



# Pernod Ricard Hellas

## USER GENERATED CONTENT POLICY

All of the following rules must be respected when creating content on the page:

- 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, our brands will review all content and remove any that is non-compliant or improper within 72h.