

## **Asahi Europe & International Social Media House Rules**

Across Asahi Europe & International we treat all our brand and corporate social media pages as a community for our fans (of legal drinking age) and we love to hear what you think.

To help make the community as great as possible, maintain mutual respect and courtesy for everyone, and because we take the responsible marketing of alcohol seriously, we have some House Rules (or terms & conditions), the full details of which are noted below, that you are deemed to have accepted by becoming a fan/follower of one of our social media pages.

We have these rules in place so that we can make the community as great as possible, maintain mutual respect and courtesy for everyone, and because we take the responsible marketing of alcohol seriously. Some specific rules for contributions to our pages include:

- Do not forward or share the contents of this page to anyone under the legal drinking age.
- Do not upload pictures of yourself or other people who look or are under the legal drinking age
- Do not post sexually suggestive text or images/gifs/videos.
- Do not promote drinking to excess, smoking, illicit drugs, drink driving, or other irresponsible activities.
- Do not post inappropriate, rude, abusive, or discriminatory comments, images, or videos that others may deem offensive.
- Do not swear or use foul language.
- Do not post spam, advertising, or links to external websites
- Do not post personal information about yourself that should remain private.

Please make sure that what you post is factually correct and legally permissible, and isn't defamatory, threatening, abusive, discriminatory, offensive, an invasion of privacy, or an infringement of any third party's copyright or other intellectual property rights. If a person or organisation hasn't given you express permission to use his, her, or its name, photos, or audio/video content on our page, please don't post it. All material posted on this fan page must comply with the platforms Terms of Use.

Our page is moderated regularly to ensure house rules are maintained. We may remove comments that violate our House Rules. Although we don't like removing comments, this is sometimes necessary to ensure our page continues to provide a great community for all our Fans. Please treat other contributors with respect and consideration. We reserve the right to remove comments at any time for any reason without prior notice. Please note that offenders may be reported and blocked from participating on the page.

We are not responsible or liable for any content posted or uploaded to this page/platform by its users, or any content on third party sites. If you do come across a comment or content on our page that you consider inappropriate, please report it, or mark it as spam via the page options presented.

If you'd like to contact us with a complaint, compliment, provide feedback, or say hello to our brands or products, please don't hesitate to use the 'message' button on the platforms to get in touch. We'll work to respond to you as quickly as possible! We encourage responsible drinking, please visit [www.aboutalcohol.com](http://www.aboutalcohol.com) for more information!