

Official rules of the contest with purchase obligation

"Win duotickets to Dour festival"

Specific conditions

1. The contest "Win duotickets to Dour festival" is organized by Coca-Cola Europacific Partners Belgium B.V. (hereafter referred to as "CCEP"), with registered office at Chaussée de Mons 1424 in 1070 Anderlecht and with company number 425.071.420 (the "contest"). This contest is open to persons aged 18 and over who are resident in Belgium, with the exception of all permanent or temporary employees of CCEP, of Coca-Cola Services nv or of one of the companies affiliated with these companies, of one of their advertising agencies and partners of this action, as well as their family members living under the same roof.
2. The action is a contest with a purchase obligation and is only valid in Belgium. The duration of the contest is from 27/05/2025 until 23/06/2025 included.
3. It is not possible to participate in this contest by any means other than those described in these rules.
4. To validly participate in this contest, the participant must purchase a Festival* or Large Menu and scan the QR code on the A3 posters placed in the Burger King restaurants.
*The Festival Menu includes the options of the following Large Menus: Whopper, Veggie Whopper, Big King, King Fish, Crispy Chicken, Long Chicken & Extra Long Chili Cheese.

By scanning the QR code on the A3 posters, the participants must upload their receipt, enter the receipt number as well as the restaurant number. They must then answer a multiple-choice question and a tie-breaker question. The participant is then invited to enter their personal data (first name, last name, email address, and phone number) and indicate their preferred day to attend the Dour Festival 2025. Each participation is recorded in a database, along with the participant's personal data and the answers given.

5. The participant can take part as many times as he wishes (1 receipt = 1 participation).
6. The winners are the 50 people who answered the first question correctly and came closest to the correct answer to the tie-breaker question. In the event of a tie, the participant who registered first on the site will be declared the winner.
7. Participant means any person who is at least 18 years old and resides in Belgium. No prizes will be sent to other countries. The participant must at all times be able to present proof of his/her identity and age to enable the organizer to verify and penalize any abuse.
8. Winners whose profiles are incomplete, meaning they have not provided their first name, last name, email address, and phone number, and who have not selected their preferred day, will not be eligible for a prize in this contest.
9. The following will be awarded as part of this contest:

50x 2 entry tickets for the Dour Festival 2025. The duo tickets to be won are "Pass Regular (1 day)". Entry to the festival only, all other expenses are exclusively borne by the winners.

- 10x 2 tickets for Wednesday 16/07/2025
 - 10x 2 tickets for Thursday 17/07/2025
 - 10x 2 tickets for Friday 18/07/2025
 - 10x 2 tickets for Saturday 19/07/2025
 - 10x 2 tickets for Sunday 20/07/2025
10. The winners will receive an email after the closing of the contest at the address they provided when registering online to participate in the contest. This email will ask them to confirm their complete details (first name, last name, email address, and phone number). This confirmation must be done within the next 7 working days, and once the confirmation is sent by the winner within the allotted time, no changes will be allowed, and any change will be considered as a waiver of the prize. Similarly, if the details provided by the winner are incorrect or if a computer problem prevents the winner from receiving or sending the confirmation email, the organizer cannot be held responsible, and the winner will lose all rights to the prize, without compensation or recourse.
 11. In the case that the winner does not respond within the allotted time to the request to confirm their details by email, the prize will be reassigned to another participant, selected according to the contest rules. The previous winner will lose all rights to any form of compensation.
 12. Once the details are confirmed, the 50 winners will receive their 2 entry tickets in PDF format at the confirmed email address.

General provisions

1. This contest in Belgium is overseen by an internal jury within CCEP, consisting of 4 members, including 1 member from the CCEP Legal department, who supervises the entire action. Their decision is final and no appeal is possible.
2. Participation in this contest implies full acceptance of these rules, including any subsequent decisions that the organizers may have to take in the event of force majeure to ensure the smooth running of this action. CCEP has the right to modify the mechanism of this contest during the contest period.
3. The prizes won are strictly personal and cannot be transferred, sold, or exchanged in any way to third parties. The prizes are neither transferable, nor exchangeable, nor redeemable for cash. Any prize obtained in violation of these terms may be canceled.
4. The data collected during the completion of the profile, its use and/or the participation in the contest will be managed and controlled by CCEP, in accordance with the current rules on the protection of privacy and CCEP's policy on confidentiality available on this site for the management of participation in this contest, unless the participant has given his/her express consent to the use of his/her personal data for other purposes. The participant has the right to consult his or her data and, if necessary, may request its modification or deletion by sending an e-mail to privacy@ccep.com.
5. CCEP may suspend and cancel the participation of one or more participants in the event that it detects any suspicious behavior, which may include but is not limited to: the use of an automated answering system, the connection of several people and several computer stations from the same person, i.e.

from the same profile registered in the registration database on the site, an unusual rate of gain, an attempt to force the servers of the organizing company, the multiplication of accounts, etc.

6. CCEP cannot be held liable for accidents, losses, late deliveries, costs or damages of any kind or cause whatsoever arising from participation in this contest, the awarding of the prize, receipt or use of the prize. Nor for losses or delays caused by third parties, in any form whatsoever.
7. CCEP shall not be liable for any governmental decisions under Covid-19 that would modify or override any of the provisions of this contest.
8. The choice of the winners will be made exclusively by computer, according to the methods described above. CCEP cannot be held responsible for any IT network malfunction or for any loss, delay or technical failure caused by the Internet or by service providers for the transmission of data and the hosting of the website.
9. These regulations are subject to Belgian law and shall be interpreted and enforced in accordance with Belgian law. Any dispute arising out of or in connection with this action, which cannot be settled amicably, shall be brought exclusively before the competent courts of Brussels. Any clause which would be declared illegal or invalid shall be considered inapplicable without prejudice to other provisions of this Regulation.
10. This contest is not a game of chance within the meaning of the Act of 7 May 1999 on games of chance, betting, gaming establishments and the protection of players. The word contest must be interpreted as a game of skill.
11. The prizes awarded are strictly personal and cannot be transferred to third parties. The prizes are neither transferable nor exchangeable for cash. All prizes obtained in violation of these conditions may be cancelled.
12. In the event of a breach of any of the clauses of these rules, attempted fraud or cheating, the prize awarded under these rules will be reinstated and the winner will not be entitled to claim any profit of any kind. The organizers also reserve the right to disqualify any participant who cheats, defrauds or attempts to circumvent the present rules.
13. The winner declares that he/she is willing to participate - both on his/her own behalf and on behalf of the persons he/she allows to enjoy his/her prize - in the advertising and actional campaigns that will accompany the award of the prize. They accept that their photograph may be used for all publicity and actional purposes of and for CCEP, on any medium and without any compensation.

CCEP Consumer marketing campaign privacy Notice

Date of latest revision: May 2020

Coca-Cola Europacific Partners and its subsidiaries and affiliates ("CCEP" or "we") are committed to respecting your privacy and processing your personal data properly and securely. This Privacy Statement tells you how and why we process your personal data when you participate in one of our marketing

campaigns. For more information about CCEP and our general Privacy Statement, please visit our website at www.cocacolaep.com or see the *Contact Us* section below.

Coca-Cola Europacific Partners Belgium B.V., whose head office is located at Chaussée de Mons 1424 in 1070 Anderlecht (hereinafter referred to as "CCEP" or "we"), is the responsible entity or "controller" in respect of the processing of personal data in connection with the marketing campaign in Belgium. Our main activities are bottling, selling and marketing Coca-Cola products

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I. PERSONAL DATA WE COLLECT

We may collect personal data in connection with the performance of any activity that is part of our operations. We may collect or obtain this data because you provide it to us (for example via a form), because other people provide it to us (for example, your employer or third-party service providers we use to assist us in our operations) or because they are public.

When we obtain personal data about you through other parties, we make reasonable efforts to include clauses in our contract with those parties, requiring that they comply with the privacy laws and regulations. This may include, for example, requirement to provide you with adequate privacy notice and obtain the necessary consent so that we may process this information in the manner described in this Privacy Notice.

We may also collect or obtain personal data from you, as we observe or deduct such data about you in the way you interact with us or other parties.

In this Privacy Notice, "Personal Data" refers to any information relating to an identified or identifiable individual. For example, your personal data includes your name, email address, IP address, and phone number. We may collect the following personal data:

- **Contact information**, such as your name, address, telephone number, e-mail address (private or business), country of residence.
- **Correspondence**, such as the content, date and time of emails, chats, social media messages and other communications with you, as well as details of your preferences for interactions with us and similar information.
- **Personal characteristics** such as your age, gender, date of birth, place of birth, marital status and nationality.

Cookies are small data files that are placed on your computer or mobile device when you visit a website or use an online service. We may use cookies and similar technologies on our sites and other services. For more information about our use of cookies, please see our Cookie Policy at www.cocacolaep.com or the information provided on the site visited (if applicable).

Where applicable, we indicate whether and why you must provide us with your personal data, as well as the consequences of failing to do so. For example, if certain personal data is necessary to provide services you have requested, or if we are legally required to collect it, and you decline to provide us with that personal data, then we cannot provide you with the services you have requested.

II. PURPOSES AND LEGAL GROUNDS

We use your data for the following purposes:

- **Participation in our campaigns:** To enable you to participate in our marketing campaigns and to provide you with all the related services.
- **Communication with you:** To respond to your requests and comments, to provide you with the information you have requested.
- **Managing our relationship with you:** To manage your current relationship with us, including managing contractual obligations and other obligations, interact with you, inform you about our products or services, as well as special offers and actions. We only process your personal data based on a valid legal ground, including when:
 - You have consented to the use of your personal data, for example when you consent to receive marketing communications from us;
 - We need your personal data to enter into, or perform an agreement with you, for example to process orders or participate in a actional campaign;
 - We have a legal obligation to use your personal data, for example to comply with tax and accounting obligations;
 - We have a legitimate interest in using your personal data. For example, CCEP has a legitimate interest in using your personal data to conduct market research, product development and internal analytics, and otherwise to improve the safety, security and performance of our services. We only rely on our or a third party's legitimate interests to process your personal data when these interests are not overridden by your rights and interests.

III. HOW WE DISCLOSE PERSONAL DATA

We may disclose information to third parties with your consent, as well as in the following circumstances:

- **CCEP Group companies.** We may disclose your personal data about you to other members of the CCEP Group of companies.
- **Service providers.** We may disclose your personal data to third party service providers who provide us with application development, hosting, maintenance, and other services such as sending prizes to winners. These third parties may have access to or process personal data about you as part of providing those services for us. We limit the personal data provided to these service

providers to that which is reasonably necessary for them to perform their functions, and we require them to agree to maintain the confidentiality of such information.

- **Compliance with laws and law enforcement.** We may disclose your personal data as required by law or when we believe that disclosure is necessary to protect the security or integrity of our services, or to protect the legitimate interests, rights, property, or safety of CCEP, its employees, users, or others, or to comply with a judicial proceeding, court order, or governmental or regulatory request or any other legal process served on us.
- **Business transfers.** We may disclose personal data to an acquirer, successor, or assignee of our company as part of any merger, acquisition, debt financing, sale of assets, or similar transaction, or in the event of an insolvency, bankruptcy, or receivership in which information is transferred to one or more third parties as one of our business assets.
- **Advertising partners.** With your consent, we may transfer your personal data to third party advertisers or sponsors for direct marketing purposes, including targeted advertising, for example to reach a particular audience.
- **Aggregated data.** We may pass aggregated information to third parties but this will not include information that could be used to identify you.

IV. INTERNATIONAL DATA TRANSFERS

We may transfer your personal data to recipients in countries outside of the European Union and the United Kingdom whose laws may not provide the same level of data protection. When we do so, we will ensure that there are adequate safeguards in place to protect your personal data that comply with our legal obligations. The adequate safeguard might be a data transfer agreement with the recipient based on standard contractual clauses approved by the relevant authorities for transfers of personal data to third countries.

For more information about the transfers described above and the sufficient guarantees we use to protect these transfers, you can contact us using the contact information below.

V. RETENTION PERIODS

We take steps to erase your personal data or to keep it in a form that does not identify you when that information is no longer needed for the purposes for which we process it, unless we are required by law to keep it longer.

When determining the retention period, we take into account several criteria, such as the type of services we provide to you or that you provide us, the nature and duration of our relationship with you, a possible re-registration in our services, the impact on our services if we delete certain information you have provided to us or about you, the mandatory retention periods provided by law and the corresponding limitation period.

When your personal data is collected and processed for specific purposes related to our marketing campaigns, including your participation in the various activations, these will be retained for six months from the end of the activation, before being permanently deleted unless you contact us again.

VI. YOUR RIGHTS AND CHOICES

You can contact us at any time for assistance regarding the processing of your personal data. In addition, you have the right at any time to:

- To obtain confirmation that we are processing your personal data and to request a copy of the personal data that we hold about you;
- Request that we update your personal data, or correct any personal data that you believe is incorrect or incomplete;
- To request that we delete your personal data, or that we limit our use of your personal data if you believe that there is no (longer a) a lawful ground for us to process it;
- Withdraw your consent to the processing of your personal data (to the extent such processing is based on consent);
- Receive a copy of the personal data concerning you, which you have provided to us, in a structured, commonly used, machine-readable format and to transmit such personal data to another party (to the extent that processing is based on consent or a contract) ;
- Object to our processing of your personal data for which we use a legitimate interest as a legal basis, in which case we will cease the processing unless we have compelling legitimate grounds for the processing; and
- You also have the right to object at any time to the processing of your personal data for direct marketing. If you no longer wish to receive direct marketing from us, you can contact us or click on the unsubscribe link in any such communication.

In order to exercise your rights, you can send us a request, indicating the right you wish to exercise by contacting us as indicating at the bottom of this Privacy Notice. However, there are exceptions and limitations to each of these rights. We may, for example, charge a reasonable fee or refuse to act on a request if it is manifestly unfounded or excessive, in particular because of its repetitive character. In some situations, we may refuse to act or may impose limitations on your rights if, for instance, your request is likely to adversely affect the rights and freedoms of others, prejudice the execution or enforcement of the law, interfere with pending or future litigation, or infringe applicable law. In all cases, you have a right to file a complaint with a data protection authority.

VII. CHANGES TO THIS PRIVACY NOTICE

We may modify or amend this Privacy Notice from time to time. Any changes we may make to this Privacy Notice in the future will be posted on this page. To let you know when we make changes to this Privacy Notice, we will amend the revision date at the top of this page. The new modified or amended Privacy Notice will apply from that revision date. Please check back periodically to see changes and additions.

VIII. CONTACT US

If you have any questions about this Privacy Notice or our privacy practices in general, please contact us via our **contact form**, or via post at:

Coca-Cola Europacific Partners Belgium B.V.
Note: Privacy Office
Chaussée de Mons 1424
1070 Anderlecht

Belgium

You can also contact our Data Protection Officer by e-mail at privacy@ccep.com.

If you have any questions regarding activation in particular, please contact us by email at cocacolabe@coca-cola.com.