Terms & Conditions

Welcome to the **Stella Artois HawkEye** website (the "Website"), managed and operated by Anheuser-Busch InBev and facilitated in South Africa by The South African Breweries ("we", "us", "our", “Company”). By accessing this Website [https://stellaartoisperfectserve.com/en/hawkeye] and participating in our campaign ("Campaign"), you ("Participant" or "you") agree to these Terms and Conditions ("T&Cs").

Please read carefully before participating.

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1. ELIGIBILITY

1.1. Age Requirement: You must be at least eighteen years old and residing or domiciled in South Africa to use this Website and participate in the Campaign. If you are not of legal drinking age, you must immediately leave the Website.

1.2. Other Eligibility Restrictions: Employees of the Company (including its affiliates) or its advertising/promotion agencies are not eligible to enter or win.

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2. ACCEPTANCE OF TERMS

2.1. By accessing or using the Website, you acknowledge that you have read, understood, and agree to be bound by these Terms, as well as our Privacy Policy | SAB (the “Privacy Policy”), which is incorporated herein by reference.

2.2. If you do not agree to these Terms and the Privacy Policy, you must not access or use the Website.

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3. PROMOTION PERIOD

3.1. The Promotion begins on 19 May 2025 at 00:01 and ends on 14 July 2025 at 23:59 ("Promotion Period").

3.2. All entries must be received during the Promotion Period to be eligible.

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4. PARTICIPATION MECHANISM

4.1. Scanning Function: To participate in the Campaign, Participants must:

i. Purchase a Stella Chalice at a participating location.
ii. Access the Website using your mobile device.

iii. Inform the place where you ordered your Stella Chalice.

iv. Allow camera access when prompted.

v. Capture a photo of the beer chalice as directed.

vi. Sign on the Website using its credentials, or sign up on the Website and provide the following information:

- **a.** Name and surname
- **b.** Email
- **c.** Date of birth
- **d.** Password
- **e.** Confirm Password

vii. Read and accept all the Terms and Conditions and the Privacy Notice that govern the Campaign.

viii. Submit the photo you have taken and get the result.

4.2. Lucky Number: Every Participant submitting a photo will automatically get a "Lucky Number" that Stella HawkEye will use in the Grand Prize draw.

4.3. Participants will only be allowed to enter the promotion twice a day.

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5. PRIZES

5.1. Participants can receive prizes as follows:

	Prize	Description	Quantity
Grand Prizes	Double tickets to Wimbledon	Three (3) nights of hotel accommodation at The Standard Hotel. A day at Wimbledon with two (2) Show Court Tickets and access to the Stella Artois Suite. Ground transportation to all experiences, including airport transfers. All meals covered, including Stella Artois curated Dinner & Drinks, hotel breakfasts, and access to the Stella Artois hospitality meals on site at Wimbledon. A once-in-a-lifetime London tennis experience at Roehampton Club. Limited Edition Stella Artois merchandise. You must be 21 years of age or older to enter this competition (in line with the UK drinking age, only those 21 or older are eligible to win)	**2**

5.2. All prizes are limited to the amount indicated in the table above.

5.3. The draw for the Grand Prize will be held for the 2025 main prize:

5.4. The competition dates are 19*th* May 2025- 31st July 2025.

5.5. A winner will be selected by a random draw process. The draw will take place on or before **5*th* JUNE 2025** and will consist of all valid entries received during the Competition Period. The winner will be verified and vetted by **12th JUNE 2025.**

5.6. A winner will be notified by the Promoter via TELEPHONE PHONE CALL on or before **5*th* June 2025**. If the Promoter is unable to contact a winner after 3 attempts by telephone, he/she will be disqualified and a substitute winner may at the discretion of the Promoter, be selected, using the same winner selection process.

5.7. All prize amounts are before tax and the winning party is responsible for all tax declarations in line with the law of South Africa.

5.8. If the winner selected during the first draw does not pass the vetting process or does not have a valid UK visa in time for the 2025 Wimbledon event, a second draw will take place to win a prize for 2026.

5.9. For the 2026 main prize:

5.10. The competition dates are 5*th* June 2025- 31*st* July 2025.

5.11. A winner will be selected by a random draw process. The draw will take place on or before **1st AUGUST 2025** and will consist of all valid entries received during the Competition Period. The winner will be verified and vetted by **31*st* August 2025.**

5.12. A winner will be notified by the Promoter via TELEPHONE PHONE CALL on or before **14*th* AUGUST 2025**. If the Promoter is unable to contact a winner after 3 attempts by telephone, he/she will be disqualified and a substitute winner may at the discretion of the Promoter be selected, using the same winner selection process.

5.13. All prize amounts are before tax, and the winning party is responsible for all tax declarations in line with the law of South Africa.

6. GENERAL RULES FOR RECEIVING THE PRIZES

6.1. **Prize Transfer Restrictions**: The Prize cannot be transferred to another person, exchanged for an alternative prize, or redeemed for cash. The winner may not substitute him/herself with any other person.

6.2. **Prize Distribution**: The Company will contact winners using the contact information provided during website registration to arrange Prize delivery. All winners provide their express consent for the Company to utilize their personal information for the purposes of contacting winners. All Prizes containing alcoholic beverages may not be consumed by persons under the age of 18 and must be consumed responsibly.

6.3. **Unreachable Winners**: If the Company cannot contact a winner using the contact information provided after reasonable attempts for a period of 1 business day, that winner will be disqualified. The Company may, at its discretion, select an alternative winner using the same selection process.

6.4. **Verification Process**: The Company reserves the right to verify all winner information before awarding any Prize.

6.5. **Identity Verification**: Winners consent to and may be required to provide valid identification documents (such as an ID card, passport, or driver's license), proof of address, or proof of purchase (if applicable) to claim their Prize.

6.6. **Age and Eligibility Requirements**: Winners and their companions (if applicable) must be at least 21 years old and must meet all Participant eligibility requirements outlined in these Campaign Rules. The Company may verify this information.

6.7. **Travel Prize Requirements**: For any Grand Prize involving travel, winners must have a valid passport and no travel restrictions. If a winner cannot meet these requirements, the Company may, at its sole discretion, either select another winner or award a consolation prize instead.

6.8. **Official Winner Status**: A Prize will only be awarded after the Company has completed its verification process to its satisfaction. A Participant is only considered an official winner after passing this verification.

6.9. **Verification Challenges**: If the Company cannot complete the verification process for any reason, it may select an alternative winner at its discretion. The Company reserves the right to audit any Participant to verify eligibility and entry validity.

6.10. **Disqualification for Fraud**: The Company may disqualify any Participant suspected of fraud or cheating. This includes manipulating entries, receiving insider information about contest requirements, or falsifying data.

6.11. **Invalid Entries**: If the Company or its agent determines that a Participant's entry is invalid or ineligible, that Participant will not receive a Prize or be compensated in any way.

6.12. **Inability to Use Prize**: If a winner cannot attend, receive, or use a Prize for any reason, the entire Prize will be forfeited. No compensation will be provided in any form (including monetary compensation or rescheduling), regardless of the reason for the winner's inability to use the Prize.

6.13. **Prize Substitution**: The Company reserves the right to substitute it with another prize of equal value, as determined by the Company at its sole discretion. No additional compensation will be provided in such circumstances.

6.14. **Substitute Winners**: If time permits and the Company approves, when a Prize is forfeited, a substitute winner may be selected by the Company at its sole discretion using the same process as the original winner selection.

7. ACCEPTANCE OF THE RULES AND AUTHORIZATION

By participating in this Campaign, all Participants acknowledge and agree to the following:

7.1. **Privacy and Data Handling**: The Company will process the Participant's personal information in accordance with the Protection of Personal Information Act 4 of 2013 and the Company’s Privacy Notice throughout the Campaign and afterward as necessary.

7.2. **Third-Party Data Sharing**: If you are a winner, you provide your consent to the Company for it to share your personal information with third-party service providers (such as travel agencies, delivery services, or prize fulfillment partners) as necessary to arrange and deliver your Prize. This sharing will be limited to what is required to fulfill your Prize and will only be used for the purposes set out in these T&Cs.

7.3. **Media Rights and Publicity**: The Company may announce and publish winners' names and photographs in media and promotional materials without providing compensation to winners (which winners hereby consent to).

7.4. **Image and Name Authorization**: By accepting a Prize, winners consent to and authorize the Company to use their image and name in promotional materials. This includes permission to disclose their identity, record, film, and photograph them, and to display such content across any media, including social media platforms and other digital channels.

7.5. **Waiver of Compensation for Image Use**: By participating in this Campaign and accepting a Prize, winners expressly provide their consent to the Company and waive any right to compensation or other consideration for the Company's use of their name and image as described in section 7.4.

7.6. **Additional Expenses**: Winners are responsible for any costs, expenses, or other liabilities associated with accepting or using a Prize that are not explicitly included in the Prize description. The Company will not cover any additional expenses.

7.7. **Dispute Resolution**: In the event of any dispute related to the Campaign, the Company's decision is final and binding. No appeals will be considered, and the Company will not engage in any correspondence regarding disputed decisions.

7.8. **Acceptance of Terms and Modifications**: By participating in this Campaign, all individuals acknowledge they have read, understood, and fully accepted these terms and conditions. The Company may modify these terms during the Campaign and will communicate any changes through the Company's established communication channels.

8. INTELLECTUAL PROPERTY RIGHTS

8.1. Copyright belongs to the Company. It or its licensors own all the copyright, author rights, database rights, and software rights in all the material contained on, in, or made available through the Campaign, including all information, data, graphics, text, place or people images, music, sound, and video messages, and all source codes, software compilations, and other material ("Company Content"). No part of this site, including all Company Content, may be used in any way, or for any purpose, without the express written permission of Company, except as provided herein.

8.2. Participants grant the Company a non-exclusive, royalty-free, worldwide license to use, reproduce, publish, or distribute submitted photographs or other user-generated content related to the Campaign in any medium for promotional purposes. The Participants indemnify the Company against any losses or damages arising from third party claims in connection with the Company’s use of any photographs or other user-generated content related to the Campaign.

8.3. Trade names, logos, trademarks, service marks, and signs contained in or on the Campaign belong to Company or its licensors.

8.4. By participating in this Campaign, you acknowledge and agree that any name, logo, trademark, service mark, or sign contained in or on this Campaign is owned by the Company group companies or its licensors and may not be used without prior written approval.

8.5. The names, logos, characters, trademarks, and names of products and services that appear in the Campaign and related services are trademarks/service marks or registered trademarks of Company or third parties (the respective owners). The use of any trademark or service mark without the express written consent of the respective owner is strictly prohibited.

9. RESPONSIBILITY

9.1. Participants are responsible for your Internet connection, the availability and proper functioning of your connection equipment, and the authentication methods with the Campaign. You agree to provide accurate and truthful information. Otherwise, the Company is not responsible if it cannot verify your identity.

9.2. The Company shall not be liable for any delay, suspension, or cancellation of the Campaign—or for any winner's inability to use a Prize—due to events outside the Company's reasonable control ("Force Majeure Event").

9.3. The Company shall not be liable for any losses or damages incurred by any Participant, winner, or other individual resulting from any such delay, suspension, cancellation, modification, or substitution arising out of or connected to a Force Majeure Event.

9.4. The Company is solely responsible for providing tickets and travel for the Grand Prize winner (when applicable). The winner must comply with all local laws at the event destination. The Company will not be liable for any issues arising from the winner's actions or behavior.

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10. DISCLAIMER OF WARRANTIES

10.1. The Website, the scanning functionality, and all associated services are provided on an **"AS IS" and "AS AVAILABLE"** basis, without warranties of any kind, whether express or implied. To the maximum extent permitted by applicable law, the Company disclaims all representations and warranties, including but not limited to implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

10.2. The Company does not guarantee that the Website will be error-free, uninterrupted, or free of harmful components, nor does it make any representation about the accuracy or reliability of any content available through the Website.

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11. LIMITATION OF LIABILITY

11.1. TO THE FULLEST EXTENT PERMITTED BY LAW, THE COMPANY, ITS AFFILIATES, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, INCLUDING LOSS OF PROFITS OR DATA, ARISING OUT OF OR RELATED TO YOUR USE OF THE WEBSITE OR PARTICIPATION IN THE CAMPAIGN.

11.2. IN NO EVENT SHALL STELLA'S HAWKEYE'S AGGREGATE LIABILITY EXCEED THE TOTAL AMOUNT PAID BY YOU (IF ANY) FOR ACCESSING THE WEBSITE OR PARTICIPATING IN THE CAMPAIGN OR THE MINIMUM AMOUNT PERMITTED UNDER APPLICABLE LAW, WHICHEVER IS LOWER.

12. INDEMNIFICATION

12.1. YOU AGREE TO INDEMNIFY, DEFEND, AND HOLD HARMLESS THE COMPANY AND ITS AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS FROM AND AGAINST ANY CLAIMS, LIABILITIES, DAMAGES, JUDGMENTS, AWARDS, LOSSES, COSTS, EXPENSES, OR FEES (INCLUDING REASONABLE ATTORNEYS' FEES) ARISING OUT OF OR RELATING TO YOUR VIOLATION OF THESE TERMS, YOUR USE OF THE WEBSITE, OR YOUR SUBMISSION OF ANY USER CONTENT.

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13. MODIFICATION AND TERMINATION

13.1. Changes to Terms: We reserve the right to modify or replace these Terms at any time. We will provide notice of any material changes by posting the updated Terms on the Website or by other appropriate means. Your continued use of the Website following such changes signifies your acceptance of the revised Terms.

13.2. Termination of Campaign: We reserve the right to suspend, cancel, or modify the Campaign at any time without prior notice if, in our sole discretion, the Campaign cannot be conducted as planned or any other circumstances occur that affect the fairness or integrity of the Campaign.

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14. GOVERNING LAW AND DISPUTE RESOLUTION

14.1. Governing Law: These Terms shall be governed by and construed in accordance with the laws of South Africa, without regard to its conflict of law provisions.

14.2. These Terms and Conditions, the use of the Campaign and/or any contractual or non-contractual matter (including pre-contractual) in relation to its conclusion, validity, interpretation, execution, performance, and termination shall be governed by and interpreted in accordance with the laws of South Africa. The competent courts shall be the Courts of South Africa. If you use this Campaign from another country, you are responsible for compliance with all applicable local laws.

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15. CONTACT INFORMATION

For questions or concerns regarding these Terms or our Campaign, please contact us at: Contact US | SAB

The South African Breweries

Consumer Care Line: 0860 12 14 14 – RSA only

Last Updated: 15 May 2025