

## User Generated Content Policy

- Do not encourage or condone illegal, irresponsible or immoderate consumption
- Do not glorify the alcohol strength or intoxicating effect of a drink
- Do not present abstinence or moderation in any negative way • Do not show people who appear to be drunk or in any way imply that drunkenness is acceptable
- Do not feature any people who are or appear to be under the legal drinking or purchasing age
- Do not associate a drink with performance, sexual or social success
- Do not suggest any association with violent, aggressive, dangerous or anti-social behavior

As a Company dedicated to preventing dangerous drinking, Pernod Ricard Germany will review all content and remove any that is non compliant or improper within 72h