



ANNEX 1

Purposes and sub-purposes	Legal basis	Data concerned	Retention period
<p>Recruitment Management</p> <p>Receive and analyze applications/CVs</p> <p>Contact Candidates</p> <p>Arrange interviews</p> <p>Negotiate terms</p>	<p>Legitimate interest (to recruit staff for the company)</p>	<p>Identity information</p> <p>Financial Information</p> <p>Private Life Information</p> <p>Working Life Information</p> <p>Correspondence</p>	<p>As a general rule, for a maximum period of 2 years from the end of the recruitment period</p>
<p>Management of customers (bars, restaurants, etc.), suppliers and business partners</p> <p>Negotiate contracts with contact persons</p> <p>Monitor contracts and ensure compliance</p>	<p>Negotiation/ performance of a contract</p>	<p>Identity information</p> <p>Financial Information</p> <p>Working Life Information</p> <p>Correspondence</p>	<p>As a general rule, for a maximum period of 5 years from the end of the negotiation period/contract</p>
<p>Accounting management</p> <p>Management of invoices and other accounting documents</p>	<p>Legal Obligation</p>	<p>Identity information</p> <p>Financial Information</p> <p>Working Life Information</p>	<p>As a general rule, for a period of 7 years</p>
<p>Pre-Litigation & Litigation Management</p> <p>Management of pre-litigation and litigation with customers, suppliers, business partners, consumers, etc.</p>	<p>Legitimate interest (to defend the interests of the company)</p>	<p>Identity information</p> <p>Financial Information</p> <p>Private Life Information</p> <p>Working Life Information</p> <p>Correspondence</p>	<p>As a general rule, for a maximum period of 5 years from the end of the (pre)litigation</p>



<p>Website Management</p> <p>Follow up on requests submitted via the contact form</p> <p>Manage strictly necessary and functional cookies</p> <p>Manage optional cookies (marketing and statistics)</p>	<p>Performance of a contract</p> <p>Performance of a contract</p> <p>Consent</p>	<p>Identity information</p> <p>Private Life Information</p> <p>Working Life Information</p> <p>Correspondence</p> <p>Navigation information</p> <p>Navigation information</p>	<p>As a general rule, for the period necessary to process the request and maximum for 5 years after</p> <p>See cookie policy</p> <p>See cookie policy</p>
<p>Shops management (online and physical)</p> <p>Track orders</p> <p>Follow up on claims/special requests</p>	<p>Performance of a contract</p>	<p>Identity information</p> <p>Financial Information</p> <p>Private Life Information</p> <p>Correspondence</p>	<p>As a general rule, for the period necessary to process the order and maximum for 5 years after</p> <p>If the data subject has created an account: for as long as the data subject does not delete this account</p>
<p>Brewery tour Management</p> <p>Register bookings</p> <p>Organize visits</p> <p>Survey satisfaction</p>	<p>Legitimate interest (to promote the company and products)</p>	<p>Identity information</p> <p>Financial Information</p> <p>Private Life Information</p> <p>Correspondence</p>	<p>As a general rule, during the period necessary for the organization of the visit and maximum for 5 years after</p> <p>If the data subject has created an account: for as long as the data subject does not delete this account</p>



<p>Events and Activations Management</p> <p>Register participants</p> <p>Ensure that things are running smoothly</p> <p>Survey satisfaction</p>	<p>Legitimate interest (to promote the company and products)</p>	<p>Identity information</p> <p>Private Life Information</p> <p>Correspondence</p>	<p>As a general rule, for the period necessary for the organization of the event/ activation and maximum for 5 years after</p>
<p>Security Management</p> <p>Ensure the security of company buildings and assets through video surveillance</p>	<p>Legitimate interest (to ensure security)</p>	<p>Identity information</p>	<p>As a general rule, for 1 month from the date of the video</p>
<p>Online Contest Management & Activations</p> <p>Notify the winner and send them the prize</p>	<p>Performance of a contract</p>	<p>Identity information</p> <p>Private Life Information</p> <p>Correspondence</p>	<p>As a general rule, for the period necessary for the organization of the competition/ activation and maximum for 5 years after</p>
<p>Communication Management</p> <p>Send the newsletter for products/services that are not similar to products/services already ordered</p> <p>Send the newsletter for products/services similar to products/services already ordered</p> <p>Communicate about new products in the company (e.g. a new beer, a new partnership, etc.)</p>	<p>Consent</p> <p>Legitimate interest (to promote the company's news)</p> <p>Legitimate interest (to promote the company's news)</p>	<p>Identity information</p> <p>Identity information</p> <p>Identity information</p> <p>Working Life Information</p>	<p>For the duration of the consent</p> <p>As long as the person does not object to the processing</p> <p><i>For the website:</i> lifetime of the website or post</p> <p><i>For social media:</i> lifetime of the account or post</p>



<p>Share visual content (photos/videos)</p> <p>Interact with followers on social media</p>	<p>Performance of a contract when it is the subject of a contract</p> <p>Legitimate interest (to share content with which the company is actively associated) in the cases referred to in Article 9.2 (e) of the GDPR</p> <p>Consent in other cases</p> <p>Legitimate interest (to promote the company's news)</p>	<p>Identity information</p> <p>Identity information</p> <p>Private Life Information</p> <p>Correspondence</p>	<p>During the term of the contract or consent, and not more than:</p> <p><i>For the website:</i> lifetime of the website or post</p> <p><i>For social media:</i> lifetime of the account or post</p> <p>During the lifetime of the account</p>
<p>Management of personal data</p> <p>Dealing with data subject requests</p> <p>Generate aggregated statistics</p>	<p>Legal obligation (GDPR)</p> <p>Legitimate interest (to understand customers and consumers)</p>	<p>Identity information</p> <p>Correspondence</p> <p>Identity information</p> <p>Navigation information</p> <p>Private Life Information</p> <p>Working Life Information</p>	<p>As a general rule, for the period necessary to process the request and for a maximum of 5 years after</p> <p>As a general rule, deletion when the data subject has not had any further interactions with the company for a period of at least 6 months</p>