiser reserves the right to vary, withdraw or re-schedule the Promotion Period or any dates thereof at its sole discretion.</li> </ol>
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2.	<b>Mechanism of Promotion</b>	<p><b>1.</b> The method of participation in the Promotion is via microsite submission upon purchase of the minimum amount of participating products (as per paragraph 1 above (Participation)), throughout the Promotion Period (as per paragraph 1 above (Participation)) and to be redeemed on the Promotion Period/ Redemption Period (if applicable) from any of the following participating outlets nationwide. The Receipt as Proof of Purchase (“POP”) for each entry is a photo of the receipt.</p> <p><b>Participating Hyper/ Super Outlets (MOFT):-</b></p> <ul style="list-style-type: none"> <li>a) Lotus’s</li> <li>b) Aeon</li> <li>c) Aeon Big</li> <li>d) Giant</li> <li>e) Jaya Grocer</li> <li>f) Village Grocer</li> <li>g) Bens Independent Grocer</li> <li>h) TF Value Mart</li> <li>i) Bandar Baru</li> <li>j) Billion</li> <li>k) Isetan</li> <li>l) Sunshine</li> <li>m) Redtick</li> <li>n) Maslee</li> <li>o) Cold Storage</li> <li>p) The Store</li> <li>q) Econsave</li> <li>r) Bataras</li> <li>s) CKS Supermarket</li> <li>t) Everrise</li> <li>u) Everwin</li> <li>v) Farley</li> <li>w) H&amp;L Supermarket</li> <li>x) Lepapa Supermarket</li> <li>y) Servay</li> <li>z) Unaco</li> <li>aa) Other outlets that carry participating products with the Promotion Point of Sales Material displayed.</li> </ul> <p><b>2.</b> To participate, Submission of Entry must submitted via (microsite link) / QR Code.</p> <p><b>3.</b> Participant is required to complete the following steps: -</p> <ul style="list-style-type: none"> <li>a. Submission of Entry via (microsite link)</li> <li>b. Fill up the following details for Submission of Entry: - <ul style="list-style-type: none"> <li>• Name (as stated on his/her NRIC)</li> <li>• IC Number</li> <li>• Contact Number</li> <li>• Email Address</li> <li>• Address</li> <li>• Receipt Number</li> <li>• Receipt Date</li> <li>• Submission of proof of purchase ("Receipt")</li> </ul> </li> <li>c. Participant is required to answer one (1) question via the Promotion webiste as an act of confirmation for Promotion entry submission.</li> </ul> <p><b>4.</b> The promotion limits One receipt per submission. The Organiser reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Promotion without notice.</p>
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		<p>5. Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>6. The Organiser does not charge for Promotion entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>7. The participants must adhere to the mechanism of the Promotion as may be notified or communicated by the Organiser during the Promotion Period.</p> <p>8. Only the original copy of the receipt showing the purchase made between 14th December 2024 to 12th February 2025 is accepted as Proof of Purchase (POP). Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.</p>
3.	<b>Gift with purchase (GWP)</b>	<p>1. Qualified redemption within the promotion period will be eligible to receive one (1) unit of Hotpot Multicooker. This promotion is based on a first come first served basis, while stock lasts.</p> <p>2. Each single receipt is eligible for only one (1) entry for redemption.</p> <p>3. One receipt is valid for one free gift redemption only. For example : Receipt A (Peninsular Malaysia) purchased 6 cartons of participating beer entitled for 1 Hotpot Multicooker Receipt B (Peninsular Malaysia) purchased 3 cartons of participating beer entitled for 1 Hotpot Multicooker</p> <p>4. Each participant (per phone number) is limited to three (3) units of Hotpot Multicooker throughout the promotion period. While stocks last, on a first-come, first-serve basis.</p> <p>5. Once redeemed, the Receipt is no longer valid for any other on-going promotion. The Organiser reserves the rights to disqualify the Participants' submission for redemption of other gifts or in any other on-going Contest/Promotion with the same Receipt.</p> <p>6. Qualified Participants will be notified via SMS / Email notification.</p> <p>7. Qualified participants must ensure that the data details provided to the Organizer are true, accurate, current and complete.</p> <p>8. The Organizer's appointed agent will ship out Hotpot Multicooker within 14 days after verification completed.</p> <p>9. The Organiser and its affiliates (including its employees and agents) shall not be liable for any loss or damage whatsoever incurred or suffered by any party in relation to this redemption.</p> <p>10. The Organiser reserves the right to not award any and/or all prize(s) on the basis that there are insufficient Qualified Entries. For example, if there are 1,000 prizes available to be won, in the event that there are less than 1,000 Qualified Entries, the Organiser is entitled to only award the prize(s) to the Qualified Entries and forfeit the remaining prize(s).</p> <p>11. For Promotion purpose, only the original copy of the receipt showing the purchase made between 14th December 2024 to 12th February 2025 is accepted as Proof of Purchase. Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.</p>
4.	<b>Notification, Verification and Contact of Winners</b>	<p><b>NOTIFICATION</b></p> <p>1. The winner will be notified of their win via SMS / Email notification.</p>

		<p>2. The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>3. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win and they will be advised by the Organiser as to the verification and redemption of prizes process.</p> <p>4. Each participant is eligible to win one [1] prize during the Promotion Period.</p> <p>5. The winners must respond within <b>three (3) days</b> from the time when the Organiser sent the notification via WhatsApp.</p> <p>6. If the winner fails to respond within <b>three (3) days</b>, the Organiser reserves the rights to substitute the winner with subsequent name on the list.</p> <p><b>VERIFICATION</b></p> <p>The winner must provide Full Name (as stated on his/her NRIC), IC Number and attach clear copy of Proof of Purchase (“POP”) to the Organiser and its appointed agent (which means a third party appointed by the Organiser from time to time as its agent to, amongst others, manage the WhatsApp hotline and the distribution of the prizes pursuant to this Promotion, hereinafter referred to as the “Appointed Agent”) for verification.</p> <p>The documents provided must be an exact match to the details submitted via microsite.</p> <p>In the event that the Organiser finds the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p><b>CONTACT</b></p> <p>Upon verification and confirmation of the details, the Promotion winners will be contacted via WhatsApp by ‘SAM Merchandising Sdn Bhd’ Organiser’s Appointed Agent.</p>
6.	<b>Prize fulfilment</b>	<p>Once the winner has been verified and confirmed, prize fulfilment shall be through:</p> <p>a) Prizes worth RM500 and below will be send via courier service to the winners’ full mailing address as provided to the Organiser upon request.</p> <p>b) Prizes worth RM500 and above, winners need to collect at the Organiser / Appointed Agent office (within Klang Valley) that will be notify by Organiser’s Appointed Agent to the winner. The collection of the prize must be collect within the timing and pre-arranged date given from the Appointed Agent to the winner.</p> <p>1. Prize sent via courier service : The Organiser and the Appointed Agent have the right to request the winner to sign and send back a copy of all the consent documents together with the original receipt as proof of purchase and a scanned copy of their I.C. for verification purposes to the Organiser.</p> <p>2. Prize collection at office : The winner need to bring along original IC and original receipt as proof of purchase for verification purposes to the Organiser / Appointed Agent.</p> <p>3. By participating in the Promotion, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Promotion, or Promotions generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Promotion. All participants and/or winners hereby agree and consent to the use of his/her</p>

		<p>name for the purpose of advertising, trade or Promotion by the Organiser without any additional compensation, notification and/or permission.</p> <p>4. The Organiser reserves the right to disqualify and remove any participants from the Promotion without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Promotion.</p> <p>5. The Organiser reserves the right to forfeit the prize if the winner fails to respond by the date and time agreed by the winner and the Organiser's Appointed Agent.</p> <p>6. The Organiser reserves the right to ignore requests from winners during the Promotion Period which are deemed by the Organiser to be unreasonable.</p> <p>7. The Organizer shall not be liable for any delays in performance arising from compliance with laws, regulations, orders, or any other rules by the government or relevant authorities/bodies.</p>
7.	<b>General</b>	<p>The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>The Organizer reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Promotion without notice.</p> <p>Participants <b>MUST</b> keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>The Organizer does not charge for entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>The participants must adhere to the mechanism of the Promotion as may be notified or communicated by the Organizer during the Promotion Period.</p> <p>The Organizer reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>All prizes are accepted entirely at the risk of the participant and are awarded by the Organizer and/or sponsors without any warranty of any kind expressed or implied.</p> <p>The participant shall execute a deed of release and indemnity in a form prescribed by the Organizer, if so required, in order to receive the Prize.</p> <p>The Organiser will send out an acknowledgement message to successful entry and unsuccessful entry through SMS/ Email notifications.</p> <p>All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize.</p> <p>In the event that the Organiser finds that the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p>

	<p>By participating in the Promotion, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Promotion, or Promotions generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Promotion. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Promotion by the Organiser without any additional compensation, notification and/or permission.</p> <p>The Organiser reserves the right to disqualify and remove any participants from the Promotion without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Promotion.</p> <p>The Organiser reserves the right to ignore requests from winners during the Promotion Period which are deemed by the Organiser to be unreasonable.</p>
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**Note: In the event of any conflict or inconsistency between the terms and provision in this table and those of the Promotion, the terms and provisions in this table will prevail.**

### **Tiger Chinese New Year 2025 Promotion (CVS) Terms & Conditions**

#### **Participation**

4. To participate in the Contest, participants need to purchase a minimum amount as set out below in a single receipt throughout the Contest Period (as defined hereinafter) from any participating outlets (as defined hereinafter) nationwide:

Channel	Mechanics/ Minimum Amount	Contest Period
Convenience stores/ CVS / Traditional Outlets	1. Purchase any 2 cans of Heineken® / Heineken® 0.0 / Tiger Crystal / Tiger Soju / Guinness Foreign Extra Stout / GDIC / Edelweiss original/ Edelweiss Peach in a single receipt. 2. Scan QR code to submit the receipt via the Contest Website. 3. Stand to win Samsung Galaxy Z Fold6 (256GB) (8 prizes) OR Touch 'n Go eWallet credit worth RM 88 (888 prizes)	21 <sup>st</sup> December 2024 to 12 <sup>th</sup> February 2025

5. The Contest is open **ONLY** to non-Muslim individuals who reside in Malaysia aged 21 and over (as at the date of participation in the Contest and proof of age will be required), who are not Ineligible Persons and who are lawfully permitted to consume alcoholic beverages. No syndicates or groups will be allowed to participate.
6. The following categories of persons are not eligible and excluded from participation in the Contest:
- (iv) Persons employed by, or working for, the Organiser including its affiliated and related companies and their immediate family members (children, parents, brothers and sisters, including spouses) in any capacity;
  - (v) Representatives, employees, servants and / or agents of advertising and / or Contest service providers of the Organiser including its affiliated and related companies, and their immediate family members (children, parents, brothers and sisters including spouses); and
  - (vi) Persons working for third party companies that are involved in the organisation or execution of the Contest.

Each such person shall be referred to as an “Ineligible Person” and collectively referred to as “Ineligible Persons” in these Terms of Use.

#### **Contest Mechanics**

1.	<b>Brief Description of Contest</b>	<p>1. <b><u>Tiger Chinese New Year 2025 Promotion</u></b> is organized with the intention to reward Non-Muslim resident in Malaysia above the age of 21 who have participated in the Contest with purchase on-ground.</p> <p>2. The Organiser reserves the right to vary, withdraw or re-schedule the Contest Period or any dates thereof at its sole discretion.</p>
2.	<b>Mechanism of Contest</b>	<p>9. The method of participation in the Contest is via microsite submission upon purchase of the minimum amount of participating products (as per paragraph 1 above (Participation)), throughout the Contest Period (as per paragraph 1 above (Participation)) and to be redeemed on the Contest Period/ Redemption Period (if applicable) from any of the following participating outlets nationwide. The Receipt as Proof of Purchase (“POP”) for each entry is a photo of the receipt.</p> <p><b>Participating Convenient Store (CVS) &amp; Traditional outlets:-</b></p> <ol style="list-style-type: none"> <li>a) 7-Eleven</li> <li>b) MyNews/CU</li> <li>c) KK Mart</li> <li>d) Bila-bila Mart</li> <li>e) GT Mart</li> <li>f) MIX</li> <li>g) Other Convenient Stores/Traditional outlets that carry participating products with the Promotion Point of Sales Material displayed. (collectively referred to as “Participating Outlets”)</li> </ol> <p><b>Participating Products:-</b></p> <ol style="list-style-type: none"> <li>a) Heineken® Beer (Original)</li> <li>b) Heineken® 0.0</li> <li>c) Tiger Crystal</li> <li>d) Tiger Soju</li> <li>e) Guinness Foreign Extra Stout</li> <li>f) Guinness Draught in Can (GDIC)</li> <li>g) Edelweiss Original</li> <li>h) Edelweiss Peach</li> </ol> <p>10. To participate, Submission of Entry must submitted via (<a href="http://tigercny.tigerbeer.com">tigercny.tigerbeer.com</a>).</p> <p>11. Participant is required to complete the following steps: -</p> <ol style="list-style-type: none"> <li>d. Submission of Entry via ( <a href="http://tigercny.tigerbeer.com">tigercny.tigerbeer.com</a> )</li> <li>e. Fill up the following details for Submission of Entry: - <ul style="list-style-type: none"> <li>• Name (as stated on his/her NRIC)</li> <li>• IC Number</li> <li>• Contact Number</li> <li>• Email Address</li> <li>• Address</li> <li>• Receipt Number</li> <li>• Receipt Date</li> <li>• Submission of proof of purchase ("Receipt")</li> </ul> </li> <li>f. Participant is required to answer one (1) question via the contest webiste as an act of confirmation for contest entry submission.</li> </ol> <p>12. The Contest limits One receipt per submission. Participant(s) may submit more than one (1) entry through another submission. The Organiser reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered,</p>



		<p>duplicated, defective, is invalid and will be automatically disqualified from the Contest without notice.</p> <p>13. Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>14. The Organiser does not charge for Contest entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>15. The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organiser during the Contest Period.</p> <p>16. Only the original copy of the receipt showing the purchase made between 21st December 2024 to 12th February 2025 is accepted as Proof of Purchase (POP). Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.</p>
3.	<b>Prizes</b>	<p>12. There are eight hundred and ninety six (896) prizes to be won throughout 21st December 2024 until 12th February 2025 as below:</p> <ul style="list-style-type: none"> <li>• Weekly Grand Prize: Samsung Galaxy Z Fold6 (256GB) x 8 prizes</li> <li>• Weekly Consolation Prize : Touch 'n Go eWallet credit worth RM 88 x 888 prizes</li> </ul> <p>13. The Organiser reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>14. All prizes are accepted entirely at the risk of the participant and are awarded by the Organiser and/or sponsors without any warranty of any kind express or implied.</p> <p>15. The participant shall execute a deed of release and indemnity in a form prescribed by the Organiser, if so required, in order to receive the Prize.</p> <p>16. The Organiser reserves the right to not award any and/or all of the prize(s) on the basis that there are insufficient entries which qualify and satisfy the criteria (“Qualifying Entries”). For example, if there are 100 prizes available to be won during a particular Contest Period, in the event that there are less than 100 Qualifying Entries, the Organiser is entitled to only award the prize(s) to the Qualifying Entries and forfeit the remaining prize(s).</p>
4.	<b>Selection of Winners</b>	<p>1) Throughout the Contest Period, the Organiser will select total eight hundred and ninety six (896) winners** based on the time of entry.</p> <p>2) **There are eight (8) Bi-Weekly Grand prizes to be won throughout the Contest Period.</p> <p>Each biweekly the serial numbers allocated to each Qualified Entry will be tabulated and added up to derive the total number of Qualified Entries [“Total Qualified Entries”]. Assuming the Total Qualified Entries received is 3458, the Organiser will compute and select the shortlisted entries based on the following example:</p> <p>Weekly Grand Prize : Samsung Galaxy Z Fold6 (256GB) x 8 winners  Week 1 (21 Dec 2024 – 5 Jan 2025) x 2 winners  Week 2 (6 Jan 2025 – 19 Jan 2025) x 2 winners  Week 3 (20 Jan 2025 – 2 Feb 2025) x 2 winners  Week 4 (3 Feb 2025 – 12 Feb 2025) x 2 winners</p> <p><math>(3458-4) \div 2 = 1727</math>  Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 1727th serial number entry and subsequent serial numbers with the multiplication of 1727.</p>

		<p>**There are eight hundred and eighty eight (888) Bi-Weekly Consolation Prizes to be won throughout the Contest Period.</p> <p>Each biweekly the serial numbers allocated to each Qualified Entry will be tabulated and added up to derive the total number of Qualified Entries [“Total Qualified Entries”]. Assuming the Total Qualified Entries received is 3458, the Organiser will compute and select the shortlisted entries based on the following example:</p> <p>Weekly Consolation Prize : Touch ‘n Go eWallet credit worth RM 88 x 888 winners  Week 1 (21 Dec 2024 – 5 Jan 2025) x 222 winners  Week 2 (6 Jan 2025 – 19 Jan 2025) x 222 winners  Week 3 (20 Jan 2025 – 2 Feb 2025) x 222 winners  Week 4 (3 Feb 2025 – 12 Feb 2025) x 222 winners</p> <p><math>3458 \div 222 = 15.58</math> (The multiplication number in this case is 16)  Decimal value will be rounded down to the nearest whole number. Hence, the winners are the 16th serial number entry and subsequent serial numbers with the multiplication of 16.</p> <p>3) All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use and must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize.</p> <p>4) The Organiser reserves the right to disqualify and remove any Participant from the Contest without prior notification or disclosure of information should the Participant be suspected of tampering with their entries or breach the Contest terms and conditions.</p>
5.	<p><b>Notification, Verification and Contact of Winners</b></p>	<p><b>NOTIFICATION</b></p> <p>7. The winner will be notified of their win via Microsite/ SMS/ Email notification.</p> <p>8. The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>9. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win and they will be advised by the Organiser as to the verification and redemption of prizes process.</p> <p>10. Each participant is eligible to win a maximum of ONE (1) prize during the Promotion Period.</p> <p>11. The winners must respond within <b>three (3) days</b> from the time when the Organiser sent the notification via WhatsApp.</p> <p>12. If the winner fails to respond within <b>three (3) days</b>, the Organiser reserves the rights to substitute the winner with subsequent name on the list.</p> <p><b>VERIFICATION</b></p> <p>The winner must provide Full Name (as stated on his/her NRIC), IC Number and attach clear copy of Proof of Purchase (“POP”) to the Organiser and its appointed agent (which means a third party appointed by the Organiser from time to time as its agent to, amongst others, manage the WhatsApp hotline and the distribution of the prizes pursuant to this Contest, hereinafter referred to as the “Appointed Agent”) for verification.</p> <p>The documents provided must be an exact match to the details submitted via microsite.</p> <p>In the event that the Organiser finds the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p>

		<p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p><b>CONTACT</b></p> <p>Upon verification and confirmation of the details, the Contest winners will be contacted via WhatsApp by ‘SAM Merchandising Sdn Bhd’ Organiser’s Appointed Agent.</p>
6.	<b>Prize fulfilment</b>	<p>Once the winner has been verified and confirmed, prize fulfilment shall be through:</p> <ul style="list-style-type: none"> <li>c) Prizes worth RM500 and below will be send via courier service to the winners’ full mailing address as provided to the Organiser upon request.</li> <li>d) Prizes worth RM500 and above, winners need to collect at the Organiser / Appointed Agent office (within Klang Valley) that will be notify by Organiser’s Appointed Agent to the winner. The collection of the prize must be collect within the timing and pre-arranged date given from the Appointed Agent to the winner.</li> </ul> <p>8. Prize sent via courier service : The Organiser and the Appointed Agent have the right to request the winner to sign and send back a copy of all the consent documents together with the original receipt as proof of purchase and a scanned copy of their I.C. for verification purposes to the Organiser.</p> <p>9. Prize collection at office : The winner need to bring along original IC and original receipt as proof of purchase for verification purposes to the Organiser / Appointed Agent.</p> <p>10. By participating in the Contest, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Contest, or Contests generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Contest. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Contest by the Organiser without any additional compensation, notification and/or permission.</p> <p>11. The Organiser reserves the right to disqualify and remove any participants from the Contest without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Contest.</p> <p>12. The Organiser reserves the right to forfeit the prize if the winner fails to respond by the date and time agreed by the winner and the Organiser’s Appointed Agent.</p> <p>13. The Organiser reserves the right to ignore requests from winners during the Contest Period which are deemed by the Organiser to be unreasonable.</p> <p>14. The Organizer shall not be liable for any delays in performance arising from compliance with laws, regulations, orders, or any other rules by the government or relevant authorities/bodies.</p>
7.	<b>General</b>	<p>The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>The Organizer reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Contest without notice.</p> <p>Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p>

	<p>The Organizer does not charge for entries submitted by the participants. The Organizer shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organizer during the Contest Period.</p> <p>The Organizer reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>All prizes are accepted entirely at the risk of the participant and are awarded by the Organizer and/or sponsors without any warranty of any kind expressed or implied.</p> <p>The participant shall execute a deed of release and indemnity in a form prescribed by the Organizer, if so required, in order to receive the Prize.</p> <p>The Organizer will send out an acknowledgement message to successful entry and unsuccessful entry through Email notifications.</p> <p>All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize.</p> <p>In the event that the Organizer finds that the presented receipt is not authentic or invalid then the Organizer shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organizer shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p>By participating in the Contest, the participants grant the Organizer the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Contest, or Contests generally held by the Organizer at any time and from time to time. The Organizer may promote or advertise that a particular winner won the Contest. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Contest by the Organizer without any additional compensation, notification and/or permission.</p> <p>The Organizer reserves the right to disqualify and remove any participants from the Contest without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Contest.</p> <p>The Organizer reserves the right to ignore requests from winners during the Contest Period which are deemed by the Organizer to be unreasonable.</p>
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**Note: In the event of any conflict or inconsistency between the terms and provision in this table and those of the Contest, the terms and provisions in this table will prevail.**

**Tiger Chinese New Year 2025 Promotion (Pub/Bar) Terms & Conditions**

**Participation**

1. In order to participate in the Contest, individuals must make a qualifying purchase of a specified minimum amount in a single transaction during the Contest Period, as detailed below, from any designated outlets across the nation:

Channel	Mechanics	Contest Period
Pubs and Bars/	<p>Purchase RM 90 and above of any of the following brands: Heineken, Guinness, Edelweiss, Tiger, Tiger Crystal or Tiger Soju in a single receipt</p> <p>Scan the QR code to submit receipt and fill in personal details.</p> <p>Stand a chance to win a Tiger Mahjong Set or RM 88 Touch 'n Go eWallet credit.</p>	15th Dec 2024 until 15 <sup>th</sup> Feb 2025

1. The Contest is **ONLY** open to non-Muslim Malaysian who are 21 years of age or older as of the date of participation in the Contest. Proof of age will be required. Participants must not fall under the category of Ineligible Persons and must be legally permitted to consume alcoholic beverages. Participation by syndicates or groups is prohibited.
2. The following individuals are not eligible to participate in the Contest:
  - a. Individuals employed by or associated with the Organiser, its affiliates, and related entities, including their immediate family members (children, parents, siblings, and spouses) in any capacity;
  - b. Representatives, employees, or agents of advertising or Contestal service providers engaged by the Organiser, including its affiliates and related companies, and their immediate family members (children, parents, siblings, and spouses);
  - c. Individuals employed by third-party companies involved in the organization or execution of the Contest.

Each individual falling within these categories shall be deemed an "Ineligible Person" and collectively referred to as "Ineligible Persons" in these Terms of Use.

### Contest Mechanic

<b>Brief Description of Contest</b>	<p>3. <b>"Tiger "Together, We ROAR" CNY Promotion (Pub/Bar) Contest</b> is organized with the intention to reward Non-Muslim Malaysian above the age of 21 who have participated in the Contest with purchase on-ground.</p> <p>4. The Organiser reserves the right to vary, withdraw or re-schedule the Contest Period or any dates thereof at its sole discretion.</p>
<b>Mechanism of Contest</b>	<p>17. The method of participation in the Contest is via microsite submission upon purchase of the minimum amount of participating products (as per paragraph 1 above), throughout the Contest Period (as per paragraph 1 above) and to be redeemed on the Contest Period/ Redemption Period (if applicable) from any of the following participating outlets nationwide. The Receipt as Proof of Purchase ("POP") for each entry is a photo of the receipt.</p> <p>18. To participate, Submission of Entry is through scanning of QR code on the POSM or submit via <b>tigercny.tigerbeer.com</b></p> <p>19. Participant is required to complete the following steps: -</p>

	<p>g. Scan on the QR code on POSM to be directed to the microsite for submission or submit via <b>tigercny.tigerbeer.com</b></p> <p>h. Fill up the following details for Submission of Entry: -</p> <ul style="list-style-type: none"> <li>• Name (as stated on his/her NRIC)</li> <li>• NRIC Number</li> <li>• Contact Number</li> <li>• Email Address</li> <li>• Receipt Number</li> <li>• Submission of proof of purchase ("Receipt")</li> </ul> <p>i. Participant is required to answer one (1) question via microsite as an act of confirmation for contest entry submission.</p> <p>20. One receipt per entry for the Contest. Participant(s) may submit more than one (1) entry. The Organiser reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the proof of purchase is altered, duplicated, defective, is invalid and will be automatically disqualified from the Contest without notice.</p> <p>21. Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>22. The Organiser does not charge for Contest entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organiser during the Contest Period.</p>
<p><b>Prizes</b></p>	<p>1. There are 1,388 prizes to be won throughout the promotion period as below:</p> <ul style="list-style-type: none"> <li>(a) 200 X Tiger Mahjong</li> <li>(b) 1,188 X RM 88 Touch 'n Go eWallet credit</li> </ul> <p>17. The Organiser reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>18. All prizes are accepted entirely at the risk of the participant and are awarded by the Organiser and/or sponsors without any warranty of any kind express or implied.</p> <p>19. The participant shall execute a deed of release and indemnity in a form prescribed by the Organiser, if so required, in order to receive the Prize.</p> <p>20. The Organiser reserves the right to not award any and/or all of the prize(s) on the basis that there are insufficient entries which qualify and satisfy the criteria ("Qualifying Entries"). For example, if there are 100 prizes available to be won during a particular Contest Period, in the event that there are less than 100 Qualifying Entries, the Organiser is entitled to</p>

	<p>only award the prize(s) to the Qualifying Entries and forfeit the remaining prize(s).</p>
<p><b>Selection of Winners</b></p>	<p>To shortlist the winner for each tier, the Organiser will allocate serial numbers for each valid entry received and approved by the organiser throughout Contest Period [each a “Qualified Entry” and collectively the “Qualified Entries”]. A set of serial numbers will be allocated for the Qualified Entries starting from serial number “1”.</p> <p>The serial numbers allocated to each Qualified Entry will be tabulated and added up to derive the total number of Qualified Entries [“Total Qualified Entries”].</p> <p>Assuming the Total Qualified Entries received is 3,888 , the Organiser will compute and select the shortlisted entries based on the following :</p> <p>Selection of nineteenth [19] winner finalists for Tiger Mahjong : <math>3,888 \div 200 = 19^{\text{th}}</math>.</p> <p>Participants with Qualified Entries bearing the following serial numbers will be selected as the winner Finalists: 19<sup>th</sup>, 38<sup>th</sup>, 57<sup>th</sup>, 76<sup>th</sup> and so on.</p> <ol style="list-style-type: none"> <li>2. All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use and must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize.</li> <li>3. The Organiser reserves the right to disqualify and remove any Participant from the Contest without prior notification or disclosure of information should the Participant be suspected of tampering with their entries or breach the Contest terms and conditions.</li> </ol>
<p><b>Notification, Verification and Contact of Winners</b></p>	<p>NOTIFICATION</p> <p>The winner will be announced via Microsite / WhatsApp / Email notification.</p> <p>The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <ol style="list-style-type: none"> <li>1. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win and they will be advised by the Organiser as to the verification and redemption of prizes process.</li> <li>2. Each participant is only eligible to win maximum of 1 prize during the Contest Period.</li> <li>3. The winners must respond within three (3) days from the time when the Organiser sent the notification via WhatsApp.</li> <li>4. If the winner fails to respond within three (3) days, the Organiser reserves the rights to substitute the winner with subsequent name on the list.</li> </ol> <p>VERIFICATION</p> <p>The winner must provide Full Name (as stated on his/her NRIC), IC Number and attach clear copy of Proof of Purchase (“POP”) to the Organiser and its</p>

	<p>appointed agent (which means a third party appointed by the Organiser from time to time as its agent to, amongst others, manage the WhatsApp hotline and the distribution of the prizes pursuant to this Contest, hereinafter referred to as the “Appointed Agent”) for verification.</p> <p>The documents provided must be an exact match to the details submitted via microsite.</p> <p>In the event that the Organiser finds the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p>CONTACT</p> <p>Upon verification and confirmation of the details, the Contest winners will be contacted by WhatsApp/Micosite/Email by the Organiser’s Appointed Agent.</p>
<p><b>Prize Fulfilment</b></p>	<p>Once the winner has been verified and confirmed, prize fulfilment shall be through:</p> <ol style="list-style-type: none"> <li>1. For Tiger Mahjong, will be sent via courier service to the winners’ full mailing address as provided to the Organiser or Appointed Agent upon request. <ol style="list-style-type: none"> <li>(a) Prize sent via courier service : The Organiser and the Appointed Agent have the right to request the winner to sign and send back a copy of all the consent documents together with the original receipt as POP and a scanned copy of their I.C. for verification purposes to the Organiser.</li> </ol> </li> <li>2. For Touch ‘n Go eWallet credit winners, the Organiser will direct debit the Touch ‘n Go credit into winner’s eWallet based on the phone number provided during submission of entry.</li> <li>3. By participating in the Contest, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any Contestal activities in any and all media concerning the winning of the Contest, or Contests generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Contest. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Contest by the Organiser without any additional compensation, notification and/or permission.</li> <li>4. The Organiser reserves the right to disqualify and remove any participants from the Contest without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Contest.</li> <li>5. The Organiser reserves the right to forfeit the prize if the winner fails to respond by the date and time agreed by the winner and the Organiser’s Appointed Agent.</li> </ol>



	<p>6. The Organiser reserves the right to ignore requests from winners during the Contest Period which are deemed by the Organiser to be unreasonable.</p>
<p><b>General</b></p>	<p>The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>The Organizer reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Contest without notice.</p> <p>Participants MUST keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>The Organizer does not charge for entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>The participants must adhere to the mechanism of the Contest as may be notified or communicated by the Organizer during the Contest Period.</p> <p>The Organizer reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>All prizes are accepted entirely at the risk of the participant and are awarded by the Organizer and/or sponsors without any warranty of any kind expressed or implied.</p> <p>The participant shall execute a deed of release and indemnity in a form prescribed by the Organizer, if so required, in order to receive the Prize.</p> <p>The Organiser will send out an acknowledgement message to successful entry and unsuccessful entry through Email notifications.</p> <p>All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize.</p> <p>In the event that the Organiser finds that the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p>By participating in the Contest, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any Contestal activities in any and all media concerning the winning of the Contest, or Contests generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Contest.</p>



	<p>All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Contest by the Organiser without any additional compensation, notification and/or permission.</p> <p>The Organiser reserves the right to disqualify and remove any participants from the Contest without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Contest.</p> <p>The Organiser reserves the right to ignore requests from winners during the Contest Period which are deemed by the Organiser to be unreasonable.</p>
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**Note: In the event of any conflict or inconsistency between the terms and provision in this table and those of the Contest, the terms and provisions in this table will prevail.**

**Tiger Chinese New Year 2025 Promotion (Coffee Shops & Food Courts) Terms & Conditions**

**Participation**

7. To participate in the Promotion, participants need to purchase a minimum amount as set out below in a single receipt throughout the Promotion Period (as defined hereinafter) from any participating outlets (as defined hereinafter) nationwide:

Channel	Mechanics/ Minimum Amount	Promotion Period
Coffee Shops & Food Courts	<p>1. Purchase any Tiger / Tiger Crystal / Guinness / Heineken Quarts</p> <p>2. Contact (1800-22-8220) to submit a picture of liners and receive prizes.</p> <p>a. Collect 1 x "Star" Bottle Cap - get a Tiger Gold Coin 999.9 10g (138 winners)</p>  <p>b. Collect 1 x "A" Bottle Cap – get a Automatic Card Dealer (3,000 winners)</p>  <p>c. Collect 6 x "B" Bottle Cap (inclusive minimum 1 Tiger Crystal) – get a Premium Playing Cards *Redeem from participating Coffeeshop and Foodcourt outlets.</p>	<p>Promotion Period: 1st December 2024 - 15th February 2025</p> <p>Redemption Period: 1st December 2024 – 28th February 2025</p>



8. The Promotion is open **ONLY** to non-Muslim individuals who reside in Malaysia aged 21 and over (as at the date of participation in the Promotion and proof of age will be required), who are not Ineligible Persons and who are lawfully permitted to consume alcoholic beverages. No syndicates or groups will be allowed to participate.
9. The following categories of persons are not eligible and excluded from participation in the Promotion:
- (vii) Persons employed by, or working for, the Organiser including its affiliated and related companies and their immediate family members (children, parents, brothers and sisters, including spouses) in any capacity;
  - (viii) Representatives, employees, servants and / or agents of advertising and / or Promotion service providers of the Organiser including its affiliated and related companies, and their immediate family members (children, parents, brothers and sisters including spouses); and
  - (ix) Persons working for third party companies that are involved in the organisation or execution of the Promotion.

Each such person shall be referred to as an “Ineligible Person” and collectively referred to as “Ineligible Persons” in these Terms of Use.

**Promotion Mechanics**

1.	<b>Brief Description of Promotion</b>	<p>1. <b><u>Tiger “Together, WE ROAR” Chinese New Year 2025 Promotion</u></b> is organized with the intention to reward Non-Muslim resident in Malaysia above the age of 21 who have participated in the Promotion with purchase on-ground.</p> <p>2. The Organiser reserves the right to vary, withdraw or re-schedule the Promotion Period or any dates thereof at its sole discretion.</p>
2.	<b>Mechanism of Promotion</b>	<p>23. The method of participation in the Promotion is via WhatsApp submission upon purchase of the minimum amount of participating products (as per paragraph 1 above (Participation)), throughout the Promotion Period (as per paragraph 1 above (Participation)) and to be redeemed on the Promotion Period/ Redemption Period (if applicable) from any of the following participating outlets nationwide.</p> <p>24. Participants <b>MUST</b> keep the original Liner for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>25. The Organiser does not charge for Promotion entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>26. The participants must adhere to the mechanism of the Promotion as may be notified or communicated by the Organiser during the Promotion Period.</p>
3.	<b>Prizes</b>	<p>21. Prizes to be won for any participating Coffee Shops &amp; Food Courts in whole Malaysia.</p> <p>a. Collect 1 x "Star" Bottle Cap - get a Tiger Gold Coin 999.9 10g (138 winners)</p> <p>b. Collect 1 x "A" Bottle Cap – get a Automatic Card Dealer (3,000 winners)</p> <p>c. Collect 6 x "B" Bottle Cap (inclusive minimum 1 Tiger Crystal) – get a Premium Playing Cards</p>

		<p>22.The Organiser reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>23.All prizes are accepted entirely at the risk of the participant and are awarded by the Organiser and/or sponsors without any warranty of any kind express or implied.</p> <p>24.The participant shall execute a deed of release and indemnity in a form prescribed by the Organiser, if so required, in order to receive the Prize.</p> <p>25.The Organiser reserves the right to not award any and/or all of the prize(s) on the basis that there are insufficient entries which qualify and satisfy the criteria (“Qualifying Entries”). For example, if there are 100 prizes available to be won during a particular Promotion Period, in the event that there are less than 100 Qualifying Entries, the Organiser is entitled to only award the prize(s) to the Qualifying Entries and forfeit the remaining prize(s).</p>
5.	<p><b>Notification, Verification and Contact of Winners</b></p>	<p><b>NOTIFICATION</b></p> <p>5. The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>6. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win and they will be advised by the Organiser as to the verification and redemption of prizes process.</p> <p><b>VERIFICATION</b></p> <p>The winner must provide Full Name (as stated on his/her NRIC), IC Number and attach clear photo of Winning Liner to the Organiser and its appointed agent (which means a third party appointed by the Organiser from time to time as its agent to, amongst others, manage the WhatsApp hotline and the distribution of the prizes pursuant to this Promotion, hereinafter referred to as the “Appointed Agent”) for verification.</p> <p>The documents provided must be an exact match to the details submitted via WhatsApp.</p> <p>In the event that the Organiser finds the presented liner is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p><b>CONTACT</b></p> <p>Upon verification and confirmation of the details, the Promotion winners will be contacted via WhatsApp by ‘SAM Merchandising Sdn Bhd’ Organiser’s Appointed Agent.</p>
6.	<p><b>Prize fulfilment</b></p>	<p>Once the winner has been verified and confirmed, prize fulfilment shall be through:</p> <p>e) Prizes worth RM500 and below will be send via courier service to the winners’ full mailing address as provided to the Organiser upon request.</p> <p>f) Prizes worth RM500 and above, winners need to collect at the Organiser / Appointed Agent office (within Klang Valley) that will be notify by Organiser’s Appointed Agent to the winner. The collection of the prize must be collect within the timing and pre-arranged date given from the Appointed Agent to the winner.</p> <p>15. Prize sent via courier service : The Organiser and the Appointed Agent have the right to request the winner to sign and send back a copy of all the consent documents together with a scanned copy of their I.C. for verification purposes to the Organiser.</p> <p>16. Prize collection at office : The winner need to bring along original IC and the winning liner for verification purposes to the Organiser / Appointed Agent.</p>

		<p>17. By participating in the Promotion, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Promotion, or Promotions generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Promotion. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Promotion by the Organiser without any additional compensation, notification and/or permission.</p> <p>18. The Organiser reserves the right to disqualify and remove any participants from the Promotion without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Promotion.</p> <p>19. The Organiser reserves the right to forfeit the prize if the winner fails to respond by the date and time agreed by the winner and the Organiser's Appointed Agent.</p> <p>20. The Organiser reserves the right to ignore requests from winners during the Promotion Period which are deemed by the Organiser to be unreasonable.</p> <p>21. The Organizer shall not be liable for any delays in performance arising from compliance with laws, regulations, orders, or any other rules by the government or relevant authorities/bodies.</p>
7.	<b>General</b>	<p>The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>The Organizer reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the liner is altered, duplicated, defective, is invalid and will be automatically disqualified from the Promotion without notice.</p> <p>Participants <b>MUST</b> keep the original liner for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>The Organizer does not charge for entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>The participants must adhere to the mechanism of the Promotion as may be notified or communicated by the Organizer during the Promotion Period.</p> <p>The Organizer reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>All prizes are accepted entirely at the risk of the participant and are awarded by the Organizer and/or sponsors without any warranty of any kind expressed or implied.</p> <p>The participant shall execute a deed of release and indemnity in a form prescribed by the Organizer, if so required, in order to receive the Prize.</p> <p>All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize.</p> <p>In the event that the Organiser finds that the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p>

	<p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p>By participating in the Promotion, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Promotion, or Promotions generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Promotion. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Promotion by the Organiser without any additional compensation, notification and/or permission.</p> <p>The Organiser reserves the right to disqualify and remove any participants from the Promotion without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Promotion.</p> <p>The Organiser reserves the right to ignore requests from winners during the Promotion Period which are deemed by the Organiser to be unreasonable.</p>
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**Note: In the event of any conflict or inconsistency between the terms and provision in this table and those of the Promotion, the terms and provisions in this table will prevail.**

**Tiger Chinese New Year 2025 Promotion (Drinkies) Terms & Conditions**

**Participation**

10. To participate in the Promotion, participants need to purchase a minimum amount as set out below in a single receipt throughout the Promotion Period (as defined hereinafter) from any participating outlets (as defined hereinafter) nationwide:

Channel	Mechanics/ Minimum Amount	Promotion Period
Drinkies	<ol style="list-style-type: none"> <li>Buy 1 carton /24-cans of Tiger Crystal with any 2 cartons (or 48-cans) of Tiger Crystal /Edelweiss Original /Edelweiss Peach /Guinness Draught In Can / Tiger Soju in a single receipt.</li> <li>Purchases made on Drinkies would automatically be considered as submissions upon meeting the participation requirements</li> <li>Get 1 Free Hotpot Multicooker</li> </ol> <p>*Participants to this promo are limited to 3 units of Hotpot Multicooker per phone number per individual throughout the campaign period. While stocks last, on a first-come, first-serve basis.</p>	<p>Promotion Period: 14th December 2024 until 12th February 2025</p> <p>Redemption Period: 14th December 2024 until 12th February 2025</p>
Lazada & Shopee	<ol style="list-style-type: none"> <li>Buy 1 carton /24-cans of Tiger Crystal with any 3 cartons (or 72-cans) of Tiger Crystal /Guinness Foreign Extra Stout in a single receipt.</li> <li>Scan QR code to submit the receipt via the Online Redemption Form.</li> <li>Get 1 Free Hotpot Multicooker</li> </ol> <p>*Participants to this promo are limited to 3 units of Hotpot Multicooker per phone number per individual throughout the campaign period. While stocks last, on a first-come, first-serve basis.</p>	<p>Promotion Period: 14th December 2024 until 12th February 2025</p> <p>Redemption Period: 14th December 2024 until 12th February 2025</p>

11. The Promotion is open **ONLY** to non-Muslim individuals who reside in Malaysia aged 21 and over (as at the date of participation in the Promotion and proof of age will be required), who are not Ineligible Persons and who are lawfully permitted to consume alcoholic beverages. No syndicates or groups will be allowed to participate.
12. The following categories of persons are not eligible and excluded from participation in the Promotion:
- (x) Persons employed by, or working for, the Organiser including its affiliated and related companies and their immediate family members (children, parents, brothers and sisters, including spouses) in any capacity;
  - (xi) Representatives, employees, servants and / or agents of advertising and / or Promotion service providers of the Organiser including its affiliated and related companies, and their immediate family members (children, parents, brothers and sisters including spouses); and
  - (xii) Persons working for third party companies that are involved in the organisation or execution of the Promotion.

Each such person shall be referred to as an “Ineligible Person” and collectively referred to as “Ineligible Persons” in these Terms of Use.

### Promotion Mechanics

1.	<b>Brief Description of Promotion</b>	<p>1. <b>Tiger Chinese New Year 2025 Promotion</b> is organized with the intention to reward Non-Muslim resident in Malaysia above the age of 21 who have participated in the Promotion with purchase on-ground.</p> <p>2. The Organiser reserves the right to vary, withdraw or re-schedule the Promotion Period or any dates thereof at its sole discretion.</p>
2.	<b>Mechanism of Promotion</b>	<p>27. The method of participation in the Promotion is via microsite submission upon purchase of the minimum amount of participating products (as per paragraph 1 above (Participation)), throughout the Promotion Period (as per paragraph 1 above (Participation)) and to be redeemed on the Promotion Period/ Redemption Period (if applicable) from any of the following participating outlets nationwide. The Receipt as Proof of Purchase (“POP”) for each entry is a photo of the receipt.</p> <p>28. To participate, Submission of Entry must submitted via (microsite link) / QR Code.</p> <p>29. Participant is required to complete the following steps: -</p> <ul style="list-style-type: none"> <li>j. Submission of Entry via (microsite link)</li> <li>k. Fill up the following details for Submission of Entry: - <ul style="list-style-type: none"> <li>• Name (as stated on his/her NRIC)</li> <li>• IC Number</li> <li>• Contact Number</li> <li>• Email Address</li> <li>• Address</li> <li>• Receipt Number</li> <li>• Receipt Date</li> <li>• Submission of proof of purchase ("Receipt")</li> </ul> </li> <li>l. Participant is required to answer one (1) question via the Promotion webiste as an act of confirmation for Promotion entry submission.</li> </ul> <p>30. The promotion limits One receipt per submission. The Organiser reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Promotion without notice.</p> <p>31. Participants <b>MUST</b> keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p>

		<p>32. The Organiser does not charge for Promotion entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>33. The participants must adhere to the mechanism of the Promotion as may be notified or communicated by the Organiser during the Promotion Period.</p> <p>34. Only the original copy of the receipt showing the purchase made between 14th December 2024 to 12th February 2025 is accepted as Proof of Purchase (POP). Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.</p>
3.	<b>Gift with purchase (GWP)</b>	<p>26. Qualified redemption within the promotion period will be eligible to receive one (1) unit of Hotpot Multicooker. This promotion is based on a first come first served basis, while stock lasts.</p> <p>27. Each single receipt is eligible for only one (1) entry for redemption.</p> <p>28. One receipt is valid for one free gift redemption only. For example : Receipt A (Peninsular Malaysia) purchased 6 cartons of participating beer entitled for 1 Hotpot Multicooker Receipt B (Peninsular Malaysia) purchased 3 cartons of participating beer entitled for 1 Hotpot Multicooker</p> <p>29. Each participant (per phone number) is limited to three (3) units of Hotpot Multicooker throughout the promotion period. While stocks last, on a first-come, first-serve basis.</p> <p>30. Once redeemed, the Receipt is no longer valid for any other on-going promotion. The Organiser reserves the rights to disqualify the Participants' submission for redemption of other gifts or in any other on-going Contest/Promotion with the same Receipt.</p> <p>31. Qualified Participants will be notified via SMS / Email notification.</p> <p>32. Qualified participants must ensure that the data details provided to the Organizer are true, accurate, current and complete.</p> <p>33. The Organizer's appointed agent will ship out Hotpot Multicooker within 14 days after verification completed.</p> <p>34. The Organiser and its affiliates (including its employees and agents) shall not be liable for any loss or damage whatsoever incurred or suffered by any party in relation to this redemption.</p> <p>35. The Organiser reserves the right to not award any and/or all prize(s) on the basis that there are insufficient Qualified Entries. For example, if there are 1,000 prizes available to be won, in the event that there are less than 1,000 Qualified Entries, the Organiser is entitled to only award the prize(s) to the Qualified Entries and forfeit the remaining prize(s).</p> <p>36. For Promotion purpose, only the original copy of the receipt showing the purchase made between 14th December 2024 to 12th February 2025 is accepted as Proof of Purchase. Any damage or torn; photocopies of Proof of Purchase will be automatically disqualified.</p>
4.	<b>Notification, Verification and Contact of Winners</b>	<p><b>NOTIFICATION</b></p> <p>7. The winner will be notified of their win via SMS / Email notification.</p> <p>8. The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p>



		<p>9. The winners must ensure that the data details provided to the Organiser are true, accurate, current and complete. Winners will be informed of their win and they will be advised by the Organiser as to the verification and redemption of prizes process.</p> <p>10. Each participant is eligible to win one [1] prize during the Promotion Period.</p> <p>11. The winners must respond within <b>three (3) days</b> from the time when the Organiser sent the notification via WhatsApp.</p> <p>12. If the winner fails to respond within <b>three (3) days</b>, the Organiser reserves the rights to substitute the winner with subsequent name on the list.</p> <p><b>VERIFICATION</b></p> <p>The winner must provide Full Name (as stated on his/her NRIC), IC Number and attach clear copy of Proof of Purchase (“POP”) to the Organiser and its appointed agent (which means a third party appointed by the Organiser from time to time as its agent to, amongst others, manage the WhatsApp hotline and the distribution of the prizes pursuant to this Promotion, hereinafter referred to as the “Appointed Agent”) for verification.</p> <p>The documents provided must be an exact match to the details submitted via microsite.</p> <p>In the event that the Organiser finds the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p><b>CONTACT</b></p> <p>Upon verification and confirmation of the details, the Promotion winners will be contacted via WhatsApp by ‘SAM Merchandising Sdn Bhd’ Organiser’s Appointed Agent.</p>
6.	<b>Prize fulfilment</b>	<p>Once the winner has been verified and confirmed, prize fulfilment shall be through:</p> <ul style="list-style-type: none"> <li>g) Prizes worth RM500 and below will be send via courier service to the winners’ full mailing address as provided to the Organiser upon request.</li> <li>h) Prizes worth RM500 and above, winners need to collect at the Organiser / Appointed Agent office (within Klang Valley) that will be notify by Organiser’s Appointed Agent to the winner. The collection of the prize must be collect within the timing and pre-arranged date given from the Appointed Agent to the winner.</li> </ul> <p>22. Prize sent via courier service : The Organiser and the Appointed Agent have the right to request the winner to sign and send back a copy of all the consent documents together with the original receipt as proof of purchase and a scanned copy of their I.C. for verification purposes to the Organiser.</p> <p>23. Prize collection at office : The winner need to bring along original IC and original receipt as proof of purchase for verification purposes to the Organiser / Appointed Agent.</p> <p>24. By participating in the Promotion, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Promotion, or Promotions generally held by the Organiser at any time and from time to time. The Organiser may promote or advertise that a particular winner won the Promotion. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Promotion by the Organiser without any additional compensation, notification and/or permission.</p>

		<p>25. The Organiser reserves the right to disqualify and remove any participants from the Promotion without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Promotion.</p> <p>26. The Organiser reserves the right to forfeit the prize if the winner fails to respond by the date and time agreed by the winner and the Organiser's Appointed Agent.</p> <p>27. The Organiser reserves the right to ignore requests from winners during the Promotion Period which are deemed by the Organiser to be unreasonable.</p> <p>28. The Organizer shall not be liable for any delays in performance arising from compliance with laws, regulations, orders, or any other rules by the government or relevant authorities/bodies.</p>
7.	<b>General</b>	<p>The Organiser shall be entitled to request the original Identity Card or the originals of other supporting documents/materials for verification purposes.</p> <p>The Organizer reserves the right to reject any entry that is not submitted in the required manner as indicated above including, but not limited to, entries with incorrect or incomplete information, or where the POP is altered, duplicated, defective, is invalid and will be automatically disqualified from the Promotion without notice.</p> <p>Participants <b>MUST</b> keep the original POP for verification and prize redemption purposes. Failure to do so will result in disqualification and forfeiture of prize won.</p> <p>The Organizer does not charge for entries submitted by the participants. The Organiser shall not reimburse the participants for the charges incurred in sending the WhatsApp entry including Sales and Services Tax (SST), and related charges, if any.</p> <p>The participants must adhere to the mechanism of the Promotion as may be notified or communicated by the Organizer during the Promotion Period.</p> <p>The Organizer reserves the right to substitute any one of the prize(s) with items of equivalent value at any time without prior notice.</p> <p>All prizes are accepted entirely at the risk of the participant and are awarded by the Organizer and/or sponsors without any warranty of any kind expressed or implied.</p> <p>The participant shall execute a deed of release and indemnity in a form prescribed by the Organizer, if so required, in order to receive the Prize.</p> <p>The Organiser will send out an acknowledgement message to successful entry and unsuccessful entry through SMS/ Email notifications.</p> <p>All prizes are bound by the terms and conditions attached to the prizes and these Terms of Use must be claimed within the stipulated time frame. Failure to do so will result in the forfeiture of the prize.</p> <p>In the event that the Organiser finds that the presented receipt is not authentic or invalid then the Organiser shall be entitled to disqualify the Winner and forfeit the Prize from the Winner without assigning any reasons whatsoever.</p> <p>The Organiser shall reserve the right to award the Prize to an alternative Participant at its sole discretion at any time.</p> <p>By participating in the Promotion, the participants grant the Organiser the permission to publicise, broadcast or otherwise disclose his or her name, character, likeness, statements or any promotional activities in any and all media concerning the winning of the Promotion, or Promotions generally held by the Organiser at any time and from time to time. The Organiser</p>

		<p>may promote or advertise that a particular winner won the Promotion. All participants and/or winners hereby agree and consent to the use of his/her name for the purpose of advertising, trade or Promotion by the Organiser without any additional compensation, notification and/or permission.</p> <p>The Organiser reserves the right to disqualify and remove any participants from the Promotion without prior notification or disclosure of information should the participants be suspected of tampering with their entries or is found to be in breach of these Terms of Use and any conditions of the Promotion.</p> <p>The Organiser reserves the right to ignore requests from winners during the Promotion Period which are deemed by the Organiser to be unreasonable.</p>
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**Note: In the event of any conflict or inconsistency between the terms and provision in this table and those of the Promotion, the terms and provisions in this table will prevail.**

### Other Terms of Use

1. The participant agrees that he / she shall:
  - (i) abide by the said terms and conditions accordingly and agrees to cooperate and to follow all directions given to the participant;
  - (ii) not dispute nor make any oral or written complaints, public announcements or statements on the same whether during or after the Promotion Period;
  - (iii) not by act or omission, directly or indirectly bring the Organiser into disrepute;
  - (iv) not give any product endorsement, any interviews or be involved in any articles or reports in respect of the Promotion or the prize with any third party;
  - (v) agrees that the participant's participation in the Promotion does not entitle the participant to wages, salary or any other compensation.
2. Submission of the Entry does not guarantee the participant the opportunity to participate in the Promotion. The Organiser has the right to, at its sole discretion and without prior notification, reject, refuse or exclude a participant from participation in the Promotion for reasons, including (without limitation) where the Entry is not complete, non-compliance or non-fulfilment of any of these Terms of Use or attempts to compromise the Promotion in any way.
3. The Organiser reserves the right to substitute the prize, or any portion thereof, as the case may be, for an alternative prize of equal or greater value should the prizes promoted not be available due to unforeseen circumstances.
4. In the event that a winner chooses not to accept a prize, they forfeit any and all claims to that prize, which will be dealt with according to the reasonable discretion of the Organiser subject to compliance with any applicable laws.
5. The prizes must (where applicable) be used on the dates specified, cannot be sold, changed or exchanged for money or for other prizes and the prizes are not transferable or negotiable and may not be redeemed for cash.
6. Any tax payable as a result of a prize being awarded is the sole responsibility of the winner.
7. The Organiser's decision in relation to any aspect of the Promotion is final and binding. No communication will be entertained in this regard.
8. Save and except for any warranties implied in law (if any), all prizes are used/taken entirely at the risk of the winner in all things, and the Organiser excludes all warranties in connection with any prize to the extent permitted by law. The Organiser makes no representations that the prize will be satisfactory to the winners.
9. The Organiser may publicise, broadcast or otherwise disclose a winner's or participant's name, character, likeness, statements or any promotional activities concerning the winning of the Promotion, or

Promotions generally held by the Organiser. The Organiser may promote or advertise that a particular winner won the Promotion. All winners hereby agree and consent to the use of his/her photo, name, appearance, voice and likeness to and to transmit, copy, publish, copyright, distribute and display it in connection with articles, exhibitions, publicity, advertising, education, trade and/or promotional material or activities undertaken ("Promotional Materials") by the Organiser without any additional compensation, notification or permission. Participants and/or winners shall not be entitled to claim ownership and/or other forms of compensation on any of the materials. All winners and participants also hereby agree to waive any rights that he/she may have to inspect or approve any finished products or any advertising copy of the Promotional Materials that may be used, arising directly, indirectly or in connection with the Promotion. Further, all winners and participants hereby agree that he/she assigns all of his/her rights, titles and interests that he/she may have in any form of media in which any or all of his/her photos, name, appearance, voice and likeness have been captured in connection with the Promotion, along with full rights of assignability, and agree to execute any documents required by the Organiser to give effect to this assignment.

### **Release**

1. The participant agrees to waive, release and discharge the Organiser, its agencies, sponsors and representatives from and against, any and all liabilities, costs, loss, damages or expenses which the participant or any party claiming through the participant hereafter may have arising out of acceptance of any prize(s) or participation in the participant including (but not limited to) death, personal injury and damage to property and whether or not direct, consequential or foreseeable.
2. Each participant hereby agrees to indemnify and hold the Organiser and each of its subsidiaries, affiliates, related companies, advertising and Promotion agencies and each of its and their respective directors, employees, agents and representatives (the "**Released Parties**") harmless from and against any losses, damages, rights, claims, or cause of action of any kind arising, in whole or in part, directly or indirectly, as a result of the participant's breach of the participant's warranties and undertaking and any breach of the Terms of Use and / or the rules and regulations of the Promotion, participation in the Promotion or arising in connection with a prize. The Released Parties shall not be responsible for lost, late, misidentified or misdirected entries or telecommunication or computer hardware or software performance, errors, delays or failures.

### **Disclaimer**

1. THE ORGANISER DISCLAIMS ALL WARRANTIES WITH RESPECT TO THE COMPETITION. THE COMPETITION AND THE PRIZES ARE PROVIDED 'AS IS' AND 'AS AVAILABLE'.

### **Intellectual Property**

1. All intellectual property rights used in relation to the Promotion are owned by the Organiser, and its employees, officers, directors, agents, affiliates, parent, subsidiaries and representatives ("**Organiser Group**").
2. All intellectual property rights in connection with this Promotion shall vest in the Organiser. The participants shall not be permitted at any time to reproduce or distribute any intellectual property rights in respect of this Promotion.
3. Entries and details submitted in connection with the Promotion (whether in written, audio or visual form, or a combination of those) or any photographs, video and/or film footage or audio recording taken of the participants shall be the property of the Organiser. The Organiser may use the material in any medium and in any reasonable manner it sees fit. Copyright of any such material becomes and remains the sole property of the Organiser. The participant hereby assigns to the Organiser all worldwide copyright and like rights in the entries and waive all moral rights.

## Facebook and/or WhatsApp

1. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook and/or WhatsApp.
2. The participants are providing the participants' information (save in respect of the participants' Facebook and/or WhatsApp username and password) to the Organiser and not to Facebook and/or WhatsApp. The information the participants provide will solely be used for and by the Organiser Group and will not be sold, transferred, given or shared with any third party not in any relation to the Promotion.
3. The participants agree that the participants shall waive any claim the participants may have against the Organiser Group that is in any way connected with a dispute the participants may have with Facebook and/or another participant of the Promotion ("**third party participant**") and the participants agree to indemnify the Organiser Group for any losses or liability the Organiser Group suffers as a result of any claim against the Organiser Group by Facebook and/or WhatsApp and/or the third party participant as a result of the participants' dispute or in relation to the participants' dealings with Facebook and/or WhatsApp and/or such third party participant. This waiver and indemnity shall not apply in the event of any breach, fraud or wilful misconduct on the part of the Organiser Group.

## Liability

1. Each participant agrees that except in respect of damages, losses, injuries, rights, claims or actions caused by or arising from the breach or negligence of the Organiser, the Organiser shall not be liable or responsible for damages, losses, injuries, rights, claims or actions of any kind in connection with the Promotion, or resulting from the acceptance, possession, use/misuse of prizes, or participation in the Promotion. Each participant further agrees that the Organiser will not be responsible or liable for any Entries that are late (including delayed data transmissions), tampered with, garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, duplicated or otherwise not in compliance with these Terms of Use or arising due to the fault of the participant.
2. The Organiser shall not be liable to any participant nor shall the Organiser be deemed to be in breach of the Terms of Use by reason of any delay in performing, or any failure to perform, any of the Organiser's obligations hereunder, if the delay or failure was due to any cause beyond the Organiser's reasonable control.
3. Notwithstanding the foregoing, nothing in these Terms of Use is intended to limit any rights the participants might have as a consumer under applicable local law or other statutory rights that may not be excluded nor in any way to exclude or limit the Organiser's liability to the participants for any loss or damage arising from the breach or negligence on the part of the Organiser.
4. The Organiser reserves the right at its reasonable discretion to disqualify any individual that it determines to be tampering with the entry process or the operation of the Promotion or its website (if any), to be acting in breach or potential breach of these Terms and Conditions. No correspondence will be entertained.
5. The Organiser reserves the right to cancel the Promotion at any time due to unforeseen circumstances, sovereign laws and regulations.
6. No warranty or guarantee is given by the Organiser in relation to any of the prizes and to the fullest extent permitted by law, the Organiser, its agents and trading partners will not be liable for any loss or damage whatsoever which is suffered or sustained as a result of receipt or use of any prize awarded pursuant to this Promotion. The Organiser does not recommend or guarantee the performance of any contractor or other obligations of any third parties associated with the prizes and will not be liable for any fraud committed by any third party.
7. During the Promotion, any request or complaint concerning the Promotion and the Terms of Use may be sent via email and stating the participant's name, address, e-mail address and telephone number. The

participant will be contacted within a reasonable time after receipt. The Organiser will not engage in any correspondence related to the selection of the winner.

### **Other Provisions**

1. Nothing in or relating to this Promotion may be reproduced or published without the Organiser's express consent.
2. No rights can be derived from this Promotion or the results thereof.
3. The Promotion is void where the same is prohibited or restricted by any local, national, state, or any governmental laws.
4. If these terms and conditions are or become partially void, the Organiser and the participant will continue to be bound by the remainder of the same. The parties shall replace the void part by provisions that are valid and have legal effects that correspond with those of such void part as much as possible, taking into account the content and the purport of these terms and conditions.
5. These Terms of Use will prevail over any inconsistent terms, conditions, provisions or representations contained in any other promotional materials advertising of the Promotion.
6. This Promotion is subject to the Malaysian Advertising Code for Alcoholic Beverages.
7. The participants shall not be entitled to assign any of the rights or sub-contract any of the obligations herein. The Organiser shall be entitled to assign or sub-license the whole or any part of its rights hereunder to any third party as may be determined by it.
8. All rights and privileges herein granted to the Organiser are irrevocable and not subjected to rescission, restraint or injunction under any and all circumstances. Under no circumstances shall the Participants have the right to injunctive relief or to restrain or otherwise interfere with the organization of the Promotion, the production, distribution, exhibition and/or exploitation of the Promotion and / or any product based on and / or derived from the Promotion.

## **PRIVACY POLICY**

### **General**

This Privacy Policy applies to our website (including social media sites and mobile applications) ("Website"), Promotions dedicated to/organized by Heineken Marketing Malaysia Sdn Bhd ("HMMSB" or "HEINEKEN") and/or any affiliates (collectively, "we", "our", or "us") for consumers in Malaysia where we collect certain personal information ("Personal Data"). Please read this Privacy Policy carefully as it contains important information to help you understand our practices regarding any personal information that you give to us or that we collect otherwise in the context of the Website and the ways in which you can protect your privacy.

We respect your privacy, and we are committed to keeping your Personal Data secure and managing it in accordance with our legal responsibilities under applicable data protection laws, in particular, the Malaysia Personal Data Protection Act 2010 (hereinafter referred to as the "Act"). For the purposes of this Privacy Policy, the terms "Personal Data" and "process" and/or "processing" shall have the meaning as prescribed in the Act. Further, "Website" shall mean any world wide web owned by us or our licensor, and/or managed by us or our licensor, and any other websites, whether known now or in the future.

This Privacy Policy describes what information is gathered, how this information is used, who the information will be shared with, how you can opt-out and how you can modify your Personal Data held by us and any other changes that have been made from time to time.

By "liking" our Facebook brand and/or corporate page, or following us on our brand's and/or corporate's Instagram or Twitter Account, or subscribing to our brand's and/or corporate's YouTube channel or otherwise

expressing or providing a similar indication of your interest in us in other social media sites, you hereby agree that you have read this Privacy Policy and consent to our collection and further processing of your personal data in the respective Social Media Sites (as defined below) in the manner as specified in this Privacy Policy.

## **2. What Personal Data We Collect and How We Use your Personal Data**

In the course of your relationship with us, we collect a large variety of Personal Data relating to you and your relationship with us. We collect your Personal Data from the information you have provided to us and/or in any other HEINEKEN forms that you are required to complete, as well as any other information we have or may obtain about you through any oral or written communications, when you participate in our events, when you purchase our products or services online, when you create an account on the Website or when you “like” our Website. Requested information on the Website marked with an asterisk is mandatory. If you do not provide the requested information, we will not be able to deliver the service or product to you.

We have specified the Personal Data we collect and the purposes for which we use the Personal Data:

- Processing your order to be able to process your payment and to deliver the requested product or service to you: We need your name, e-mail address, telephone number (in case we need to communicate to you about your order), your postal address or the recipient of our services (if different than yourself), your date of birth (as we are legally required to ask for before allowing you to visit our Website), payment information and et cetera. This is also for our sales administration. The use of this Personal Data is to perform our agreement with you or to comply with legal obligations, such as tax and accounting rules.
- Registration and creating an account on our Website: Before you make a purchase, you will be asked to create an account and provide us with a log-in name and password (which we need to process your account) and e-mail address, first name/last name, billing address, birth date (which we will use to validate and process your order). Creating an account is necessary for making purchases so for the performance of your agreement with us. You can manage the information in your account yourself and view e.g. which purchases you have made earlier.
- Customer services: we process your e-mail address or phone number (depending on how you have contacted us) for answering your questions and/or issues you have submitted via the Website, for product recalls or other service mails you sent. We register your requests, questions and our responses and other actions to handle your request.
- Sending newsletters, messages and/or e-mails containing marketing information, such as information on our products and/or services and/or our related corporations and/or the products and/or services of our business partners: if you have subscribed to the newsletter and/or registered and created an account on our Website or participated in any Promotion or events or followed any of the Social Media Sites, we use the e-mail address you have provided to send you our newsletter and/or e-mails containing marketing information. If you have ordered one of our products via our Website, we may also send you newsletters to inform you of our other similar products that we think may be of interest to you. If you no longer wish to receive any e-mails from us, you can unsubscribe at any time by using the unsubscribe function in each e-mail message or you can contact us.
- We will remove your e-mail address once you have opted-out of receiving the newsletter and/or e-mails containing marketing information, unless this is also used and retained for other purposes listed in this Privacy Policy.
- Marketing: information about your purchases, your online searches (clicks and views), your settings on our Website, the items in your shopping cart, your customer service requests and contact history can be collected by us. This information enables us to use different channels for relationship management and marketing of our products and services to you via e-mail and/or newsletters and/or online advertising which may include personalizing Website content and offers so these are tailored to your preferences. We measure the effectiveness of our campaigns.
- We use this Personal Data as it is necessary in our legitimate interests to be able to promote our products and services to our customers and website visitors, to enable us to attract more customers, to improve the sale of our products and services and to finance our Website (via online advertisements). We will retain the Personal Data as specified under the relevant purposes for which the Personal Data have been collected (e.g. newsletters, account information, processing orders and payments).

- Information about your visit to and use of our Website: we collect certain information when you visit our Website, such as your IP address, which web pages you visit, the name of your computer, and type of internet browser, clicks and views. We also keep track of how you use our newsletter, which pages you view and which parts you read so we can customize the newsletter to your preferences. The information about your use of our Website and services enables us to build segments, which are groups of website visitors or customers with a number of common characteristics such as age group, gender or region. We will likely add you to one of our segments, which we use to customize the Website and to e.g. change the order of search results or where we place certain offers, so you are more likely to see these. We may also use segments to show online advertisements and/or send you e-mails that we think are relevant to you.
- We use this Personal Data as it is necessary in our legitimate interests to do so to be able to promote our products and services to our customers and website visitors, to enable us to attract more customers, to improve the sale of our products and services and to finance our Website (via online advertisements).
- Maintenance and optimization of our Website: Your Personal Data will also be used for maintenance and analysis of our Website to solve performance issues, to improve the availability and to secure the website against fraud (e.g. in case of repeated attempts to log-in or to make a purchase or if the purchase is made where there is non-compliance with our terms and conditions, e.g. by individuals under 21 and/or by Muslims). The analysis also enables us to check whether the online ordering process works efficiently so we can improve, where possible. Our use of your Personal Data for these purposes is necessary in our legitimate interests.
- Participate in research activities: We also may request you to participate in research activities such as: surveys, pilots, panels, focus groups, and other research activities. Depending on the research activity, we will collect different sets of Personal Data.
- Allowing you to participate in campaigns, Promotions and/or other promotions: Your Personal Data such as name, e-mail address, residential address and telephone number will be processed to administer our campaigns, Promotions and/or other promotions in which you choose to participate. Some of these promotions have additional rules containing information about how we will use and disclose your Personal Data. We need this information to process your participation and to be able to communicate with you about your prize or to send the prizes to you.
- Analytics: Your Personal Data and information collected via the use of cookies will be processed for analytical and statistical purposes. We process and analyses this information to help us determine the viability of business in a certain location. Depending on the type of statistics we require, we also process this information to track the number of visitors who have visited our Website from our business partner's website.

If we use your Personal Data for other purposes, we will inform you of this other use separately.

For certain services and purposes of the Website and/or Social Media Sites, you need to provide Personal Data to us for us to be able to process your orders or to send newsletters or other information to you. In addition to the information you are required to provide to us, we collect certain information when you visit our Website and/or the Social Media Sites.

The use of this Personal Data is to perform our agreement with you or to comply with legal obligations, such as tax and accounting rules.

You can always opt-out of receiving our newsletter or direct mail and you can always object to our use of your Personal Data for direct marketing purposes (for more information on how to do this, read the Paragraphs 10. and 11. below on your rights).

### **3. How We Share and/or Disclose Your Personal Data**

We are not in the business of selling your Personal Data. We consider this information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may need to share your Personal Data with third parties without providing further notice to you, to help us provide services and products to you and to run our Website ("Third Parties"). These Third Parties are:



- HEINEKEN group of companies and the official brand owners for HEINEKEN's products for the purpose of storing Personal Data processed via the Website, due to shared IT systems;
- service providers where this is needed to provide us with a service or to (help us) provide or deliver the service or product ordered by you on the Website (including our third-party delivery provider) and to provide data analytics services;
- business partners for the purpose of collaboration in joint activities;
- independent debt recovery agencies, solicitors or other agents for the purpose of collecting monies due or outstanding on your account;
- In case HEINEKEN sells all or some of the assets or shares of a HEINEKEN group company to which Personal Data was transferred to a third party, your Personal Data may be provided to this third party.

These parties may be located in Malaysia, countries in the European Economic Area or elsewhere in the world.

We may also need to provide Personal Data to law enforcement bodies in order to comply with any legal obligation or court order.

#### **4. Transfer of Personal Data outside of Malaysia**

##### **Provisions**

It may be necessary to transfer your Personal Data to a Third Party located in countries outside of Malaysia. This may happen where the Third Party is based outside of Malaysia or where you access and/or use our Website from countries outside of Malaysia. By continuing accessing and/or using the Website, you consent to such transfer.

When Personal Data is stored by us outside Malaysia we will ensure an adequate level of protection of the transferred Personal Data. We require service providers to use appropriate measures to protect the confidentiality and security of the Personal Data.

#### **5. Security of Personal Data**

We will take appropriate technical, physical and organizational measures to protect the Personal Data collected through the Website from misuse or accidental, unlawful or unauthorized destruction, loss, alteration, disclosure, acquisition or access, that are consistent with applicable privacy and data security laws and regulations. However, no internet-based site can be 100% secure and we cannot be held responsible for unauthorized or unintended access that is beyond our control.

Our Website may contain links to other websites. We are not responsible for the privacy practices, content or security used by such other websites, which shall not be governed by this Privacy Policy. We advise you to always carefully read the privacy policies on these other websites.

#### **6. Retention of Your Personal Data**

We will retain your Personal Data for as long as legally required or for as long as necessary to provide you with any requested services or for any of the other purposes listed in this Privacy Policy. The Personal Data will generally be kept for a period of 7 years after your last dealing with us to comply with local law requirements. We will take reasonable steps to destroy or de-identify Personal Data we hold if it is no longer needed for the purposes set out above.

#### **7. Cookies**

A major part of the information referred to in this Privacy Policy is collected via our use of cookies and similar techniques. Cookies are small text files containing small amounts of information which are downloaded and may be stored on your user device, e.g. your computer, smartphone or tablet. Techniques we use that may be similar to cookies are tracking pixels, Java scripts, tags and web beacons. These cookies and similar techniques are

sometimes necessary to remember your account settings, language and country, but also enable us to measure and analyses your behavior on our Website and for showing you personalized advertisements on our Website or on third-party websites. Where required, you will be asked for consent to our use of cookies.

Our cookie and information retrieved from our cookie is used in line with the uses set out in this Privacy Policy and more specifically:

- To help save and retrieve passwords used on the Website. This way, you do not have to re-enter information upon every new visit to the Website;
- to track information such as the frequency and duration of your access and/or use of the Website, your click-stream as you go through the Website and help us determine whether you came to the Website from a particular internet link or banner advertisement;
- to analyses the profile of visitors and users to help us in providing you with better access and/or use of the Website and to enhance the Website;
  - to personalize the content, banners and promotions that you will see on the Website; and
  - Anonymous tracking of interaction with online advertising e.g., to monitor the number of times that a banner ad is displayed and the number of times it is clicked.

Most cookies are “session cookies”, meaning that they are automatically deleted from your device at the end of a session. You are always free to decline cookies if your device permits, although in that case you may not be able to access or use certain features of the Website.

## **8. Social Media**

You may choose to share information on our Website via social media, such as Facebook, Instagram, Twitter, LinkedIn, Spotify or YouTube, and/or any other social media sites maintained by us or our licensors (“Social Media Sites”). This means that the information you share, with name and preferences, shall be visible to visitors of your personal pages. We advise you to carefully read the privacy policies of the social media parties as these are applicable to the processing of your Personal Data by these parties.

When you share Personal Data with us, or when you interact with us via these Social Media Sites, the Personal Data collected and further processed by us may vary between individuals depending on the privacy and security settings available to your account on the relevant Social Media Sites. For more information about the choices and means for limiting the Personal Data processed by the Social Media Sites, please visit the respective Social Media Sites privacy policy page.

We will be processing your Personal Data in accordance with the Purposes set out above.

## **9. Children's Privacy**

The Website is not intended for use by individuals under the age of 21. We do not knowingly collect Personal Data from individuals under the age of 21.

## **10. Your Rights to Access, Rectification, Deletion, Restriction and Data Portability**

### **Provisions**

You have the right to request an overview of your Personal Data processed by or on behalf of us. You have the right to have your Data rectified, deleted and/or restricted (as appropriate). You can exercise this right by contacting the relevant personnel listed in the contact details below. Please note that requests that do not meet the requirements set out by applicable law or HEINEKEN guidelines may be requested to be re-issued or ultimately denied and that certain Personal Data may be exempt from such access, rectification and deletion requests pursuant

to applicable data protection laws or other laws and regulations. We will retain Personal Data where it is legally required for us to do so, for example, sales administration and/or tax and accounting rules.

You have the right to receive the Personal Data that you have provided to us in a structured, commonly used and machine-readable format, and in certain circumstances we will, at your request, transmit your Personal Data to another data user/controller where this is technically feasible.

## 11. Your Right to Object

You also have a right, in certain circumstances, to request us to stop processing your Personal Data, but where we have compelling legitimate grounds, we will continue processing your Personal Data. However, you have the right to object to our use of your Personal Data for direct marketing purposes, including profiling, and when you do so, we will accommodate your request. Where you have provided consent to our use of your Personal Data, you have the right to withdraw your consent without this effecting the lawfulness of our use of this Data before your withdrawal. If you subsequently withdraw your consent to process your Personal Data, please note that we may not be able to process your Personal Data for any of the purposes stated in Paragraph 2.

## 12. Accuracy and Completeness of Personal Data

You are responsible for ensuring that the information and/or Personal Data you provide us is accurate, complete, and not misleading and that such information is kept up to date.

## 13. Updates

We will keep this Privacy Policy under review and make updates from time to time. Any changes to this Privacy Policy will be posted on our Website page and to the extent reasonably possible, will be communicated to you.

## 14. Contact

If you wish to exercise any of your rights listed above, you can contact us at Name: Privacy Officer – HEINEKEN

Address: Sungei Way Brewery Lot 1135, Batu 9, Jalan Klang Lama, 46000, Petaling Jaya, Selangor

Telephone: +603 7861 4688

E-mail: [MY1-Privacy@heineken.com](mailto:MY1-Privacy@heineken.com)

Please note that we may request proof of identity.

If you have any other question, objection to our use of your Personal Data or a complaint about this Privacy Policy or about our handling of your Personal Data, you can contact the Privacy officer at [MY1-Privacy@heineken.com](mailto:MY1-Privacy@heineken.com).

## 15. Language

This Privacy Policy shall be drafted in English as well as in Bahasa Malaysia. In the event of any inconsistency between the English version and the Bahasa Malaysia version of this notice, the English version shall prevail over the Bahasa Malaysia version.

**Tiger 敢敢冲 2025年新春促销活动 (超级市场/霸级市场) 条款与细则**

### 一般条款

13. **Tiger 敢敢冲** 2025 新春促销活动 (以下简称“促销活动”) 将受这些标准条款和条件 (“**使用条款**”) 的约束。每位参与者均同意他/她已阅读并理解这些使用条款, 并且通过参与促销活动, 每位参与者将被视为已阅读、理解并同意使用条款中出现的每一项条款和条件。

14. 此促销活动由 Heineken Marketing Malaysia Sdn Bhd. (以下简称“主办方”) 所提供。
15. 本使用条款适用于主办方与促销活动参与者之间的法律关系。
16. 马来西亚法律将管辖本促销活动和本使用条款。与本促销活动和本使用条款有关的所有争议, 包括但不限于有关其存在性和有效性的争议, 均应由马来西亚主管法院解决, 通过参与本促销活动, 参与者特此接受马来西亚法院的专属管辖权。但是, 每位参与者应自行负责并有义务确保其遵守且不违反其个人可能遵守的任何法律。
17. 主办方在任何情况下未能执行本规则的任何条款, 均不构成其他人提出任何索赔的依据。
18. 为参与本促销活动, 参与者需提供其个人资料, 用于比赛评审、奖品兑现以及与本促销活动相关的市场营销和宣传目的。所有参与者必须确保所提供的资料真实、准确、最新且完整。主办方保留验证所有参与者资格的权利。
19. 促销活动将在本使用条款规定的促销期间举行。主办方保留自行决定更改、推迟或重新安排促销日期或延长促销期的权利。
20. 主办方有权自行决定随时更改或停止促销的任何方面, 无需事先通知, 并有权更改、修订、删除或修改使用条款和其他规则和规定, 包括促销机制或其任何部分。上述更改在修订后的使用条款发布于马来西亚Heineken相关网站 <https://www.heinekenmalaysia.com/terms-and-conditions/> 时立即生效。如果参与者不同意遵守这些或未来的使用条款, 请勿(继续)参与本促销活动。建议参与者定期访问马来西亚Heineken网站并阅读使用条款, 以了解可能的更改。通过继续参与本促销活动, 参与者即表示接受任何此类修订条款。
21. 主办方有权随时自行决定终止或暂停本促销活动, 在此情况下, 主办方可不颁发任何奖品。此类终止或暂停不会引起参与者提出任何索赔。如果主办方恢复促销活动, 参与者须遵守主办方关于促销活动恢复及奖品分配的决定。
22. 本使用条款未涵盖的任何争议或情况, 将由主办方管理层以其合理认为最公平的方式解决。该决定将为最终决定, 并对所有参与者具有约束力。相关事宜不作进一步讨论。
23. 如果本使用条款被翻译成非英文版本, 若存在任何不一致之处, 以英文版本为准。
24. 参与本促销活动的参与者被视为无条件接受本促销活动的条款与条件。未遵守这些条款与条件将导致取消参与资格并没收奖品。

### 参与方式

13. 为参与本促销活动, 参与者需在促销期内(定义见下文)于全国任一参与门店(定义见下文)以单张收据购买最低金额的商品, 具体金额如下:

管道	机制/最低金额	促销期
超级市场/霸级市场 (马来西亚半岛)	1. 购买1箱/24罐 Tiger Crystal 和任意2箱(或48罐) Tiger Crystal / Edelweiss Original/ Edelweiss Peach / Guinness Draught In Can / Tiger Soju 在单张收据 2. 扫描二维码透过线上兑换表格提交收据 3. 兑换1个多功能火锅  *每位参赛者(每个电话号码)在促销期间只能兑换3个多功能火锅。 兑完即止, 先到先得。	促销期: 2024 年 12 月 14 日 - 2025 年 2 月 12 日  兑换期: 2024 年 12 月 14 日 - 2025 年 2 月 12 日

超级市场/霸级市场 (东马)	1. 购买1箱/24罐 Tiger Crystal 和任意3箱(或72罐) Tiger Crystal / Guinness Foreign Extra Stout 在单张收据 2. 扫描二维码透过线上兑换表格提交收据 3. 兑换1个多功能火锅  *每位参赛者(每个电话号码)在促销期间只能兑换3个多功能火锅。 兑完即止, 先到先得。	促销期: 2024 年 12 月 14 日 - 2025 年 2 月 12 日  兑换期: 2024 年 12 月 14 日 - 2025 年 2 月 12 日
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14. 本次促销活动**仅**面向居住在马来西亚、年满 21 岁（截至参与促销活动之日，需提供年龄证明）的非穆斯林个人，他们不属于不合格人员，并且合法允许饮用酒精饮料。任何集团或团体均不得参与。
15. 以下类别的人员没有资格并被排除在促销活动之外：
- (xiii) 以任何身份受雇于或为主办方（包括其附属公司和相关公司）工作的人员及其直系亲属（子女、父母、兄弟姐妹，包括配偶）；
  - (xiv) 主办方（包括其附属公司和相关公司）的广告和/或促销服务提供商的代表、雇员、服务人员和/或代理人，以及他们的直系亲属（子女、父母、兄弟姐妹，包括配偶）；以及
  - (xv) 为参与组织或执行促销活动的第三方公司工作的人员。

此类人员在本使用条款中称为“无资格人员”，统称为“无资格人员”。

### 促销机制

1.	促销简介	1. <b>Tiger敢敢冲</b> 2025 年农历新年促销活动”旨在奖励通过现场购买参与活动的年满 21 岁的非穆斯林马来西亚居民。  2. 主办方保留自行决定更改、取消或重新安排促销期或相关日期的权利。
2.	促销机制	35. 参与竞赛的方法是，在整个竞赛期间（如上文第 1 段所述）购买最低金额的参赛作品（如上文第 1 段所述），并在竞赛期间/兑换期间（如适用）从以下全国任何一家参赛商店兑换后，通过微型网站提交。每次参赛的发票作为购买证明（“POP”）是收据的照片。  <b>参与的超级市场或霸级市场门店</b> a) Lotus' s b) Aeon c) Aeon Big d) Giant e) Jaya Grocer f) Village Grocer g) Bens Independent Grocer h) TF Value Mart i) Bandar Baru j) Billion k) Isetan l) Sunshine m) Redtick

		<p>n) Maslee  o) Cold Storage  p) The Store  q) Econsave  r) Bataras  s) CKS Supermarket  t) Everrise  u) Everwin  v) Farley  w) H&amp;L Supermarket  x) Lepapa Supermarket  y) Servay  z) Unaco  aa) 其他出售参赛产品并展示竞赛销售点材料的超级市场或霸级市场</p> <p>2. 参赛者可通过扫描二维码或通过（microsite link）提交参赛申请</p> <p>3. 参赛者必须完成以下步骤： -</p> <p>a. 扫描二维码进入微网站</p> <p>b. 详细填写以下所需信息，以便提交参赛申请：-</p> <ul style="list-style-type: none"> <li>• 姓名（与身份证上的姓名一致）</li> <li>• 身份证号码</li> <li>• 联络电话</li> <li>• 电子邮件地址</li> <li>• 地址</li> <li>• 发票号码</li> <li>• 发票日期</li> <li>• 提交购买证明（“发票”）</li> </ul> <p>c. 参赛者必须通过微型网站回答一（1）个问题，作为提交参赛申请的确认动作。</p> <p>4. 每份参赛申请只能提交一张发票。主办方保留拒绝任何未按上述规定方式提交的参赛的权利，包括但不限于信息不正确或不完整的参赛申请，或 POP 被更改、复制、有缺陷或无效的参赛申请，并将其参赛资格自动取消，恕不另行通知。</p> <p>5. 参赛者必须保留 POP 原件以备核查和兑奖之用。否则将被取消资格并没收奖品。</p> <p>6. 主办方对参赛者提交的参赛申请不收取任何费用。主办方不向参赛者偿还发送 WhatsApp 信息所产生的费用，包括销售与服务税（SST）以及相关费用（如有）。</p> <p>7. 参赛者必须遵守主办方在竞赛期间通知或传达的竞赛机制。</p> <p>8. 只接受显示在有效促销日期（2024 年 12 月 14 日 - 2025 年 2 月 12 日）间购买的发票原件作为购买证明。任何损坏或撕毁的购买凭证复印件将自动取消资格。</p>
3.	<b>赠品 (GWP)</b>	<p>1. 促销期间内符合兑换资格即可兑换1个多功能火锅。此促销活动兑完即止，先到先得。</p> <p>2. 一张发票只能兑换1个多功能火锅。</p> <p>例子:-</p>

		<p>发票A (马来西亚半岛)购买了6箱参赛产品可以兑换一个多功能火锅          发票A (马来西亚半岛)购买了3箱参赛产品可以兑换一个多功能火锅</p> <p>3. 每位参赛者(每个电话号码)在促销期间只能兑换3个多功能火锅。兑完即止, 先到先得。</p> <p>4. 一旦兑换, 发票将不适用于任何其他正在进行的促销活动。主办方保留取消参与者使用同一张收据兑换其他礼品或参加任何其他正在进行的比赛/促销活动的资格的权利。</p> <p>5. 符合兑换资格将会收到短信/电邮通知。</p> <p>6. 符合资格的参与者必须确保向主办方提供的数据详细信息真实、准确、最新且完整。</p> <p>7. 主办方指定的代理人将在验证完成后的14天内寄出多功能火锅。</p> <p>8. 主办方及其关联方(包括其员工和代理人)对任何一方因本次兑换而产生或遭受的任何损失或损害概不负责。</p> <p>9. 主办方保留随时用等值物品替换任何奖品的权利, 恕不另行通知。</p> <p>10. 如果参赛作品数量不足, 且不符合条件(“合格参赛作品”), 主办方有权不颁发任何或所有奖品。例如, 如果在特定促销期间有 100 个奖品可供赢取, 但若合格参赛作品数量不足 100 个, 主办方有权只将奖品颁发给合格参赛作品, 并没收剩余奖品。</p> <p>11. 只接受显示在有效促销日期(2024年12月14日 - 2025年2月12日)间购买的发票原件作为购买证明。任何损坏或撕毁的购买凭证复印件将自动取消资格。</p>
5.	<b>获奖者通知、验证与联系</b>	<p><b>通知</b></p> <p>13. 获奖者将会通过短信/电邮通知发布。</p> <p>14. 主办方有权要求提供身份证原件或其他支持文件/材料的原件, 以供核实。</p> <p>15. 获奖者必须确保向主办方提供的数据详细信息真实、准确、最新且完整。得奖者将收到得奖通知, 主办方将通知得奖者核实和兑换程序。</p> <p><b>核实</b></p> <p>获奖者必须向主办方及其指定代理人(即主办方不时指定为其代理人的第三方, 负责管理 WhatsApp 热线和根据本促销活动发放奖品, 以下简称“指定代理人”)提供全名(如其身份证上所示)、身份证号码, 并附上获奖者的清晰照片, 以供核实。</p> <p>提供的文件必须与通过微网站提交的详细信息完全匹配。</p> <p>如果主办方发现所出示的奖品不真实或无效, 则主办方有权取消获奖者的参赛资格并没收获奖者的奖品, 无需说明任何理由。</p> <p>主办方保留随时自行决定将奖品授予其他参与者的权利。</p> <p><b>联系方式</b></p> <p>核实并确认详细信息后, 主办方指定的代理人“SAM Merchandising Sdn Bhd”将通过 WhatsApp 联系促销活动获奖者。</p>

6.	<b>奖品兑现</b>	<p>一旦核实并确认了获奖者，奖品将通过以下方式发放：</p> <p>i) 价值 RM500 及以下的奖品将通过快递服务发送到获奖者向主办方提供的完整邮寄地址。</p> <p>j) 价值 RM500 及以上的奖品，获奖者需要在主办方/指定代理办公室（巴生谷内）领取，主办方的指定代理将通知获奖者。奖品必须在指定代理给获奖者的时间和预定日期内领取。</p> <p>29. 奖品通过快递服务发送：主办方和指定代理有权要求获奖者签署并寄回所有同意文件的副本，连同其身份证的扫描件，以供主办方核实。</p> <p>30. 办公室领奖：获奖者需携带身份证原件及中奖标签前往主办方或指定代理处进行验证。</p> <p>31. 通过参与促销活动，参与者授予主办方在任何媒体上宣传、广播或以其他方式披露其姓名、性格、肖像、声明或任何与促销活动获胜或主办方随时举办的促销活动有关的促销活动。主办方可以宣传或宣传某位获胜者赢得了促销活动。所有参与者和/或获胜者特此同意并允许主办方使用其姓名进行广告、交易或促销，而无需任何额外补偿、通知和/或许可。</p> <p>32. 如果参与者涉嫌篡改其参赛作品或被发现违反本使用条款和促销活动的任何条件，主办方保留取消任何参与者的资格并将他们从促销活动中除名的权利，而无需事先通知或披露信息。</p> <p>33. 如果获胜者未能在其和主办方指定代理人商定的日期和时间之前做出回应，主办方保留没收奖品的权利。</p> <p>34. 主办方保留在促销期间忽略获奖者提出的其认为不合理的请求的权利。</p> <p>35. 主办方对因遵守法律、法规、命令或政府或相关机构/机构的任何其他规则而导致的任何履行延迟不承担任何责任。</p>
7.	<b>一般条款</b>	<p>主办方有权要求提供身份证原件或其他证明文件/材料的原件，以供核实。</p> <p>主办方保留拒绝任何未按上述要求方式提交的参赛作品的权利，包括但不限于信息不正确或不完整的参赛作品，或内页被更改、复制、有缺陷、无效的参赛作品，并将自动取消参加促销活动的资格，恕不另行通知。</p> <p>参与者必须保留原件内页以供核实和兑换奖品。否则，将导致取消资格和没收所获奖品。</p> <p>主办方不收取参与者提交的参赛作品的费用。主办方不会向参与者报销发送 WhatsApp 参赛作品所产生的费用，包括销售和服务税（SST）和相关费用（如有）。</p> <p>参与者必须遵守主办方在促销期间可能通知或传达的促销机制。</p> <p>主办方保留随时用等值物品替换任何奖品的权利，无需事先通知。</p> <p>所有奖品均由参与者承担全部风险，并由主办方和/或赞助商颁发，不提供任何明示或暗示的保证。</p> <p>如果需要，参与者应按照主办方规定的形式签署免责和赔偿契约，以便领取奖品。</p>



	<p>主办方将通过短信/电子邮件通知向成功参赛和不成功参赛发出确认信息。</p> <p>所有奖品均受奖品附带条款和条件的约束，并且必须在规定的时间内领取这些使用条款。否则将导致奖品被没收。</p> <p>如果主办方发现所出示的收据不真实或无效，则主办方有权取消获奖者的资格并没收获奖者的奖品，而无需说明任何理由。</p> <p>主办方保留随时自行决定将奖品授予其他参与者的权利。</p> <p>通过参与促销活动，参与者授予组织者在任何媒体上宣传、广播或以其他方式披露其姓名、性格、肖像、声明或任何与促销活动获胜或组织者随时不时举办的促销活动有关的促销活动。组织者可以宣传或宣传某位获胜者赢得了促销活动。所有参与者和/或获胜者特此同意并允许组织者将其姓名用于广告、交易或促销目的，而无需任何额外补偿、通知和/或许可。</p> <p>如果参与者涉嫌篡改其参赛作品或被发现违反本使用条款和促销活动的任何条件，组织者保留取消任何参与者的资格并取消其参加促销活动的权利，而无需事先通知或披露信息。</p> <p>组织者保留在促销期间忽略获胜者提出的被组织者视为不合理的请求的权利。</p>
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**注意：如果本表的条款和规定与促销活动的条款和规定之间存在任何冲突或不一致，则以本表的条款和规定为准。**

### 其他使用条款

10. 参与者同意他/她应：
  - (i) 遵守上述条款和条件，并同意配合并遵守向参与者发出的所有指示；
  - (ii) 不论在促销期间或之后，均不得提出异议，也不得就促销活动提出任何口头或书面投诉、公开宣布或声明；
  - (iii) 不得以任何行为或疏忽直接或间接损害主办方的声誉；
  - (iv) 不得为任何产品代言、接受任何采访或与任何第三方就促销活动或奖品参与任何文章或报道；
  - (v) 同意参与者参与促销活动并不使参与者有权获得工资、薪水或任何其他补偿。
11. 提交报名表并不保证参与者有机会参与促销活动。主办方有权自行决定并在不事先通知的情况下拒绝、拒绝或排除参与者参与促销活动，原因包括（但不限于）参赛作品不完整、不遵守或不履行任何使用条款或试图以任何方式损害促销活动。
12. 如果由于不可预见的情况而无法提供所推广的奖品，主办方保留用等值或更高价值的替代奖品替换奖品或其任何部分（视情况而定）的权利。
13. 如果获奖者选择不接受奖品，则他们将丧失对该奖品的任何和所有权利，主办方将根据合理判断处理该等权利，但须遵守任何适用法律。
14. 奖品必须（如适用）在指定的日期使用，不得出售、更改或兑换金钱或其他奖品，奖品不可转让或流通，也不可兑换现金。

15. 因获奖而产生的任何税款均由获奖者自行承担。
16. 主办方就推广活动的任何方面做出的决定均为最终决定，具有约束力。对此，不接受任何沟通。
17. 除法律暗示的任何保证（如果有）外，所有奖品的使用/领取风险完全由获奖者承担，主办方在法律允许的范围内排除与任何奖品相关的所有保证。主办方不保证获奖者会满意奖品。
18. 主办方可宣传、广播或以其他方式披露获奖者或参与者的姓名、性格、肖像、声明或与本次促销活动或主办方通常举办的促销活动有关的宣传活动。主办方可宣传或宣传某位获奖者在本次促销活动中获奖。所有获奖者特此同意并同意主办方在文章、展览、宣传、广告、教育、贸易和/或促销材料或活动（“促销材料”）中使用其照片、姓名、外貌、声音和肖像，并传输、复制、发布、版权、分发和展示这些内容，而无需任何额外补偿、通知或许可。参与者和/或获奖者无权对任何材料主张所有权和/或其他形式的补偿。所有获奖者和参与者还特此同意放弃其可能拥有的检查或批准任何成品或促销材料的任何广告副本的权利，这些权利可能直接、间接或与本次促销活动有关。此外，所有获奖者和参与者特此同意，他/她将转让其在推广活动中捕捉到的部分或全部照片、姓名、外貌、声音和肖像的任何形式的媒体中可能拥有的所有权利、所有权和利益，以及完全的可转让权利，并同意签署主办方为实现此项转让而要求的任何文件。

### 免责条款

3. 参与者同意放弃、解除并免除主办方、其代理机构、赞助商和代表，因接受任何奖品或参与活动而可能产生的任何和所有责任、费用、损失、损害或开支，包括但不限于死亡、人身伤害及财产损害，无论其是否为直接、间接或可预见的后果。
4. 每位参与者同意保障并使主办方及其各子公司、附属公司、相关公司、广告和促销代理机构以及其各自的董事、员工、代理和代表（以下称为“被释放方”）免受因参与者违反其保证和承诺、违反使用条款和/或促销规则及规定、参与活动或与奖品相关的任何原因而直接或间接引起的任何损失、损害、权利、索赔或诉讼的影响。被释放方对遗失、延迟、错误标识或错误投递的参赛作品或电信设备或计算机硬件或软件的性能问题、错误、延误或故障不承担任何责任。

### 免责声明

2. 主办方不对比赛提供任何保证。比赛及奖品均按“原样”及“可用状态”提供。

### 知识产权

4. 与本次促销活动相关的所有知识产权均归主办方及其员工、管理人员、董事、代理、关联公司、母公司、子公司和代表（以下简称“主办方集团”）所有。
5. 与本次促销活动相关的所有知识产权均归主办方所有。参与者在任何时候均不得复制或分发与本次促销活动相关的任何知识产权。
6. 与本次促销活动相关提交的参赛作品及详细信息（无论是书面、音频或视频形式，或这些形式的组合），以及任何拍摄的参与者照片、视频和/或电影镜头或音频记录，均为主办方的财产。主办方可按照其认为合适的任何方式和媒介使用这些材料。上述材料的版权将成为并保持为主办方的独有财产。参与者在此将参赛作品的全球版权及类似权利转让给主办方，并放弃其所有精神权利。

## Facebook 和/或WhatsApp

4. 本次促销活动与 Facebook 和/或 WhatsApp 无关，且未得到其赞助、支持或管理，也未与其相关联。
5. 参与者提供的信息（除了参与者的 Facebook 和/或 WhatsApp 用户名和密码）是提供给主办方，而不是 Facebook 和/或 WhatsApp。参与者提供的信息将仅用于主办方及其集团内部，与促销无关的任何第三方不会出售、转让、给予或共享这些信息。
6. 参与者同意，对于与 Facebook 和/或其他促销参与者（“第三方参与者”）的纠纷相关的任何索赔，参与者放弃向主办方集团提出的权利。同时，若因参与者与 Facebook 和/或 WhatsApp 及/或第三方参与者之间的纠纷或交易导致 Facebook 和/或 WhatsApp 及/或第三方参与者对主办方集团提出索赔，参与者同意赔偿主办方集团因此遭受的任何损失或责任。但如果是由于主办方集团的过失、欺诈或故意不当行为而导致的，则该弃权 and 赔偿条款不适用。

## 责任

8. 每个参与者同意，除非因主办方的违约或疏忽所引起的损害、损失、伤害、权利、索赔或诉讼，主办方不对与促销活动相关的任何损害、损失、伤害、权利、索赔或诉讼承担责任，也不对因接受、持有、使用/滥用奖品或参与促销活动而导致的损害、损失、伤害、权利、索赔或诉讼承担责任。每个参与者进一步同意，主办方不对任何迟交的参赛作品（包括延迟的数据传输）、篡改、损坏、不完整、错误投递、丢失、损坏、延迟、损坏、重复或其他不符合本使用条款的参赛作品或因参与者的过错而产生的参赛作品负责。
9. 如果延迟或未能履行任何主办方的义务是由于任何超出主办方合理控制的原因，主办方不对任何参与者负责，也不应被视为违反本使用条款。
10. 尽管有前述规定，本使用条款中的任何内容不应限制参与者在适用法律下作为消费者可能拥有的任何权利，或任何其他不可排除的法定权利，也不应以任何方式排除或限制主办方对参与者因主办方的违约或疏忽而造成的任何损失或损害的责任。
11. 主办方保留在其合理判断下，取消任何被认为篡改参赛过程或促销活动或其网站（如有）运营、违反或可能违反本条款和条件的参与者的资格的权利。主办方将不处理任何相关的信件。
12. 主办方保留在任何时候由于不可预见的情况、主权法律和法规取消促销活动的权利。
13. 主办方不对任何奖品作出任何担保或保证，在法律允许的最大范围内，主办方、其代理人及贸易伙伴不对因接受或使用本促销活动所获奖品而遭受或承受的任何损失或损害承担责任。主办方不推荐或保证任何承包商或与奖品相关的第三方的履约，也不对任何第三方实施的欺诈行为承担责任。
14. 在促销期间，任何关于促销活动和使用权的请求或投诉可致电1800-88-1788，并提供参与者的姓名、地址、电子邮件地址和电话号码。收到后，参与者将在合理时间内被联系。主办方不会参与与获奖者选拔相关的任何信件交流。

## 其他条款

9. 本次促销活动的任何内容不得在未经主办方明确同意的情况下复制或发布。
10. 无法从本次促销活动或其结果中获取任何权利。

11. 如果促销活动在任何地方的地方性、国家性、州级或其他政府法律中被禁止或限制，则该促销活动无效。
12. 如果本条款和条件的部分内容无效，主办方和参与者仍应受其余部分的约束。各方应尽可能在考虑到这些条款和条件的内容和意义的基础上，用合法有效且具有法律效力的条款替代无效部分。
13. 本使用条款应优先于任何在促销活动广告材料中所含的与其不一致的条款、条件、规定或声明。
14. 本次促销活动须遵守马来西亚酒类广告规范。
15. 参与者无权转让本协议中的任何权利或将任何义务分包给第三方。主办方有权将其在本协议下的全部或部分权利转让或再许可给任何第三方，由主办方自行决定。
16. 主办方所授予的所有权利和特权为不可撤销的，不受任何情况的撤销、限制或禁令的影响。在任何情况下，参与者不得有权要求禁令救济或限制或以其他方式干预促销活动的组织、促销活动的制作、分发、展示和/或利用以及/或任何基于促销活动的或衍生的产品。

## 隐私政策

### 一般条款

本隐私政策适用于我们的网站（包括社交媒体网站和移动应用程序）（“网站”）、Heineken Marketing Malaysia Sdn Bhd（“HMMSB”或“HEINEKEN”）和/或任何关联公司（统称为“我们”）为马来西亚消费者提供的促销活动，我们收集某些个人信息（“个人信息”）。请仔细阅读本隐私政策，因为它包含重要信息，可帮助您了解我们对您提供给我们或我们在网站背景下以其他方式收集的任何个人信息的做法以及您可以保护隐私的方式。

我们尊重您的隐私，并致力于保护您的个人数据安全，并根据适用数据保护法（特别是马来西亚 2010 年个人数据保护法）（以下简称“法案”）规定的法律责任对其进行管理。就本隐私政策而言，“个人数据”和“流程”和/或“处理”一词应具有法案中规定的含义。此外，“网站”是指我们或我们的许可人拥有和/或管理的任何万维网，以及任何其他网站，无论是现在已知的还是将来已知的。

本隐私政策描述了收集哪些信息、如何使用这些信息、将与谁共享这些信息、您如何选择退出以及如何修改我们持有的您的个人数据以及不时进行的任何其他更改。

通过“点赞”我们的 Facebook 品牌和/或公司页面，或关注我们品牌和/或公司的 Instagram 或 Twitter 帐户，或订阅我们品牌和/或公司的 YouTube 频道，或以其他方式在其他社交媒体网站上表达或提供您对我们的兴趣的类似迹象，您特此同意您已阅读本隐私政策并同意我们按照本隐私政策中规定的方式在相应的社交媒体网站（定义如下）收集和进一步处理您的个人数据。

### 2. 我们收集哪些个人信息以及我们如何使用您的个人信息

在您与我们的关系过程中，我们会收集与您和您与我们的关系相关的各种个人信息。我们从您向我们提供的信息和/或您需要填写的任何其他喜力表格中收集您的个人信息，以及我们通过任何口头或书面沟通获得或可能获得的有关您的任何其他信息，当您参加我们的活动时，当您在线购买我们的产品或服务时，当您在网站上创建帐户时，或者当您“喜欢”我们的网站时。网站上标有星号的请求信息是必填项。如果您不提供所要求的信息，我们将无法向您提供服务或产品。

我们已指定我们收集的个人信息以及我们使用个人信息的目的：

- 处理您的订单以便处理付款并交付所请求的产品或服务：我们需要您的姓名、电子邮件地址、电话号码（以便我们在需要时与您联系）、邮寄地址或服务收件人（如果与您不同）、出生日期（因为我们依法要求您在访问我们的网站前提供此信息）、付款信息等。这些信息也用于我们的销售管理。使用这些个人数据是为了履行我们与您的协议或遵守法律义务，例如税务和会计规则。
- 在我们的网站上注册并创建帐户：在您进行购买之前，您需要创建一个帐户并提供登录名和密码（我们需要这些信息来处理您的帐户），以及电子邮件地址、姓名、账单地址、出生日期（我们将用于验证和处理您的订单）。创建帐户是进行购买所必需的，因此是我们履行与您达成协议的必要条件。您可以自己管理帐户中的信息，并查看您之前的购买记录。
- 客户服务：我们会处理您的电子邮件地址或电话号码（取决于您如何联系我们），以便回答您通过网站提交的问题和/或问题，以及产品召回或您发送的其他服务邮件。我们会记录您的请求、问题以及我们的回复和其他行动，以处理您的请求。
- 发送包含营销信息的时事通讯、消息和/或电子邮件，例如有关我们的产品和/或服务或我们的相关公司和/或我们业务合作伙伴的产品和/或服务的信息：如果您订阅了时事通讯和/或在我们的网站上注册并创建了帐户或参加了任何促销或活动或关注了任何社交媒体网站，我们会使用您提供的电子邮件地址向您发送包含营销信息的时事通讯和/或电子邮件。如果您通过我们的网站订购了我们的一款产品，我们可能会向您发送时事通讯，以告知您我们认为您可能感兴趣的其他类似产品。如果您不再希望收到我们的任何电子邮件，您可以随时使用每封电子邮件中的取消订阅功能取消订阅，也可以联系我们。
- 一旦您选择不接收新闻通讯和/或包含营销信息的电子邮件，我们将删除您的电子邮件地址，除非该地址也用于本隐私政策中列出的其他目的并被保留。
- 营销：我们可以收集有关您的购买、您的在线搜索（点击和浏览）、您在我们网站上的设置、您购物车中的商品、您的客户服务请求和联系历史记录的信息。这些信息使我们能够使用不同的渠道进行关系管理，并通过电子邮件和/或时事通讯和/或在线广告向您营销我们的产品和服务，这可能包括个性化网站内容和优惠，以便根据您的偏好量身定制。我们会衡量我们活动的有效性。
- 我们使用这些个人数据，因为这对于我们合法利益是必要的，以便能够向我们的客户和网站访问者推广我们的产品和服务，使我们能够吸引更多客户，提高我们产品和服务的销售，并为我们的网站提供资金（通过在线广告）。我们将根据收集个人数据的相关目的（例如时事通讯、帐户信息、处理订单和付款）保留个人数据。
- 有关您访问和使用我们网站的信息：当您访问我们的网站时，我们会收集某些信息，例如您的IP地址、您访问的网页、您的计算机名称、互联网浏览器类型、点击次数和浏览次数。我们还会跟踪您如何使用我们的时事通讯、您查看的页面以及您阅读的部分内容，以便我们可以根据您的偏好定制时事通讯。有关您使用我们网站和服务的信息使我们能够建立细分，即具有许多共同特征（例如年龄组、性别或地区）的网站访问者或客户群体。我们可能会将您添加到我们的某个细分中，我们使用这个细分来定制网站，例如更改搜索结果的顺序或我们放置某些优惠的位置，以便您更有可能看到这些优惠。我们还可能使用细分来显示在线广告和/或向您发送我们认为与您相关的电子邮件。
- 我们使用这些个人信息是出于合法利益的需要，以便能够向我们的客户和网站访问者推广我们的产品和服务，使我们能够吸引更多客户，提高我们产品和服务的销量，并为我们的网站提供资金（通过在线广告）。
- 网站的维护和优化：您的个人数据将用于网站的维护和分析，以解决性能问题、提高网站的可用性并防止欺诈（例如在反复尝试登录或购买时，或在不符合我们条款和条件的情况下进行购买，如21岁以下人士和/或穆斯林）。分析还使我们能够检查在线订购流程是否高效，以便在可能的情况下进行改进。出于这些目的使用您的个人数据符合我们的合法利益。
- 参与研究活动：我们还可能要求您参与研究活动，例如：调查、试点、座谈会、小组讨论和其他研究活动。根据不同的研究活动，我们将收集不同类型的个人数据。

- 允许您参与活动、促销和/或其他推广活动：您的个人数据，如姓名、电子邮件地址、居住地址和电话号码，将被处理以管理我们举办的活动、促销和/或其他您选择参与的推广活动。其中一些促销活动有额外的规则，包含关于我们如何使用和披露您的个人数据的信息。我们需要这些信息来处理您的参与，并能够与您沟通有关您的奖品或将奖品寄送给您。
- 分析：您的个人数据和通过使用cookies收集的信息将用于分析和统计目的。我们处理和分析这些信息，帮助我们确定某个地点商业的可行性。根据我们需要的统计类型，我们还处理这些信息，以追踪从我们的业务伙伴网站访问我们网站的访客数量。

如果我们将您的个人数据用于其他目的，我们将单独通知您该用途。

对于网站和/或社交媒体网站的某些服务和目的，您需要向我们提供个人数据，以便我们能够处理您的订单或向您发送新闻通讯或其他信息。除了您必须提供给我们的信息外，我们还会收集您访问我们的网站和/或社交媒体网站时的某些信息。

使用这些个人数据是为了履行我们与您的协议或遵守法律义务，如税务和会计规则。

您始终可以选择退出接收我们的新闻通讯或直邮，您也可以随时反对我们将您的个人数据用于直接营销目的（有关如何操作的更多信息，请参见下面第10和第11段有关您的权利的内容）。

### 3. 我们如何共享和/或披露您的个人数据

我们并不从事出售您的个人数据的业务。我们认为这些信息是与您关系的重要组成部分。然而，在某些情况下，我们可能需要在未进一步通知您的情况下将您的个人数据与第三方共享，以帮助我们为您提供服务和产品，并运营我们的网站（以下简称“第三方”）。这些第三方包括：

- HEINEKEN集团公司及HEINEKEN产品的官方品牌所有者，用于存储通过网站处理的个人数据，因使用共享的IT系统；
- 服务提供商，当需要提供服务或帮助我们提供或交付您在网站上订购的服务或产品时（包括我们的第三方配送服务提供商），以及提供数据分析服务；
- 业务伙伴，用于共同活动的合作；
- 独立的债务催收机构、律师或其他代理人，用于催收您账户上到期或未支付的款项；
- 如果HEINEKEN出售其全部或部分资产或HEINEKEN集团公司股份，个人数据可能会提供给此第三方。

这些第三方可能位于马来西亚、欧洲经济区国家或世界其他地方。

我们还可能需要向执法机关提供个人数据，以遵守任何法律义务或法院命令。

### 4. 将个人数据转移到马来西亚境外

#### 条款

有时可能需要将您的个人数据转移至位于马来西亚以外国家的第三方。这种情况可能发生在第三方的总部位于马来西亚以外，或您从马来西亚以外的国家访问和/或使用我们的网站时。通过继续访问和/或使用网站，您即表示同意此类转移。

当我们在马来西亚以外存储个人数据时，我们将确保转移的个人数据得到适当的保护。我们要求服务提供商采取适当措施以保护个人数据的机密性和安全性。

## 5. 个人数据的安全性

我们将采取适当的技术、物理和组织措施，以保护通过网站收集的个人数据免遭误用或意外、非法或未经授权的破坏、丢失、更改、披露、获取或访问。这些措施将符合适用的隐私和数据安全法律法规。然而，没有任何基于互联网的网站可以达到100%的安全性，因此对于超出我们控制范围的未经授权或非预期的访问，我们不承担责任。

我们的网站可能包含其他网站的链接。我们对这些其他网站的隐私实践、内容或安全性不承担责任，这些内容不受本隐私政策的约束。我们建议您始终仔细阅读这些其他网站的隐私政策。

## 6. 个人数据的保留期限

我们将根据法律要求，或为向您提供任何所需服务，或为本隐私政策中列出的其他目的所需的时间，保留您的个人数据。通常，个人数据将在您与我们的最后一次接触后保留7年，以遵守当地法律的要求。如果不再需要出于上述目的使用数据，我们将采取合理步骤销毁或去标识化我们持有的个人数据。

## 7. Cookies

本隐私政策中提及的大部分信息是通过我们使用cookies及类似技术收集的。Cookies是包含少量信息的小型文本文件，可下载并存储在您的用户设备上，例如计算机、智能手机或平板电脑。我们使用的类似于cookies的技术包括追踪像素、Java脚本、标签和网络信标。这些cookies及类似技术有时是必需的，以便记住您的账户设置、语言和国家，同时也使我们能够测量和分析您在我们网站上的行为，并为您展示个性化广告（在我们的网站或第三方网站上）。在需要时，您将被要求同意我们使用cookies。

我们的cookies及通过cookies获取的信息是根据本隐私政策的用途使用的，具体包括：

- 帮助保存和检索您在网站上的密码。这样，您无需在每次访问网站时重新输入信息；
- 跟踪信息，例如您访问和/或使用网站的频率和时长，您浏览网站的点击路径，以及帮助我们确定您是否通过特定的互联网链接或横幅广告进入网站；
- 分析访问者和用户的资料，以帮助我们为您提供更好的访问和/或使用体验并提升网站功能：
  - 个性化您在网站上看到的内容、横幅和促销活动；以及
  - 匿名跟踪在线广告的互动情况，例如监控横幅广告被展示的次数及被点击的次数。

大多数cookies是“会话cookies”，意味着它们会在会话结束时自动从您的设备中删除。如果您的设备允许，您始终可以选择拒绝cookies，但在这种情况下，您可能无法访问或使用网站的某些功能。

## 8. 社交媒体

您可以选择通过社交媒体（如Facebook、Instagram、Twitter、LinkedIn、Spotify或YouTube，以及由我们或我们的授权方维护的其他社交媒体网站，“社交媒体网站”）在我们的网站上分享信息。这意味着您分享的信息，包括姓名和偏好，将对您个人页面的访问者可见。我们建议您仔细阅读相关社交媒体平台的隐私政策，因为这些政策适用于这些平台处理您的个人数据。

当您与我们分享个人数据或通过社交媒体网站与我们互动时，我们收集和进一步处理的个人数据可能因您在相关社交媒体网站账户中的隐私和安全设置而异。如需了解更多关于限制社交媒体网站处理您个人数据的方法和选择的信息，请访问相关社交媒体网站的隐私政策页面。

我们将根据上述目的处理您的个人数据。

## 9. 儿童隐私

本网站并非为21岁以下个人使用而设计。我们不会有意收集21岁以下个人的个人数据。

## 10. 您的访问、更正、删除、限制及数据可携权

### 条款

您有权请求获取由我们或代表我们处理的个人数据的概览。您有权要求更正、删除和/或限制您的个人数据（视具体情况而定）。您可以通过以下联系方式联系相关人员行使此权利。请注意，不符合适用法律或喜力指南要求的请求可能会被要求重新提交或最终被拒绝。此外，根据适用的数据保护法或其他法律法规，某些个人数据可能不受此类访问、更正和删除请求的限制。我们将在法律要求的情况下保留个人数据，例如用于销售管理和/或税务与会计规则。

您有权以结构化、常用且机器可读的格式接收您提供给我们的个人数据，在某些情况下，我们将在技术可行的情况下根据您的要求将您的个人数据传输给另一数据用户/控制者。

## 11. 您的反对权

在某些情况下，您有权要求我们停止处理您的个人数据，但如果我们有令人信服的合法理由，我们将继续处理您的个人数据。然而，您有权反对我们将您的个人数据用于直接营销目的，包括画像分析。一旦您提出反对，我们将满足您的要求。如果您之前已同意我们使用您的个人数据，您有权撤回您的同意，但撤回同意不会影响在您撤回之前我们对数据使用的合法性。如果您随后撤回处理您个人数据的同意，请注意，我们可能无法为第2段中所述的任何目的处理您的个人数据。

## 12. 个人数据的准确性和完整性

您有责任确保您提供给我们的信息和/或个人数据准确、完整且无误导性，并确保此类信息保持最新状态。

## 13. 更新

我们将定期审查并更新本隐私政策。对本隐私政策的任何更改将发布在我们的网站页面上，并在合理范围内通知您。

## 14. 联系方式

若您希望行使上述任何权利，可通过以下方式联系我们：

姓名：隐私专员 - HEINEKEN

地址：Sungei Way Brewery Lot 1135, Batu 9, Jalan Klang Lama, 46000, Petaling Jaya, Selangor

电话：+603 7861 4688

电子邮箱：MY1-Privacy@heineken.com

请注意，我们可能会要求您提供身份证明。

如果您对我们使用您的个人数据有任何疑问、异议，或对本隐私政策或我们处理您个人数据的方式有任何投诉，可通过 MY1-Privacy@heineken.com 联系隐私专员。



## 15. 语言

本隐私政策将以英文和马来文起草。如本通知的英文版本与马来文版本之间存在任何不一致，应以英文版本为准

## 参与方式

16. 为参与本促销活动，参与者需在促销期内（定义见下文）于全国任一参与门店（定义见下文）以单张收据购买最低金额的商品，具体金额如下：

管道	机制/最低金额	促销期
便利店/迷你市场	1. 购买任意2罐Heineken® / Heineken® 0.0 / Tiger Crystal / Tiger Soju / Guinness Foreign Extra Stout / GDIC / Edelweiss original/ Edelweiss Peach在单张收据 2. 扫描二维码透过微网站提交收据 3. 有机会赢取Samsung Galaxy Z Fold6 (256GB) (8份奖品) OR Touch 'n Go eWallet credit 价值RM 88 (888份奖品)	促销期： 2024年12月21日 - 2025年2月12日

17. 本次促销活动仅面向居住在马来西亚、年满 21 岁（截至参与促销活动之日，需提供年龄证明）的非穆斯林个人，他们不属于不合格人员，并且合法允许饮用酒精饮料。任何集团或团体均不得参与。
18. 以下类别的人员没有资格并被排除在促销活动之外：
- (xvi) 以任何身份受雇于或为主办方（包括其附属公司和相关公司）工作的人员及其直系亲属（子女、父母、兄弟姐妹，包括配偶）；
  - (xvii) 主办方（包括其附属公司和相关公司）的广告和/或促销服务提供商的代表、雇员、服务人员和/或代理人，以及他们的直系亲属（子女、父母、兄弟姐妹，包括配偶）；以及
  - (xviii) 为参与组织或执行促销活动的第三方公司工作的人员。

此类人员在本使用条款中称为“无资格人员”，统称为“无资格人员”。

## 促销机制

1.	促销简介	1. <b>Tiger敢敢冲</b> 2025 年农历新年促销活动”旨在奖励通过现场购买参与活动的年满 21 岁的非穆斯林马来西亚居民。 2. 主办方保留自行决定更改、取消或重新安排促销期或相关日期的权利。
2.	促销机制	36. 参与竞赛的方法是，在整个竞赛期间（如上文第 1 段所述）购买最低金额的参赛作品（如上文第 1 段所述），并在竞赛期间/兑换期间（如适用）从以下全国任何一家参赛商店兑换后，通过微型网站提交。每次参赛的发票作为购买证明（“POP”）是收据的照片。  <b>参与的便利店/迷你市场</b> a) 7-Eleven b) MyNews/CU c) KK Mart d) Bila-bila Mart e) GT Mart

		<p>f) MIX g) 其他出售参赛产品并展示竞赛销售点材料的便利店/迷你市场</p> <p><b>参赛产品:-</b></p> <p>i) Heineken® Beer (Original) j) Heineken® 0.0 k) Tiger Crystal l) Tiger Soju m) Guinness Foreign Extra Stout n) Guinness Draught in Can (GDIC) o) Edelweiss Original p) Edelweiss Peach</p> <p>2. 参赛者可通过扫描二维码或通过 (microsite link) 提交参赛申请</p> <p>3. 参赛者必须完成以下步骤: -</p> <p>a. 扫描二维码进入微网站</p> <p>b. 详细填写以下所需信息, 以便提交参赛申请:-</p> <ul style="list-style-type: none"> <li>• 姓名 (与身份证上的姓名一致)</li> <li>• 身份证号码</li> <li>• 联络电话</li> <li>• 电子邮件地址</li> <li>• 地址</li> <li>• 发票号码</li> <li>• 发票日期</li> <li>• 提交购买证明 (“发票”)</li> </ul> <p>c. 参赛者必须通过微型网站回答一 (1) 个问题, 作为提交参赛申请的确认动作。</p> <p>4. 每份参赛申请只能提交一张发票。参赛者可提交一 (1) 份以上的参赛申请。主办方保留拒绝任何未按上述规定方式提交的参赛的权利, 包括但不限于信息不正确或不完整的参赛申请, 或 POP 被更改、复制、有缺陷或无效的参赛申请, 并将其参赛资格自动取消, 恕不另行通知。</p> <p>5. 参赛者必须保留 POP 原件以备核查和兑奖之用。否则将被取消资格并没收奖品。</p> <p>6. 主办方对参赛者提交的参赛申请不收取任何费用。主办方不向参赛者偿还发送 WhatsApp 信息所产生的费用, 包括销售与服务税 (SST) 以及相关费用 (如有)。</p> <p>7. 参赛者必须遵守主办方在竞赛期间通知或传达的竞赛机制。</p> <p>8. 只接受显示在有效促销日期 (2024 年 12 月 21 日 - 2025 年 2 月 12 日) 间购买的发票原件作为购买证明。任何损坏或撕毁的购买凭证复印件将自动取消资格。</p>
3.	<b>奖品</b>	<p>10. 促销期间共有八百九十六 (896) 份奖品等待赢取, 具体如下:</p> <ul style="list-style-type: none"> <li>• 双周大奖: Samsung Galaxy Z Fold6 (256GB) x 8 份</li> <li>• 双周安慰奖: Touch ‘n Go eWallet credit 价值 RM 88 x 888 份</li> </ul>

		<p>11. 主办单位保留随时以同等价值的物品替换任何一项奖品的权利，恕不另行通知。</p> <p>12. 所有奖品均由参赛者自行承担风险，并由主办方和/或赞助商颁发，不提供任何明示或默示的保证。</p> <p>13. 如果有要求，参赛者应按照主办方规定的格式签署一份释放和赔偿契约，以便获得奖品。</p> <p>14. 如果参赛作品数量不足，且不符合条件（“合格参赛作品”），主办方有权不颁发任何或所有奖品。例如，如果在特定促销期间有 100 个奖品可供赢取，但若合格参赛作品数量不足 100 个，主办方有权只将奖品颁发给合格参赛作品，并没收剩余奖品。</p>
4.	得奖者的遴选	<p>4. 在整个竞赛期间，主办方将根据参赛时间选出总共八百九十六（896）名得奖者**。</p> <p>5. **在整个竞赛期间有八（8）个双周大奖供赢取。</p> <p>每2周，分配给每个合格参赛申请的序列号将被制成表格并相加，得出合格参赛申请的总数 [“合格参赛申请总数”]。假设收到的合格参赛申请总数为3458件，主办方将根据以下示例计算并选出入围参赛申请：  每双周大奖：Samsung Galaxy Z Fold6 (256GB) x 8 名得奖者  第 1 周（2024 年 12 月 21 日至 2025 年1 月 5 日）x 2 名得奖者  第 2 周（2025 年 1 月6 日至 1 月19 日）x 2 名得奖者  第 3 周（2025 年 1 月 20 日至 2 月 2 日）x 2 名得奖者  第 4 周（2025 年 2 月 3 日至 2 月 12 日）x 2 名得奖者  <math>(3458-4) \div 2 = 1727</math>  小数值将向下舍入到最接近的整数。因此，得奖者是第 1727 个序列号条目以及后续序列号乘以 1727 的结果。  **在整个竞赛期间有八百八十八（888）份双周安慰奖供赢取。</p> <p>每周，分配给每个合格参赛申请的序列号将被制成表格并相加，得出合格参赛申请的总数 [“合格参赛申请总数”]。假设收到的合格参赛申请总数为1458件，主办方将根据以下示例计算并选出入围参赛申请：  每双周安慰奖：Touch ‘n Go eWallet credit 价值 RM 88 x 888 名得奖者  第 1 周（2024 年 12 月 21 日至 2025 年1 月 5 日）x 222 名得奖者  第 2 周（2025 年 1 月6 日至 1 月19 日）x 222 名得奖者  第 3 周（2025 年 1 月 20 日至 2 月 2 日）x 222 名得奖者  第 4 周（2025 年 2 月 3 日至 2 月 12 日）x 222 名得奖者  <math>3458 \div 222 = 15.58</math>（本例中的乘法数为16）  小数值将向下舍入到最接近的整数。因此，得奖者是第 16 个序列号条目以及后续序列号乘以 16 的结果。</p> <p>6. 所有奖品均受奖品所附条款和条件以及本使用条款的约束，并且必须在规定的时间内领取。否则将导致奖品被没收。</p> <p>7. 如果参赛者涉嫌篡改其参赛申请或违反竞赛条款和条件，主办方保留在不事先通知或披露信息的情况下取消任何参赛者资格并将其从竞赛中除名的权利。</p>
5.	获奖者通知、验证与联系	<p><b>通知</b></p> <p>1. 获奖者将会通过短信/电邮通知发布。</p> <p>2. 主办方有权要求提供身份证原件或其他支持文件/材料的原件，以供核实。</p>

		<p>3. 获奖者必须确保向主办方提供的数据详细信息真实、准确、最新且完整。得奖者将收到得奖通知，主办方将通知得奖者核实和兑换程序。</p> <p>4. 每位参赛者在竞赛期间最多只能赢得一（1）份奖品。</p> <p>5. 得奖者必须在主办方通过 WhatsApp 发出通知后三（3）天内做出回复。</p> <p>6. 如果得奖者未在三（3）天内回复，主办方保留用名单上的其他名字替代得奖者的权利。</p> <p><b>核实</b></p> <p>获奖者必须向主办方及其指定代理人（即主办方不时指定为其代理人的第三方，负责管理 WhatsApp 热线和根据本促销活动发放奖品，以下简称“指定代理人”）提供全名（如其身份证上所示）、身份证号码，并附上获奖者的清晰照片，以供核实。</p> <p>提供的文件必须与通过微网站提交的详细信息完全匹配。</p> <p>如果主办方发现所出示的奖品不真实或无效，则主办方有权取消获奖者的参赛资格并没收获奖者的奖品，无需说明任何理由。</p> <p>主办方保留随时自行决定将奖品授予其他参与者的权利。</p> <p><b>联系方式</b></p> <p>核实并确认详细信息后，主办方指定的代理人“SAM Merchandising Sdn Bhd”将通过 WhatsApp 联系促销活动获奖者。</p>
6.	<b>奖品兑现</b>	<p>一旦核实并确认了获奖者，奖品将通过以下方式发放：</p> <p>k) 价值 RM500 及以下的奖品将通过快递服务发送到获奖者向主办方提供的完整邮寄地址。</p> <p>l) 价值 RM500 及以上的奖品，获奖者需要在主办方/指定代理办公室（巴生谷内）领取，主办方的指定代理将通知获奖者。奖品必须在指定代理给获奖者的时间和预定日期内领取。</p> <p>36. 奖品通过快递服务发送：主办方和指定代理有权要求获奖者签署并寄回所有同意文件的副本，连同其身份证的扫描件，以供主办方核实。</p> <p>37. 办公室领奖：获奖者需携带身份证原件及中奖标签前往主办方或指定代理处进行验证。</p> <p>38. 通过参与促销活动，参与者授予主办方在任何媒体上宣传、广播或以其他方式披露其姓名、性格、肖像、声明或任何与促销活动获胜或主办方随时不时举办的促销活动有关的促销活动。主办方可以宣传或宣传某位获胜者赢得了促销活动。所有参与者和/或获胜者特此同意并允许主办方使用其姓名进行广告、交易或促销，而无需任何额外补偿、通知和/或许可。</p> <p>39. 如果参与者涉嫌篡改其参赛作品或被发现违反本使用条款和促销活动的任何条件，主办方保留取消任何参与者的资格并将他们从促销活动中除名的权利，而无需事先通知或披露信息。</p>

		<p>40. 如果获胜者未能在其和主办方指定代理人商定的日期和时间之前做出回应，主办方保留没收奖品的权利。</p> <p>41. 主办方保留在促销期间忽略获奖者提出的其认为不合理的请求的权利。</p> <p>42. 主办方对因遵守法律、法规、命令或政府或相关机构/机构的任何其他规则而导致的任何履行延迟不承担任何责任。</p>
7.	<b>一般条款</b>	<p>主办方有权要求提供身份证原件或其他证明文件/材料的原件，以供核实。</p> <p>主办方保留拒绝任何未按上述要求方式提交的参赛作品的权利，包括但不限于信息不正确或不完整的参赛作品，或内页被更改、复制、有缺陷、无效的参赛作品，并将自动取消参加促销活动的资格，恕不另行通知。</p> <p>参与者必须保留原件内页以供核实和兑换奖品。否则，将导致取消资格和没收所获奖品。</p> <p>主办方不收取参与者提交的参赛作品的费用。主办方不会向参与者报销发送 WhatsApp 参赛作品所产生的费用，包括销售和服务税（SST）和相关费用（如有）。</p> <p>参与者必须遵守主办方在促销期间可能通知或传达的促销机制。</p> <p>主办方保留随时用等值物品替换任何奖品的权利，无需事先通知。</p> <p>所有奖品均由参与者承担全部风险，并由主办方和/或赞助商颁发，不提供任何明示或暗示的保证。</p> <p>如果需要，参与者应按照主办方规定的形式签署免责和赔偿契约，以便领取奖品。</p> <p>主办方将通过短信/电子邮件通知向成功参赛和不成功参赛发出确认信息。</p> <p>所有奖品均受奖品附带条款和条件的约束，并且必须在规定的时间内领取这些使用条款。否则将导致奖品被没收。</p> <p>如果主办方发现所出示的收据不真实或无效，则主办方有权取消获奖者的资格并没收获奖者的奖品，而无需说明任何理由。 主办方保留随时自行决定将奖品授予其他参与者的权利。</p> <p>通过参与促销活动，参与者授予组织者在任何媒体上宣传、广播或以其他方式披露其姓名、性格、肖像、声明或任何与促销活动获胜或组织者随时不时举办的促销活动有关的促销活动。组织者 可以宣传或宣传某位获胜者赢得了促销活动。所有参与者和/或获胜者特此同意并允许组织者将其姓名用于广告、交易或促销目的，而无需任何额外补偿、通知和/或许可。</p> <p>如果参与者涉嫌篡改其参赛作品或被发现违反本使用条款和促销活动的任何条件，组织者保留取消任何参与者的资格并取消其参加促销活动的权利，而无需事先通知或披露信息。</p> <p>组织者保留在促销期间忽略获胜者提出的被组织者视为不合理的请求的权利。</p>

**注意：如果本表的条款和规定与促销活动的条款和规定之间存在任何冲突或不一致，则以本表的条款和规定为准。**

**Tiger 敢敢冲 2025年新春促销活动 (酒馆/酒吧) 条款与细则**

**竞赛参与**

1. 欲参加本次竞赛, 参赛者需要在整个竞赛期间 (定义见下文) 从全国任何参与商店 (定义见下文) 购买单张发票中规定的最低金额:

渠道	机制	比赛期间
酒馆和酒吧	<p>购买以下任何产品, 价值 RM 90 或以上, 需凭单张收据:</p> <ul style="list-style-type: none"><li>• Heineken</li><li>• Guinness</li><li>• Edelweiss</li><li>• Tiger</li><li>• Tiger Crystal</li><li>• Tiger Soju</li></ul> <p>扫描二维码, 通过网站提交收据并填写个人信息。</p> <p>有机会赢取1套Tiger麻将或价值RM 88 的Touch 'n Go电子钱包金额</p>	2024年12月15日 至 2025年2月15日

1. 本次竞赛仅向居住在马来西亚年满 21 岁及以上 (截至参与竞赛日期, 需要提供年龄证明) 的非穆斯林个人开放, 并且被合法允许饮用酒精饮料。任何集团或团体不得参赛。
2. 以下各类人员不具备参赛资格, 因此不得参赛:
  - a.以任何身份受主办方 (包括其附属公司和关联公司) 雇用或工作的人员及其直系亲属 (子女、父母、兄弟姐妹, 包括配偶) ;
  - b.主办方 (包括其附属公司和相关公司) 的广告和/或竞赛服务提供商的代表、雇员、雇员和/或代理人及其直系亲属 (子女、父母、兄弟姐妹, 包括配偶) ; 和
  - c.在参与组织或执行竞赛的第三方公司工作的人员。

每个此类人员均应被称为“不合格人员”, 并在本使用条款中统称为“不合格人员”。

**竞赛机制**

竞赛简述	3. “Tiger 敢敢冲新年促销 (酒馆/酒吧)” 竞赛的举办目的是为了奖励通过现场购买并参加竞赛的21岁以上的马来西亚非穆斯林居民。
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	<p>4. 主办方保留自行决定更改、撤销或重新安排竞赛期或其任何日期的权利。</p>						
<p>竞赛机制</p>	<p>37. 参与竞赛的方法是，在整个竞赛期间（如上文第 1 段所述）购买最低金额的参赛产品（如上文第 1 段所述），并在竞赛期间/兑换期间（如适用）从以下全国任何一家参赛商店兑换后，通过网站提交。每次参赛的发票作为购买证明（"POP"是收据的照片）。</p> <p>38. 参与方式为扫描销售传单(POSM)上的二维码或通过<b>tigercny.tigerbeer.com</b>提交参赛申请。</p> <p>39. 参与者需完成以下步骤：</p> <p style="padding-left: 40px;">a. 扫描销售传单(POSM)上的二维码，进入网站提交或通过<b>tigercny.tigerbeer.com</b>提交参赛申请。</p> <p style="padding-left: 40px;">b. 填写以下信息以便提交参赛申请：  姓名（如身份证上所示）  身份证号码  联络电话  电子邮件地址  收据编号  提交购买证明（“收据”）</p> <p style="padding-left: 40px;">c. 参与者需通过网站回答一(1)个问题，作为提交参赛申请的确认动作。</p> <p>40. 每份参赛申请只能提交一张发票。参赛者可提交一（1）份以上参赛申请。  主办方保留拒绝任何未按上述规定方式提交的参赛的权利，包括但不限于信息不正确或不完整的参赛申请，或 POP 被更改、复制、有缺陷或无效的参赛申请，并将其参赛资格自动取消，恕不另行通知。</p> <p>41. 参赛者必须保留 POP 原件以备核查和兑奖之用。否则将被取消资格并没收奖品。</p> <p>42. 主办方对参赛者提交的参赛申请不收取任何费用。主办方不向参赛者偿还发送 WhatsApp 信息所产生的费用，包括销售与服务税 (SST) 以及相关费用（如有）。</p> <p>43. 参赛者必须遵守主办方在竞赛期间通知或传达的竞赛机制。</p>						
<p>奖品</p>	<p>促销期间共有一千三百八十八（1,388）份奖品等待赢取，具体如下：</p> <table border="1" data-bbox="435 1771 1297 1944"> <thead> <tr> <th data-bbox="435 1771 1010 1827">奖品</th> <th data-bbox="1010 1771 1297 1827">奖品分配</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 1827 1010 1883">Tiger麻将</td> <td data-bbox="1010 1827 1297 1883">200 位得奖者</td> </tr> <tr> <td data-bbox="435 1883 1010 1944">价值RM88的Touch 'n Go电子钱包金额</td> <td data-bbox="1010 1883 1297 1944">1,188 位得奖者</td> </tr> </tbody> </table>	奖品	奖品分配	Tiger麻将	200 位得奖者	价值RM88的Touch 'n Go电子钱包金额	1,188 位得奖者
奖品	奖品分配						
Tiger麻将	200 位得奖者						
价值RM88的Touch 'n Go电子钱包金额	1,188 位得奖者						

	<ol style="list-style-type: none"> <li>1. 主办单位保留随时以同等价值的物品替换任何一项奖品的权利，恕不另行通知。</li> <li>2. 所有奖品均由参赛者自行承担风险，并由主办方和/或赞助商颁发，不提供任何明示或暗示的保证。</li> <li>3. 如有需要，参赛者需签署一份由主办方提供的释放和赔偿契约，以便获得奖品。</li> <li>4. 主办方保留因符合标准的参赛申请（“合格申请”）不足而不颁发任何和/或所有奖项的权利。例如，如果在某一竞赛期间有100个奖品可供赢取，在合格参赛申请少于100个的情况下，主办方有权仅向合格参赛申请颁发奖品，并放弃其余奖品。</li> </ol>
<p>得奖者的遴选</p>	<p>作为大奖入围申请遴选过程的一部分，主办方将为整个竞赛期间主办方收到并批准的每个有效参赛申请分配序列号（每个参赛申请均称为“合格参赛申请”，统称为“合格参赛申请”）。将为合格参赛申请分配一组从序列号“1”开始的序列号。</p> <p>在整个竞赛期间，主办方将根据递交竞赛申请时间选出总共一千三百八十八（1,388）名。分配给每个合格参赛申请的序列号将被制成表格并相加，以得出合格参赛申请的总数[“合格参赛申请总数”]。</p> <p>假设收到的合格参赛申请总数为3,888，主办方将根据以下示例计算并选出入围参赛申请：</p> <p><math>(3888 \div 200 = 19)</math>。因此，得奖者序列号为第19, 38, 57, 76等的参赛者将被选为获胜者。</p> <ol style="list-style-type: none"> <li>1. 所有奖品均受奖品所附带的条款和条件以及本使用条款的约束，并且必须在规定的时间内领取。否则将导致奖品被没收。</li> <li>2. 如果参赛者涉嫌篡改其参赛申请或违反竞赛条款和条件，主办方保留在不事先通知或披露信息的情况下取消任何参赛资格并将其从竞赛中除名的权利。</li> </ol>
<p>通知、核实和联系得奖者</p>	<p>通知</p> <p>得奖者名单将通过网站/WhatsApp/电子邮件通知公布。</p> <p>主办方有权要求出示身份证原件或其他证明文件/材料的原件，以便核实。</p> <p>得奖者必须确保向主办方提供的详细资料真实、准确、最新且完整。得奖者将收到得奖通知，主办方将通知得奖者核实和兑奖程序。</p> <ol style="list-style-type: none"> <li>1. 得奖者必须确保向主办方提供的详细资料真实、准确、最新且完整。得奖者将收到得奖通知，主办方将通知得奖者核实和兑奖程序。</li> <li>2. 每位参赛者在竞赛期间最多只能赢得1次周奖和或1次大奖。</li> <li>3. 得奖者必须在主办方通过WhatsApp发出通知后3天内做出回应。</li> </ol>



	<p>4. 如果得奖者未能在3天内作出回应, 主办方将保留名单上其他名字替代得奖者的权利。</p> <p>核实</p> <p>得奖者必须向主办方及其指定代理 (指主办方不时指定的第三方代理, 除其他外, 负责管理 WhatsApp 热线和本次竞赛的奖品分配, 以下简称 "指定代理") 提供全名 (如其国民身份证上所示)、身份证号码并附上清晰的购买证明 ("POP") 复印件以进行验证。</p> <p>所提供的文件必须与通过网站提交的详情完全匹配。</p> <p>如果主办方发现所提交的收据不真实或无效, 主办方有权取消得奖者的资格并没收得奖者的奖品, 且无需说明任何理由。</p> <p>主办方保留随时自行决定将奖品授予其他参赛者的权利。</p> <p>联系</p> <p>在核实和确认详细信息后, 主办方指定代理将通过 WhatsApp 与竞赛得奖者联系。</p>
奖品兑现	<p>1. Tiger麻将奖品将通过快递服务寄送至得奖者。得奖者需在主办方或指定代理要求时提供的完整邮寄地址。</p> <p style="padding-left: 40px;">通过快递服务发送的奖品: 主办方和指定代理有权要求得奖者签署并寄回所有同意文件的副本以及作为购买证明的原始收据和身份证扫描件以便向主办方核实。</p> <p>2. 对于Touch 'n Go电子钱包金额的得奖者, 主办方将根据参赛时提供的电话号码直接将金额转入得奖者的电子钱包。</p> <p>3. 通过参加本次竞赛, 参赛者授予主办方在任何及所有媒体上宣传、广播或以其他方式披露其姓名、特征、肖像、声明或任何与竞赛活动的许可, 以涉及本次或多项竞赛的得奖, 一般由主办方随时不定期举办。主办方可以宣传或宣传特定得胜者赢得了竞赛。所有参赛者和/或得奖者特此同意并允许主办方将其姓名用于广告、贸易或竞赛目的, 而无需任何额外补偿、通知和/或许可。</p> <p>4. 如果参赛者被怀疑篡改其参赛申请或被发现违反本使用条款及任何竞赛条件, 主办方保留在不事先通知或披露信息的情况下取消其参赛资格并将其从竞赛中除名的权利。</p> <p>5. 如果得奖者未能在得奖者与主办方指定代理商定的日期和时间内做出答复, 主办方保留没收奖品的权利。</p> <p>6. 主办方保留在竞赛期间忽略得奖者提出的主办方认为不合理的要求的权利。</p>
通用	<p>主办方有权要求提供身份证原件或其他证明文件/材料的原件以供核实。</p>

	<p>主办方保留拒绝任何未按上述规定方式提交的参赛的权利，包括但不限于信息不正确或不完整的参赛申请，或购买证明被更改、复制、损坏或无效的参赛申请，将被自动取消参赛资格，恕不会另行通知。</p> <p>参赛者必须保留购买证明原件，以供验证和兑换奖之用。否则将导致取消资格并没收所得奖品。</p> <p>主办方不对参赛者提交的参赛申请收取费用。主办方不得向参赛者报销发送 WhatsApp 信息所产生的费用，包括销售和服务税 (SST) 以及相关费用（如有）。</p> <p>参赛者必须遵守主办方在竞赛期间通知或传达的竞赛机制。</p> <p>主办方保留随时用同等价值的物品替换任何一项奖品的权利，恕不另行通知。</p> <p>所有奖品的风险均由参赛者承担，并由主办方和/或赞助商颁发，并不提供任何明示或暗示的保证。</p> <p>如有需要，参赛者应按照主办方规定的格式签署一份免责和赔偿契约，以便获得奖品。</p> <p>主办方将通过电子邮件通知参赛申请是否成功。</p> <p>所有奖品均受奖品其附带的条款和条件的约束，并且必须在规定的时间内领取，否则将导致奖品被没收。</p> <p>如果主办方发现所提交的收据不真实或无效，主办方有权取消得奖者的资格并没收奖品，且无需说明任何理由。</p> <p>主办方保留随时自行决定将奖品颁发给替代参赛者的权利。</p> <p>通过参加竞赛，参赛者授予主办方在任何及所有媒体上宣传、广播或以其他方式披露其姓名、特征、肖像、声明或任何与竞赛得奖情况由主办方随时和不时进行。主办方可以宣传或宣传特定得奖者赢得了竞赛。所有参赛者和/或得奖者特此同意并允许主办方将其姓名用于广告、贸易或竞赛目的，而无需任何额外补偿、通知和/或许可。</p> <p>如果参赛者涉嫌篡改其参赛申请或违反本使用条款及本次竞赛的任何条件，主办方保留取消其参赛资格并取消其参赛资格的权利恕不另行通知或披露信息。</p> <p>主办方保留在竞赛期间忽略得奖者提出的主办方认为不合理的请求的权利。</p>
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注意：如果本表格中的条款和规定与竞赛的条款和规定有任何冲突或不一致，则以本表格中的条款和规定为准。

**Tiger 敢敢冲 2025年新春促销活动（咖啡店及美食中心）条款与细则**

**参与方式**

19. 为参与本促销活动，参与者需在促销期内（定义见下文）于全国任一参与门店（定义见下文）以单张收据购买最低金额的商品，具体金额如下：

管道	机制/最低金额	促销期
咖啡店及美食中心	<p>1. 购买任何 Tiger / Tiger Crystal / Guinness / Heineken Quarts</p> <p>2. 联系 (1800-22-8220) 以提交瓶盖图片并领取奖品。</p> <p>a. 收集 1 个“星”瓶盖 - 获得 10 克 黄金虎币 999.9 (138 名获奖者)</p>  <p>b. 收集 1 个“A”瓶盖 - 获得自动洗发牌机 (3,000 名获胜者)</p>  <p>c. 收集 6 个“B”瓶盖（至少包含 1 个Tiger Crystal瓶盖） - 获取精美扑克牌</p> <p>得奖者可向咖啡店及美食中心负责人展示奖品瓶盖并兑换相对应奖品</p> 	<p>促销期： 2024 年 12 月 1 日 - 2025 年 2 月 15 日</p> <p>兑换期： 2024 年 12 月 1 日 - 2025 年 2 月 28 日</p>

20. 本次促销活动**仅**面向居住在马来西亚、年满 21 岁（截至参与促销活动之日，需提供年龄证明）的非穆斯林个人，他们不属于不合格人员，并且合法允许饮用酒精饮料。任何集团或团体均不得参与。

21. 以下类别的人员没有资格并被排除在促销活动之外：

- (xix) 以任何身份受雇于或为主办方（包括其附属公司和相关公司）工作的人员及其直系亲属（子女、父母、兄弟姐妹，包括配偶）；
- (xx) 主办方（包括其附属公司和相关公司）的广告和/或促销服务提供商的代表、雇员、服务人员和/或代理人，以及他们的直系亲属（子女、父母、兄弟姐妹，包括配偶）；以及
- (xxi) 为参与组织或执行促销活动的第三方公司工作的人员。

此类人员在本使用条款中称为“无资格人员”，统称为“无资格人员”。

## 促销机制

1.	促销简介	<p>1. <b>Tiger敢敢冲</b>2025 年农历新年促销活动”旨在奖励通过现场购买参与活动的年满 21 岁的非穆斯林马来西亚居民。</p> <p>2. 主办方保留自行决定更改、取消或重新安排促销期或相关日期的权利。</p>
2.	促销机制	<p>44. 促销参与方式为通过 WhatsApp 提交符合参与产品最低购买金额的相关凭证（如上述 参与条款第1条 所述），提交时间需在促销期间内（如上述 参与条款第1条所述），并在促销期间/兑换期间（如适用）于全国参与的指定门店兑换。</p> <p>45. 参与者必须保留原始瓶盖作为验证和奖品兑换的凭证。未能提供原始瓶盖将导致失去获奖资格，奖品将被视为作废。</p> <p>46. 主办方不收取参与者提交促销活动的任何费用。主办方不会报销参与者通过 WhatsApp 提交的条目所产生的费用，包括销售和服务税（SST）及相关费用（如有）。</p> <p>47. 参与者必须遵守主办方在促销期间通知或传达的促销机制。</p>
3.	奖品	<p>15. 奖品可在全马任何参与活动的咖啡店及美食中心赢取。</p> <p>a. 收集 1 个“星”瓶盖 - 可获黄金虎币 999.9 10g (138 名获奖者)</p> <p>b. 收集 1 个“A”瓶盖 - 可获自动洗发牌机 (3,000 名获奖者)</p> <p>c. 收集 6 个“B”瓶盖（至少包含 1 个Tiger Crystal） - 可获精美扑克牌</p> <p>16. 主办方保留随时用等值物品替换任何奖品的权利，恕不另行通知。</p> <p>17. 所有奖品均由参与者承担全部风险，并由主办方和/或赞助商颁发，不提供任何明示或暗示的担保。</p> <p>18. 参与者应按照主办方规定的形式签署免责和赔偿契约（如有需要），以便领取奖品。</p> <p>19. 如果参赛作品数量不足，且不符合条件（“合格参赛作品”），主办方有权不颁发任何或所有奖品。例如，如果在特定促销期间有 100 个奖品可供赢取，但若合格参赛作品数量不足 100 个，主办方有权只将奖品颁发给合格参赛作品，并没收剩余奖品。</p>
5.	获奖者通知、验证与联系	<p><b>通知</b></p> <p>7. 主办方有权要求提供身份证原件或其他支持文件/材料的原件，以供核实。</p> <p>8. 获奖者必须确保向主办方提供的数据详细信息真实、准确、最新且完整。主办方将通知获奖者获奖情况，并就核实和兑换奖品的流程向获奖者提供建议。</p> <p><b>核实</b></p>

		<p>获奖者必须向主办方及其指定代理人（即主办方不时指定为其代理人的第三方，负责管理 WhatsApp 热线和根据本促销活动发放奖品，以下简称“指定代理人”）提供全名（如其身份证上所示）、身份证号码，并附上获奖者的清晰照片，以供核实。</p> <p>提供的文件必须与通过 WhatsApp 提交的详细信息完全匹配。</p> <p>如果主办方发现所出示的奖品不真实或无效，则主办方有权取消获奖者的参赛资格并没收获奖者的奖品，无需说明任何理由。</p> <p>主办方保留随时自行决定将奖品授予其他参与者的权利。</p> <p><b>联系方式</b></p> <p>核实并确认详细信息后，主办方指定的代理人“SAM Merchandising Sdn Bhd”将通过 WhatsApp 联系促销活动获奖者。</p>
6.	<b>奖品兑现</b>	<p>一旦核实并确认了获奖者，奖品将通过以下方式发放：</p> <ul style="list-style-type: none"> <li>m) 价值 RM500 及以下的奖品将通过快递服务发送到获奖者向主办方提供的完整邮寄地址。</li> <li>n) 价值 RM500 及以上的奖品，获奖者需要在主办方/指定代理办公室（巴生谷内）领取，主办方的指定代理将通知获奖者。奖品必须在指定代理给获奖者的时间和预定日期内领取。</li> </ul> <p>43. 奖品通过快递服务发送：主办方和指定代理有权要求获奖者签署并寄回所有同意文件的副本，连同其身份证的扫描件，以供主办方核实。</p> <p>44. 办公室领奖：获奖者需携带身份证原件及中奖标签前往主办方或指定代理处进行验证。</p> <p>45. 通过参与促销活动，参与者授予主办方在任何媒体上宣传、广播或以其他方式披露其姓名、性格、肖像、声明或任何与促销活动获胜或主办方随时不时举办的促销活动有关的促销活动。主办方可以宣传或宣传某位获胜者赢得了促销活动。所有参与者和/或获胜者特此同意并允许主办方使用其姓名进行广告、交易或促销，而无需任何额外补偿、通知和/或许可。</p> <p>46. 如果参与者涉嫌篡改其参赛作品或被发现违反本使用条款和促销活动的任何条件，主办方保留取消任何参与者的资格并将他们从促销活动中除名的权利，而无需事先通知或披露信息。</p> <p>47. 如果获胜者未能在其和主办方指定代理人商定的日期和时间之前做出回应，主办方保留没收奖品的权利。</p> <p>48. 主办方保留在促销期间忽略获奖者提出的其认为不合理的请求的权利。</p> <p>49. 主办方对因遵守法律、法规、命令或政府或相关机构/机构的任何其他规则而导致的任何履行延迟不承担任何责任。</p>
7.	<b>一般条款</b>	<p>主办方有权要求提供身份证原件或其他证明文件/材料的原件，以供核实。</p> <p>主办方保留拒绝任何未按上述要求方式提交的参赛作品的权利，包括但不限于信息不正确或不完整的参赛作品，或内页被更改、复制、有缺陷、无效的参赛作品，并将自动取消参加促销活动的资格，恕不另行通知。</p>

		<p>参与者必须保留原件内页以供核实和兑换奖品。否则，将导致取消资格和没收所获奖品。</p> <p>主办方不收取参与者提交的参赛作品的费用。主办方不会向参与者报销发送 WhatsApp 参赛作品所产生的费用，包括销售和服务税（SST）和相关费用（如有）。</p> <p>参与者必须遵守主办方在促销期间可能通知或传达的促销机制。</p> <p>主办方保留随时用等值物品替换任何奖品的权利，无需事先通知。</p> <p>所有奖品均由参与者承担全部风险，并由主办方和/或赞助商颁发，不提供任何明示或暗示的保证。</p> <p>如果需要，参与者应按照主办方规定的形式签署免责和赔偿契约，以便领取奖品。</p> <p>所有奖品均受奖品附带条款和条件的约束，并且必须在规定的时间内领取这些使用条款。否则将导致奖品被没收。</p> <p>如果主办方发现所出示的收据不真实或无效，则主办方有权取消获奖者的资格并没收获奖者的奖品，而无需说明任何理由。</p> <p>主办方保留随时自行决定将奖品授予其他参与者的权利。</p> <p>通过参与促销活动，参与者授予组织者在任何媒体上宣传、广播或以其他方式披露其姓名、性格、肖像、声明或任何与促销活动获胜或组织者随时不时举办的促销活动有关的促销活动。组织者 可以宣传或宣传某位获胜者赢得了促销活动。所有参与者和/或获胜者特此同意并允许组织者将其姓名用于广告、交易或促销目的，而无需任何额外补偿、通知和/或许可。</p> <p>如果参与者涉嫌篡改其参赛作品或被发现违反本使用条款和促销活动的任何条件，组织者保留取消任何参与者的资格并取消其参加促销活动的权利，而无需事先通知或披露信息。</p> <p>组织者保留在促销期间忽略获胜者提出的被组织者视为不合理的请求的权利。</p>
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**注意：如果本表的条款和规定与促销活动的条款和规定之间存在任何冲突或不一致，则以本表的条款和规定为准。**

## **Dasar Privasi**

### **1. Umum**

Dasar Privasi ini diguna pakai ke atas laman web (termasuk laman media sosial dan aplikasi mudah alih), pertandingan (“Laman Web”) khusus kepada/dianjurkan oleh Heineken Marketing Malaysia Sdn Bhd (“HMMSB” OR “HEINEKEN”) dan/atau mana-mana sekutu kami (secara kolektif, “kami”) bagi pengguna-pengguna di Malaysia yang memberi maklumat peribadi tertentu kepada kami (“Data Peribadi”). Sila baca Dasar Privasi ini dengan teliti kerana terdapat maklumat penting untuk membantu anda memahami prosedur dilakukan ke atas maklumat peribadi yang diberikan atau dikumpul atau sebaliknya yang terkandung dalam Laman Web dan kaedah untuk melindungi privasi anda.

Kami menghormati privasi anda, dan kami komited untuk memastikan Maklumat Peribadi anda selamat dan kami menguruskannya mengikut tanggungjawab perundangan di bawah undang-undang perlindungan data yang terpakai, khususnya, Akta Perlindungan Data Peribadi Malaysia 2010 (seterusnya akan dirujuk sebagai “Akta”). Bagi maksud Dasar Privasi ini, terma “Data Peribadi” dan “proses” dan/ atau “pemprosesan” akan mempunyai maksud yang sama seperti yang ditetapkan di dalam Akta. Seterusnya, “Laman Web” bermaksud mana-mana web di seluruh dunia yang dimiliki oleh kami atau pemberi lesen kami, dan/ atau diuruskan oleh kami atau pemberi lesen kami, dan laman web lain, sama ada pada masa ini atau pada masa hadapan.

Dasar Privasi ini menerangkan tentang maklumat yang dikumpulkan, bagaimana maklumat ini digunakan, kepada siapa maklumat ini dikongsi, bagaimana anda boleh memilih untuk keluar dan mengubah Data Peribadi anda yang disimpan oleh kami dan sebarang perubahan lain yang dibuat dari semasa ke semasa.

Dengan “menyukai” halaman jenama dan/atau korporat kami di Facebook, atau mengikuti kami di akaun jenama dan/atau korporat kami di Instagram atau Twitter, atau melanggan kepada saluran jenama dan/atau korporat kami di YouTube atau sebaliknya menyatakan atau memberikan petunjuk yang sama tentang minat anda kepada kami di dalam laman sosial media yang lain, anda dengan ini bersetuju bahawa anda telah membaca Dasar Privasi ini dan bersetuju kepada pengumpulan dan pemprosesan yang selanjutnya ke atas Data Peribadi anda oleh kami di dalam Laman Sosial Media (ditakrif di bawah) mengikut cara yang ditentukan di dalam Dasar Privasi ini.

## **2. Apakah Data Peribadi yang Kami Kumpulkan dan Bagaimana Kami Menggunakan Data Peribadi Anda**

### **Provisions**

Dalam hubungan anda dengan kami, kami mengumpul pelbagai jenis Data Peribadi yang berkaitan dengan anda dan hubungan anda dengan kami. Kami mengumpul Data Peribadi anda daripada maklumat yang anda berikan kepada kami dan/atau apa-apa borang HEINEKEN yang anda dikehendaki untuk lengkapkan, serta apa-apa maklumat lain yang kami telah atau mungkin dapat mengenai anda melalui sebarang komunikasi secara lisan atau bertulis, apabila anda menyertai acara kami, apabila anda membeli produk atau perkhidmatan kami di dalam talian, apabila anda membuka akaun di dalam Laman Web atau apabila anda “menyukai” Laman Web kami. Maklumat yang diperlukan dalam Laman Web ditanda dengan simbol berbentuk bintang adalah wajib. Jika anda tidak memberikan maklumat yang diperlukan, kami tidak akan dapat menghantar perkhidmatan atau produk kepada anda.

Kami telah menentukan Data Peribadi yang dikumpulkan dan maksud bagi kegunaannya:

- memproses pesanan anda bagi membolehkan bayaran anda diproses dan menghantar produk atau perkhidmatan yang diminta kepada anda: Kami memerlukan nama, alamat e-mel, nombor telefon (jika kami perlu berkomunikasi dengan anda mengenai pesanan anda), alamat pengeposan anda atau penerima perkhidmatan kami (jika berlainan daripada anda), tarikh lahir anda (kerana mengikut perundangan, kami perlu meminta maklumat tersebut sebelum membenarkan anda melawat Laman Web kami), maklumat pembayaran dan lain-lain. Ini juga diperlukan bagi urusan pentadbiran jualan kami.

Kegunaan Data Peribadi ini bertujuan untuk menjalankan perjanjian yang dibuat bersama anda atau mematuhi tanggungjawab undang-undang, seperti cukai dan peraturan perakaunan.

- pendaftaran dan mewujudkan akaun di Laman Web kami: Sebelum anda membuat pembelian, anda akan diminta untuk membuat sebuah akaun dan memberikan kami nama log masuk dan kata laluan (untuk maksud pemprosesan akaun) dan alamat e-mel, nama pertama/ nama akhir, alamat bil, tarikh lahir (digunakan bagi maksud pengesahan dan pemprosesan pesanan anda). Sebuah akaun hendaklah diwujudkan untuk melakukan pembelian bagi menunjukkan persetujuan anda dengan kami. Anda boleh menguruskan maklumat dalam akaun anda sendiri dan melihat pembelian yang dilakukan sebelum ini.
- perkhidmatan pelanggan: kami memproses alamat e-mel atau nombor telefon anda (bergantung kepada kaedah anda menghubungi kami) untuk menjawab soalan dan/ atau isu yang telah dihantar melalui Laman Web, bagi pemulangan produk atau perkhidmatan kiriman lain yang dihantar kepada kami. Kami mendaftar permintaan anda, soalan dan maklum balas kami serta tindakan lain dalam mengendalikan permintaan anda.

- penghantaran surat berita, mesej dan/ atau e-mel yang mengandungi maklumat pemasaran, seperti maklumat mengenai produk kami dan/ atau perkhidmatan dan/ atau syarikat rakan kongsi yang berkaitan dan/ atau produk dan/ atau perkhidmatan rakan kongsi perniagaan kami: jika anda melanggan surat berita dan/ atau mendaftar dan mewujudkan sebuah akaun di Laman Web kami atau menyertai mana-mana pertandingan atau acara atau mengikuti mana-mana Laman Sosial Media, kami akan menggunakan alamat e-mel yang diberikan untuk menghantar surat berita dan/ atau e- mel yang mengandungi maklumat pemasar. Jika anda telah memesan produk melalui Laman Web kami, kami juga akan menghantar surat berita untuk memaklumkan kepada anda mengenai produk serupa yang mungkin anda minati. Jika anda tidak lagi mahu menerima sebarang e-mel daripada kami, anda boleh memberhentikan langganan pada bila-bila masa dengan menggunakan fungsi memberhentikan langganan dalam setiap e-mel atau anda boleh menghubungi kami.
- Data Peribadi anda digunakan untuk memproses langganan anda, untuk menunjukkan persetujuan bersama, atau seperti dalam kepentingan yang sah untuk menghantar maklumat tentang produk kami kepada para pelanggan. Kami akan mengeluarkan e-mel anda daripada senarai apabila anda memilih untuk tidak lagi menerima surat berita dan/ atau e-mel mengenai maklumat pemasaran, kecuali ianya digunakan dan disimpan untuk maksud lain seperti yang tertulis dalam Dasar Privasi ini.
- pemasaran: maklumat tentang pembelian anda, carian dalam talian anda (klik dan pandangan), tetapan anda di Laman Web kami, barangan dalam troli beli-belah anda, permintaan perkhidmatan pelanggan anda dan sejarah perhubungan boleh kami kumpulkan. Maklumat ini membolehkan kami untuk menggunakan saluran berbeza untuk pengurusan perhubungan dan pemasaran bagi produk dan perkhidmatan kami kepada anda melalui e-mel dan/ atau surat berita dan/ atau pengiklanan dalam talian yang mungkin mengkhususkan kandungan dan tawaran supaya ianya bersesuaian dengan keutamaan. Kami mengukur keberkesanan kempen-kempen kami.

Anda sentiasa boleh memilih untuk tidak menerima surat berita atau mel secara langsung untuk maksud pemasaran langsung (untuk maklumat lanjut tentang cara untuk melakukannya, baca perenggan di bawah mengenai hak anda).

Data Peribadi ini digunakan dalam kepentingan yang sah untuk mempromosikan produk dan perkhidmatan kami kepada pelanggan serta pelawat Laman Web kami, untuk menarik lebih ramai pelanggan, untuk mempertingkatkan jualan produk dan perkhidmatan serta membiayai Laman Web kami (melalui iklan dalam talian). Kami akan mengekalkan Data Peribadi seperti yang dinyatakan dalam maksud berkaitan dengan Data Peribadi yang telah dikumpulkan (seperti surat berita, maklumat akaun, pemprosesan pesanan dan pembayaran).

- maklumat tentang lawatan anda dan kegunaan Laman Web kami: kami mengumpul maklumat tertentu apabila anda melayari Laman Web kami, seperti alamat IP anda, laman web yang anda lawati, nama komputer anda, jenis pelayar internet, klik dan pandangan. Kami juga mengawasi tentang cara anda menggunakan surat berita kami, halaman yang anda lihat dan bahagian yang anda baca supaya kami dapat menghasilkan surat berita mengikut keutamaan anda. Maklumat penggunaan anda dalam Laman Web dan perkhidmatan kami membolehkan kami membina segmen, iaitu kumpulan pelawat Laman Web atau pelanggan dengan beberapa ciri yang sama seperti umur, jantina atau kawasan. Kami juga akan memasukkan anda ke dalam salah satu segmen kami. Kami menggunakan segmen ini untuk menyesuaikan Laman Web dan sebagai contoh menukar susunan hasil carian atau menempatkan tawaran tertentu supaya kemungkinan untuk anda melihatnya lebih tinggi. Kami juga menggunakan segmen ini untuk pengiklanan dalam talian dan/ atau menghantar e-mel yang bersesuaian kepada anda.

Data Peribadi ini digunakan dalam kepentingan yang sah untuk mempromosikan produk dan perkhidmatan kami kepada pelanggan serta pelawat Laman Web kami, untuk menarik lebih ramai pelanggan, untuk mempertingkatkan jualan produk dan perkhidmatan serta membiayai Laman Web kami (melalui iklan dalam talian).

- penyelenggaraan dan pengoptimuman Laman Web kami: Data Peribadi anda juga akan digunakan untuk penyelenggaraan dan analisis Laman Web kami untuk menyelesaikan isu-isu prestasi, meningkatkan ketersediaan dan untuk memastikan Laman Web terselamat terhadap penipuan (contohnya beberapa cubaan untuk log masuk atau membuat pembelian dan jika pembelian dibuat tidak menepati terma dan syarat kami, contohnya pembelian oleh individu bawah 21 tahun dan/ atau oleh orang Islam). Analisis ini juga membolehkan kami untuk melakukan semakan terhadap keberkesanan pesanan dalam talian bagi



maksud penambahbaikan, jika perlu. Kami menggunakan Data Peribadi bagi maksud ini dalam kepentingan yang sah.

- mengambil bahagian dalam aktiviti penyelidikan: Kami juga boleh meminta anda untuk mengambil bahagian dalam aktiviti penyelidikan seperti: tinjauan, perintis, panel, kumpulan sasaran, dan aktiviti penyelidikan yang Bergantung kepada aktiviti penyelidikan yang dikendalikan, kami akan mengumpul set Data Peribadi yang berbeza.
- membenarkan anda untuk menyertai kempen, peraduan dan/ atau promosi-promosi lain: Data Peribadi anda seperti nama, alamat e-mel, alamat kediaman dan nombor telefon akan diproses untuk mengendalikan kempen, peraduan dan/ atau promosi lain yang ingin anda serta sebahagian daripada promosi ini mempunyai peraturan tambahan yang mengandungi maklumat tentang cara kami menggunakan dan menzahirkan Data Peribadi anda. Kami memerlukan maklumat ini untuk memproses penyertaan anda dan membolehkan pihak kami berkomunikasi mengenai hadiah atau penghantaran hadiah kepada anda.
- Analisis: Data Peribadi anda dan maklumat yang dikumpul melalui penggunaan cookies akan diproses untuk maksud analisis dan statistik. Kami memproses dan menganalisis maklumat ini untuk membantu kami menentukan daya maju perniagaan di lokasi tertentu. Tertakluk kepada jenis statistik yang diperlukan oleh kami, kami juga memproses maklumat ini untuk menjejaki bilangan pelawat yang telah melawati Laman Web kami daripada laman web rakan kongsi perniagaan kami.

Jika kami menggunakan Data Peribadi anda untuk maksud lain, kami akan memaklumkan kepada anda penggunaan lain ini secara berasingan.

Bagi sesetengah perkhidmatan dan maksud tertentu dalam Laman Web dan/atau Laman Sosial Media, anda perlu memberikan Data Peribadi kepada kami untuk membolehkan kami memproses pesanan anda atau menghantar surat berita atau maklumat lain kepada anda. Kami juga mengumpul maklumat tertentu apabila anda melawati Laman Web kami dan/atau Laman Sosial Media sebagai tambahan kepada maklumat yang perlu diberikan kepada kami.

Penggunaan Data Peribadi ini adalah untuk melaksanakan perjanjian kami dengan anda atau untuk mematuhi kewajipan undang-undang, seperti peraturan cukai atau perakaunan.

Anda sentiasa boleh memilih untuk tidak menerima surat berita atau mel terus dan anda sentiasa boleh membantah penggunaan Data Peribadi anda oleh kami untuk maksud pemasaran langsung (untuk maklumat lanjut mengenai cara untuk melakukannya, sila baca Perenggan 10 and 11 di bawah mengenai hak anda).

### **3. Bagaimana Kami Berkongsi dan/ atau Menzahirkan Data Peribadi Anda**

Kami bukan dalam perniagaan untuk menjual Data Peribadi anda. Kami menganggap maklumat ini penting dalam hubungan kami bersama anda. Walau bagaimanapun, terdapat keadaan tertentu yang mungkin memerlukan kami untuk berkongsi Data Peribadi anda dengan pihak ketiga tanpa memberi notis lanjut kepada anda, untuk membantu kami memberikan perkhidmatan dan produk kepada anda dan menjalankan Laman Web kami (“Pihak Ketiga”). Pihak Ketiga ini adalah:

- Syarikat-syarikat kumpulan HEINEKEN dan pemilik jenama rasmi untuk produk HEINEKEN bagi maksud penyimpanan Data Peribadi yang telah diproses melalui Laman Web, disebabkan perkongsian sistem IT;
- pembekal perkhidmatan yang memerlukan data tersebut untuk memberikan kami perkhidmatan atau untuk (membantu kami) menyediakan atau menyampaikan perkhidmatan atau produk yang telah anda pesan di Laman Web (termasuk pembekal perkhidmatan penghantaran pihak ketiga kami) dan menyediakan perkhidmatan analisis data;
- rakan niaga bagi maksud kerjasama dalam aktiviti bersama;
- agensi pemulihan hutang bebas, peguam atau ejen lain yang bertujuan untuk mengumpulkan wang disebabkan hutang atau tunggakan pada akaun anda;

- sekiranya HEINEKEN menjual semua atau sebahagian aset atau saham syarikat kumpulan HEINEKEN yang menyebabkan Data Peribadi dipindahkan kepada pihak ketiga, Data Peribadi anda boleh diberikan kepada pihak ketiga tersebut.

Semua pihak ini mungkin terletak di Malaysia, negara-negara di kawasan Ekonomi Eropah atau tempat lain di serata dunia.

Kami juga mungkin perlu menyediakan Data Peribadi kepada badan-badan penguatkuasaan undang-undang bagi mematuhi kewajipan undang-undang atau perintah mahkamah.

#### **4. Pemindahan Data Peribadi ke luar Malaysia**

Data Peribadi anda juga mungkin perlu dipindahkan kepada Pihak Ketiga yang terletak di negara-negara di luar Malaysia. Ini mungkin berlaku jika Pihak Ketiga berada di luar Malaysia atau anda mengakses dan/ atau melayari Laman Web dari negara-negara di luar Malaysia. Dengan akses berterusan dan/ atau melayari Laman Web kami, anda bersetuju ke atas pemindahan tersebut.

Apabila Data Peribadi anda disimpan oleh kami di luar Malaysia kami akan memastikan tahap perlindungan Data Peribadi yang dipindahkan adalah mencukupi. Kami memerlukan pembekal perkhidmatan untuk menggunakan langkah yang sesuai untuk melindungi kerahsiaan dan keselamatan Data Peribadi.

#### **5. Keselamatan Data Peribadi**

Kami akan mengambil langkah-langkah teknikal, fizikal dan organisasi yang sewajarnya untuk melindungi Data Peribadi yang dikumpul menerusi Laman Web daripada penyalahgunaan atau kemalangan, pelanggaran undang-undang atau pemusnahan tanpa kebenaran, kehilangan, pengubahsuaian, penzahiran, pengambilan atau akses yang tidak sah, yang selaras dengan undang-undang privasi dan peraturan keselamatan data. Walau bagaimanapun, tiada laman lain yang berasaskan internet adalah 100% selamat dan kami tidak akan bertanggungjawab ke atas akses tanpa kebenaran dan akses yang tidak disengajakan di luar kawalan kami.

Laman Web kami mengandungi pautan ke laman web lain. Kami tidak bertanggungjawab ke atas amalan privasi, kandungan atau keselamatan yang digunakan oleh laman web lain, yang tidak tertakluk di bawah Dasar Privasi ini. Anda dinasihatkan untuk sentiasa membaca dasar privasi di laman web lain dengan teliti.

#### **6. Penyimpanan Data Peribadi Anda**

Kami akan menyimpan Data Peribadi anda selama yang diperlukan secara sah untuk memberikan anda perkhidmatan yang diperlukan atau untuk maksud lain yang tersenarai dalam Dasar Privasi ini. Data Peribadi tersebut akan, secara amnya disimpan selama 7 tahun selepas urusan terakhir anda dengan kami untuk mematuhi keperluan undang-undang tempatan Kami akan mengambil langkah yang sewajarnya untuk menghapuskan atau mengenalpasti semula Data Peribadi yang disimpan jika ianya tidak lagi diperlukan untuk maksud yang telah ditetapkan seperti di atas.

#### **7. Cookies**

Sebahagian besar maklumat yang dirujuk dalam Dasar Privasi ini dikumpulkan melalui penggunaan cookies atau teknik yang sama. Cookies adalah fail teks kecil yang mengandungi sedikit maklumat yang dimuat turun dan mungkin disimpan pada peranti pengguna anda, contohnya komputer, telefon pintar atau tablet. Teknik yang digunakan mungkin sama seperti cookies yang mengesan piksel, skrip Java, tanda dan lampu isyarat web. Cookies dan teknik yang sama ini adakalanya perlu untuk mengingati tetapan akaun anda, bahasa dan negara, tetapi juga membolehkan kami mengukur dan menganalisis aktiviti anda di Laman Web kami serta mempamerkan iklan yang tertentu di Laman Web kami atau di laman web pihak ketiga. Jika perlu, kami akan meminta kebenaran anda untuk menggunakan cookies.

Cookies dan maklumat yang diambil dari Cookies kami digunakan berdasarkan dengan kegunaan yang ditetapkan dalam Dasar Privasi ini, khususnya:

- untuk menyimpan dan mendapatkan semula kata laluan yang digunakan di Laman Web Dengan kaedah ini, anda tidak perlu memasukkan semula maklumat setiap kali melayari Laman Web;
- untuk mengesan maklumat seperti kekerapan dan tempoh akses anda dan/ atau penggunaan Laman Web, aliran klik semasa anda melayari Laman Web dan membantu kami menentukan sama ada anda kembali melayari Laman Web daripada pautan internet atau iklan tertentu;
- untuk menganalisis profil pelawat dan pengguna bagi membantu kami untuk menyediakan akses yang lebih baik dan/ atau diguna untuk mempertingkatkan Laman Web;
- untuk mereka kandungan tertentu, baner dan promosi yang akan anda lihat di Laman Web; dan
- mengesan interaksi tanpa nama dengan pengiklanan dalam talian seperti memantau kekerapan iklan dipaparkan dan bilangan kliknya.

Kebanyakan cookies adalah “session cookies”, yang bermaksud ianya akan dipadamkan secara automatik daripada peranti anda di akhir sesi. Anda bebas untuk menolak cookies jika dibenarkan oleh peranti anda, dan anda mungkin tidak dapat mengakses atau menggunakan ciri-ciri tertentu di Laman Web.

## **8. Media Sosial**

Anda boleh memilih untuk berkongsi maklumat di Laman Web kami menerusi media sosial, seperti Facebook, Instagram, Twitter, LinkedIn, Spotify atau YouTube, dan/ atau laman media sosial lain yang diselenggara oleh pemberi lesen kami (“Laman Media Sosial”). Ini bermaksud maklumat yang anda kongsi, dengan nama dan keutamaan, dapat dilihat oleh pengunjung laman peribadi anda. Kami menasihatkan agar anda membaca dasar privasi pihak media sosial kerana ianya digunapakai dalam pemprosesan Data Peribadi anda oleh pihak berkenaan.

Apabila anda berkongsi Data Peribadi dengan kami, atau apabila anda berinteraksi dengan kami melalui Laman Media Sosial, Data Peribadi yang dikumpul dan diproses mungkin berbeza bergantung kepada tetapan privasi dan keselamatan setiap individu yang tersedia pada akaun di Laman Media Sosial berkenaan. Untuk maklumat lanjut mengenai pilihan dan cara mengehaskan Data Peribadi yang diproses oleh Laman Media Sosial, sila layari dasar privasi setiap Laman Media Sosial tersebut.

Kami akan memproses Data Peribadi anda bagi maksud yang dinyatakan di atas.

## **9. Privasi Kanak-kanak**

Laman Web ini tidak boleh dilayari oleh individu di bawah umur 21 tahun. Kami tidak akan mengumpul Data Peribadi tanpa pengetahuan daripada individu di bawah umur 21 tahun.

## **10. Hak Anda untuk Mengakses, Membetulkan, Memadamkan, Menyekat dan Memudah Alih Data**

Anda berhak untuk meminta gambaran keseluruhan Data Peribadi anda yang telah diproses oleh atau bagi pihak anda. Anda berhak untuk memperbetul, memadam dan/ atau menyekat (dalam keadaan yang tertentu) data anda. Anda boleh menggunakan hak ini dengan menghubungi kakitangan berkaitan yang tersenarai di bawah. Untuk makluman, permohonan yang tidak memenuhi syarat-syarat yang telah ditetapkan oleh undang-undang yang terpakai atau garis panduan HEINEKEN akan diminta untuk mengeluarkan semula atau permohonan tersebut ditolak dan Data Peribadi tertentu mungkin dikecualikan daripada akses, pembetulan atau pemadaman mengikut undang-undang perlindungan data yang terpakai atau undang-undang atau peraturan lain. Kami akan mengekalkan Data Peribadi yang diperlukan mengikut undang-undang, contohnya pentadbiran jualan dan/ atau peraturan cukai dan perakaunan.

Anda berhak untuk menerima Data Peribadi yang anda berikan kepada kami di dalam format berstruktur, biasa digunakan dan boleh dibaca mesin, dan di dalam keadaan tertentu kami akan, pada permintaan anda, menghantar Data Peribadi anda kepada pengguna/pengawal data yang di lain di mana ini secara teknikal boleh dilaksanakan.

## **11. Hak Anda untuk Membantah**

Anda juga berhak, dalam keadaan tertentu, untuk meminta kami memberhentikan pemrosesan Data Peribadi anda, tetapi jika kami mempunyai sebab yang kukuh, kami akan terus memproses Data Peribadi anda. Walau bagaimanapun, anda berhak untuk membantah penggunaan Data Peribadi anda bagi maksud pemasaran langsung, termasuk memprofil, dan jika anda berbuat demikian, kami akan memenuhi permintaan anda. Anda boleh menarik semula persetujuan yang telah anda berikan bagi penggunaan Data Peribadi anda tanpa memberi kesan ke atas kewajaran penggunaan Data tersebut sebelum penarikan anda. Jika anda kemudiannya menarik balik persetujuan anda untuk memproses Data Peribadi anda, sila ambil perhatian bahawa kami mungkin tidak boleh proses Data Peribadi anda untuk mana-mana maksud yang dinyatakan di dalam Perenggan 2.

## **12. Ketepatan dan Kesempurnaan Data Peribadi**

Anda bertanggungjawab untuk memastikan bahawa maklumat dan/ atau Data Peribadi yang diberikan kepada kami adalah tepat, lengkap, dan tidak mengelirukan dan maklumat tersebut dikemaskini dari semasa ke semasa.

## **13. Kemas Kini**

Kami akan meletakkan Dasar Privasi ini di bawah kajian dan mengemas kini dari semasa ke semasa. Sebarang perubahan ke atas Dasar Privasi ini akan dipaparkan di Laman Web kami dan jika perlu, akan dimaklumkan kepada anda.

## **14. Hubungi**

Jika anda ingin menggunakan hak anda seperti yang tersenarai di atas, anda boleh menghubungi kami di Nama: Pegawai Privasi – HEINEKEN

Alamat: Sungei Way Brewery Lot 1135, Batu 9, Jalan Klang Lama, 46000, Petaling Jaya, Selangor

Telephone: +603 7861 4688

E-mel: [MY1-Privacy@heineken.com](mailto:MY1-Privacy@heineken.com)

Sila ambil perhatian bahawa kami boleh meminta pengesahan identiti.

Sekiranya anda mempunyai sebarang pertanyaan lain, bantahan penggunaan Data Peribadi anda atau aduan mengenai Dasar Privasi atau pengendalian Data Peribadi, anda boleh menghubungi pegawai Privasi di [MY1-Privacy@heineken.com](mailto:MY1-Privacy@heineken.com).

## **15. Bahasa**

Dasar Privasi ini ditulis dalam Bahasa Inggeris dan juga Bahasa Malaysia. Sekiranya terdapat kandungan yang tidak selaras antara versi Bahasa Inggeris dan Bahasa Malaysia dalam notis ini, versi Bahasa Inggeris akan diguna pakai.