

Pilsner Urquell Brewery – Visitor Rules (English)

Brewery Tour – Pilsner Urquell Route

I.

General Provisions

Every visitor is required to familiarize themselves with these visitor rules before starting the brewery tour.

II.

Visiting Hours, Types of Tour Routes

The Pilsner Urquell Brewery is open to the public daily during designated times as published at the ticket office and on the official website: www.prazdrojvisit.cz.

The ticket office is open according to the published operating hours. Entry is allowed only during visiting hours.

Tours are available for both individual visitors and organized groups. Group tours must be booked in advance. For individual visitors, specific times are available according to the current schedule.

III.

Admission and Tour Booking

Admission is paid in advance. Current ticket prices and available discounts are listed at the reception and on the official website.

After payment, visitors receive a ticket, which must be presented upon entry and kept for the duration of the tour. The ticket must be shown again upon request by authorized personnel. By purchasing the ticket, visitors agree to abide by these Visitor Rules.

Tickets are valid only for the purchased date and time. Purchased tickets cannot be returned or exchanged.

Tours for organized groups must be booked in advance in person, in writing, or electronically (see contact info below). The guide will wait a maximum of 30 minutes past the agreed time, unless another group is scheduled afterward. In case of delays caused by force majeure (e.g., traffic accidents), a new time may be arranged by mutual agreement, depending on availability.

IV.

Tour of the Pilsner Urquell Brewery

Tours are guided and follow a specific route.

The maximum number of participants per group is 50. For larger groups, tours must be split into multiple groups, or an exception must be granted.

The route is not wheelchair accessible. For safety reasons, children under 3 years old are not allowed. Tours with strollers are not recommended.

The tour lasts approximately 100 minutes.

Visitors under 18 may only participate with the consent and under the supervision of a parent or an adult guardian. One adult may accompany up to 5 minors. The guide may deny minors access to certain areas, even with parental consent.

School groups with students under 18 years and other similar groups are not permitted on this tour. They are encouraged to visit the Brewery Museum or the Plzeň Historic Underground instead.

The tour includes a tasting of unfiltered Pilsner Urquell beer. This is alcoholic beer and cannot be served to minors under 18, in accordance with Act No. 65/2017 Coll.

The tour must follow the marked route and be conducted only with an assigned guide. Visitors must follow the guide's instructions and the Visitor Rules.

The number of visitors may be restricted by the ticket office to ensure a smooth and safe experience.

Please note that brewing involves raw materials such as hops, which may cause allergic reactions in sensitive individuals.

The tour includes steep stairs, tunnels, and slippery or uneven surfaces. Visitors must wear appropriate footwear and may be required to wear a safety helmet.

Tours take place in operational production areas. Visitors must exercise caution due to potential movement of machinery and temperature differences.

V.

Visitor Responsibilities and Prohibited Behavior

Visitors must follow the instructions of the guide and brewery staff. Failure to comply may result in removal from the tour without refund, and legal action may be taken.

Entry is not allowed to individuals suspected of being under the influence of alcohol or drugs.

Visitors with oversized luggage, live animals, or excessively dirty clothing may be denied entry.

Plzeňský Prazdroj, a.s. is not responsible for lost or forgotten items.

Visitors may not damage or endanger the property. Specifically, the following is prohibited:

- Touching or writing on walls or exhibits
- Leaving the marked route or straying from the group
- Making noise (e.g., phone calls, loud talking, playing music)
- Eating or drinking outside designated areas
- Smoking or using open flames unless in designated smoking areas
- Dirtying or damaging the premises
- Releasing animals inside
- Disturbing the peace or violating safety rules

VI.

Photography and Personal Data Protection

Visitors may take photos or recordings for personal use only. Publication or commercial use requires written permission from Plzeňský Prazdroj, a.s.

By participating in the tour, visitors agree to being photographed and to the free use of such images by Plzeňský Prazdroj, a.s. in its media. If a visitor (or parent of a minor) disagrees, they must inform the guide before the tour and avoid camera areas.

Visitors also consent to the processing and storage of personal data (photos) for up to 3 years. Consent may be withdrawn at any time in writing.

Details on personal data processing are available in the Privacy Policy at <https://www.prazdroj.cz/ochrana-soukromi>. Visitors are required to familiarize themselves with it before the tour.

VII.

Final Provisions

Suggestions, complaints, and comments may be submitted at the visitor center reception.

These Visitor Rules are effective from November 1, 2019.

Pilsner Urquell Brewery
U Prazdroje 64/7
301 00 Plzeň



Mgr. Pavla Mášková
Manager of Visitor and Commercial Services

Pilsen Historic Underground – Visitor Rules

VISITOR RULES – PLZEŇ HISTORIC UNDERGROUND

Visiting Hours

The site is open during the following hours:

Opening hours:

February – December (daily) 10:00 – 18:00

January closed (current closing dates are always published at <http://www.prazdrojvisit.cz>)

The ticket office is open according to the visiting hours of the site.

The exhibition tour lasts approximately 60 minutes. Outside of regular hours, tours can be arranged in advance upon written request.

Admission

Admission must be paid in advance. Ticket prices and available discounts for the visitor season are available at the museum ticket office.

After payment, visitors receive a ticket, which must be shown upon entry and kept during the tour. On request, visitors must present the ticket to authorized personnel. By purchasing the ticket, visitors agree to follow the rules outlined in these Visitor Rules.

The ticket is valid only for the scheduled time. Purchased tickets are non-refundable and cannot be exchanged.

Pilsen Historic Underground Tour

Tours of the Pilsen Historic Underground are only available with a guide. For booked groups, the minimum number is 15 persons. For smaller groups or individuals, specific times are scheduled according to the current timetable. A minimum of 3 people is required to conduct the tour for individual visitors. Maximum group size is 20 persons.

Tours can be booked in person, in writing, or electronically (contact info below). Guides wait up to 30 minutes after the scheduled time if no other group follows. In case of delays due to uncontrollable circumstances (traffic, accidents), a new time can be arranged by mutual agreement based on availability and visitor preference.

Children under 3 are not allowed to enter the Pilsen Historic Underground. Children under 15 may only enter if accompanied by an adult.

The tour takes place only along the designated route. Visitors must follow the guide's instructions and these rules. The number of visitors is regulated by the ticket office (maximum total 60 people) to ensure a smooth experience and safety.

Due to low ceilings and slippery surfaces, visitors must wear a safety helmet and sturdy footwear.

Visitors acknowledge that the exhibition spaces, being part of a historical site, do not meet modern building regulations (e.g., narrow passages, low ceilings, steep stairs). Running, jumping, pushing, throwing objects etc. are prohibited. Visitors must be especially cautious to avoid causing damage. In case of damage to property or injury, the visitor must inform the staff immediately and describe the incident.

Operator liability for damage to visitors is governed by applicable legislation.

The tour includes a tasting of Pilsner Urquell beer (0.3L) for persons over 18. Tasting takes place in the Šenk at Parkán upon presenting a voucher from the Brewery Museum reception. This is alcoholic beer and must not be served to minors (under 18, in accordance with Act 65/2017 Coll.).

In case of evacuation, follow the guide's instructions.

Visitors may take photos, videos, or other recordings during the tour. These are for private use only and may not be published or used commercially without written consent from Plzeňský Prazdroj, a.s.

By participating in the tour (actively or passively), visitors consent to being photographed and for the images to be used free of charge by Plzeňský Prazdroj, a.s. in its communication channels. If a visitor (or parent of a minor) does not agree, they must inform the guide before the tour and avoid camera zones. Visitors also consent to the storage and processing of their personal data (photos) for three years. Consent can be withdrawn in writing at any time via mail or email (details provided).

More information on data protection is available in the Plzeňský Prazdroj privacy policy at <https://www.prazdroj.cz/ochrana-soukromi>. Visitors are required to familiarize themselves with it before the tour. To exercise their rights, visitors can contact the company at the provided addresses.

Protection of Cultural Monuments and Exhibit Safety

Visitors must follow the instructions of museum/underground staff. Failure to comply with instructions given for safety or protection of exhibits will result in removal without refund. The visitor may also face legal consequences.

Persons reasonably suspected of being intoxicated or under the influence of drugs are not allowed to enter.

Entry is not allowed for visitors with luggage, umbrellas, live animals, or wearing very dirty or inappropriate clothing.

It is prohibited to damage or endanger the site, collections, or other property. Specifically, it is forbidden to:

- Touch walls or exhibits, write/draw on walls or damage them
- Leave the designated route or stray from the group
- Disturb the guide or other visitors with noise (calls, music, shouting, etc.)
- Eat or drink inside the premises or bring beverages, ice cream, etc.
- Smoke anywhere unless designated smoking areas exist, or use open flames
- Damage flower decorations or dirty the premises
- Let dogs or other animals roam freely
- Otherwise disturb peace and order

Visitors are liable for any violations or damages according to applicable laws.

Final Provisions

Visitors can submit feedback or complaints at the Brewery Museum reception.

These Visitor Rules take effect on November 1, 2019.

Plzeň Historic Underground
Veleslavínova 6
301 00 Plzeň



Mgr. Pavla Mášková
Manager of Visitor and Commercial Services

VISITOR RULES

Brewery Tour – Gambrinus Route

I.

General Provisions

Every visitor is required to familiarize themselves with these visitor rules before the start of the brewery tour.

II.

Visiting Hours

The Visitor Center is open daily at the following times:

Opening hours:

May – September 9:00 – 18:00

October – April 10:00 – 18:00

Tours of the Gambrinus brewery are available on designated days and times. For groups over 15 people, advance booking is possible; individual visitors can join tours scheduled in advance – the current offer is available at www.prazdrojvisit.cz. The Visitor Center reception is open in accordance with the visiting hours.

For groups of fifteen or more visitors, tours of the brewery can be arranged by prior reservation. All organized groups must make a reservation at least 72 hours before the planned visit by phone or email using the contacts below. Cancellations or delays must be announced at least by phone.

III.

Admission

The brewery tour is subject to a pre-paid admission fee. Information about the admission fees and discounts for each visitor season is available at the Visitor Center reception.

After paying the admission fee, visitors will receive a ticket and a tax receipt, which must be kept during the entire brewery tour and presented to authorized personnel of Plzeňský Prazdroj, a.s. upon request. By purchasing the ticket, the visitor agrees to comply with the rules and conditions set out in these visitor rules.

The ticket is valid only for the date and time it was purchased for. Purchased tickets are non-refundable.

Tours of the Gambrinus brewery outside regular visiting hours can be arranged in advance by written order with an additional fee of CZK 50/person.

The guide will wait for the reserved group for a maximum of 30 minutes after the agreed time, and only if no other group is scheduled after.

IV.

Gambrinus Brewery Tour

Individual visitors can take the brewery tour only in the Czech language. For groups of at least 15 people, tours can be conducted in German or English upon prior reservation.

The maximum number of visitors per group is 40. For larger groups, reservations must be made for two or more groups unless an exception is granted.

The tour is not wheelchair accessible. For safety reasons, children under the age of three are not allowed on the tour. Tours with baby strollers are not recommended.

The Gambrinus brewery tour lasts approximately 120 minutes.

Visitors under the age of 18 are only allowed on the tour if accompanied by and under the continuous supervision of a parent or another responsible adult over 18 years of age. One responsible person may accompany a maximum of 5 minors. Even with parental consent, staff may deny access to production areas to individuals under 18, especially if there is a small age gap between adults and minors.

School groups with students under 18 and other minor groups are not permitted on the Gambrinus brewery tour. They are offered alternative tours such as the Pilsner Urquell brewery, the Brewery Museum, or the Plzeň Historical Underground, each with separate visitor rules.

Each Gambrinus brewery tour includes a tasting of Gambrinus beer. This is an alcoholic beverage and must not be served to minors (under 18, per Act No. 65/2017 Coll., on the protection of health from harmful substances). The tasting is optional, and the company accepts no responsibility for consequences resulting from its consumption.

The Gambrinus brewery tour is only conducted on a designated route and exclusively with an assigned guide. Visitors must follow the guide's instructions and these Visitor Rules. Group size is regulated to ensure a smooth tour experience, visitor safety, and protection of health and property.

Please note that ingredients used in beer production, such as hops, may cause allergic reactions in some visitors.

Plzeňský Prazdroj, a.s. is liable for damages to visitors only in accordance with applicable laws.

Visitors enter the premises at their own risk and must exercise heightened caution due to vehicle movement, temperature fluctuations, noise, wet surfaces, and steep stairs.

Visitors must follow the instructions of guides and other staff members. Failure to comply with safety or property protection instructions will result in removal from the tour without a refund and must leave immediately. Visitors may also face legal consequences.

Persons suspected of being intoxicated or under the influence of drugs are not allowed on the tour. The company is not liable for injuries to such individuals.

Entry is not permitted to visitors with excessive luggage, live animals, or dirty clothing.

Plzeňský Prazdroj, a.s. is not responsible for lost or forgotten items.

It is prohibited to damage or endanger any brewery property. Specifically, visitors must not:

- Touch walls or exhibits, write or draw on walls, or otherwise damage company property.
- Leave the designated tour route or stray from the group and guide.
- Disrupt the guide's commentary or disturb others by phone calls, loud behavior, etc.
- Eat or drink outside the designated beer tasting area.
- Smoke, including electronic cigarettes, unless in designated areas, or use open flames.
- Litter or otherwise disturb order, safety, or cleanliness.
- Bring firearms, knives, explosives, or hazardous materials into the brewery.

Visitors may take photographs or recordings for private use only. Publishing or commercial use without written consent is prohibited.

By participating in the tour, visitors consent to being photographed and for the photos to be used by Plzeňský Prazdroj, a.s. for communication purposes. Visitors not wishing to be recorded must express this before the tour and avoid camera views.

Personal data (photos) will be stored and processed for three years. Consent can be withdrawn at any time via mail to Plzeňský Prazdroj, a.s., Legal Department, Myslbek, Ovocný trh 8, 110 00 Prague 1 or via email to personaldataprotection@eu.asahibeer.com or registrace@asahibeer.cz.

Further information about data protection can be found in the privacy policy at <https://www.prazdroj.cz/ochrana-soukromi>. Visitors must review this before the tour and may contact the Data Protection Officer via the email addresses above.

Visitors are liable for any violations of these rules or damage caused, according to applicable laws.

V.

Final Provisions

Visitors can submit wishes, complaints, and suggestions at the Visitor Center reception.

These visitor rules are effective as of November 1, 2019.

Visitor Center Plzeňský Prazdroj, a.s.

U Prazdroje 64/7

301 00 Plzeň

Tel: +420 377 062 888

E-mail: reservations@asahibeer.cz

Web: www.prazdrojvisit.cz



Pavla Mášková

Manager of Visitor and Commercial Services

Plzeňský Prazdroj, a.s., U Prazdroje 64/7, 301 00 Plzeň, Czech Republic

Tel.: +420 377 062 888, www.prazdroj.cz

Brewery Museum – Visitor Rules

VISITOR RULES – BREWERY MUSEUM

Visiting Hours and Tour Types

The site is open for visits during the following times:

Opening Hours:

February – December (daily) 10:00 – 18:00

Closed in January (exact dates of closure are published on <http://www.prazdrojvisit.cz>)

The last tour always starts one hour before closing. Outside regular visiting hours, tours can be arranged upon confirmed reservation.

The ticket office is open in accordance with the site's opening hours.

The exhibition tour lasts approximately 60 minutes.

Admission

Admission is paid in advance. Information about ticket prices and discounts for each visitor season is available at the museum's ticket office.

After payment, visitors receive a ticket, which must be presented upon entry. The ticket must be retained during the visit and shown again upon request by authorized staff. By purchasing the ticket, the visitor agrees to comply with the rules outlined in these Visitor Rules.

The ticket is valid only for the time and date for which it was purchased. Purchased tickets cannot be returned or exchanged.

Tour of the Brewery Museum

Tours of the museum are conducted either with a printed guide or with a guide for groups of more than 15 persons (by prior arrangement). The maximum group size is 25 persons.

Tours can be reserved in person, in writing, or electronically (see contact details below). The guide will wait for a booked group up to 30 minutes after the agreed time, only if no other group is scheduled afterward. In case of a delay due to uncontrollable events (e.g., traffic accident), a new tour time may be arranged by mutual agreement depending on museum operation and the client's preferences.

Children under the age of 10 may only visit the Brewery Museum if accompanied by an adult.

The number of visitors inside the building is regulated by the ticket office to ensure uninterrupted tours, visitor safety, and the protection of property and health.

Visitors acknowledge that the museum's exhibition spaces, as part of a historical building, do not comply with current building standards (e.g., narrow passages, low clearance heights, steep stairs). Visitors must not run, jump, push, throw objects, etc., and must act with caution to prevent damage. If damage occurs to property or injury to persons, the visitor is required to inform the appropriate staff member immediately and describe how the incident happened.

The museum's liability for any damage to visitors is governed by applicable law.

The tour includes a tasting of Pilsner Urquell beer (0.3L) for persons over 18. For individual visitors, the tasting takes place at Šenk na Parkánu upon presentation of a voucher issued by the museum reception. For booked groups, the tasting occurs within the museum as part of the tour. Tastings are subject to Act No. 65/2017 Coll. on the protection of health from harmful substances. Beer is alcoholic and must not be served to persons under 18.

In case of evacuation, follow the instructions of the guide or emergency evacuation plans.

Plzeňský Prazdroj, a.s. is not responsible for lost or forgotten items.

Visitors are allowed to take visual, audio, audiovisual, or other recordings during the tours. These recordings may be used only for personal purposes. Publishing or any commercial use without prior written consent from Plzeňský Prazdroj, a.s. is prohibited.

By participating in the tour (actively or passively), the visitor consents to the free capturing of photographs (portraits, images) in connection with the tour, and to their free use by Plzeňský Prazdroj, a.s. in its media. If the visitor (or the parent of a minor) does not agree to being photographed, they must notify the guide before the tour and avoid camera zones. The visitor also consents to the storage and processing of their personal data (photographs) for up to three years. This consent can be withdrawn in writing at any time (contact details provided).

More information on data protection is available in the privacy policy of Plzeňský Prazdroj, a.s., available at <https://www.prazdroj.cz/ochrana-soukromi>. Visitors must review this policy before the tour. To exercise their rights, visitors can contact the company in writing or via the provided email addresses.

Protection of Cultural Heritage and Collection Safety

Visitors must follow the instructions of the Brewery Museum staff. Failure to follow safety or property protection instructions may result in immediate expulsion from the premises without refund. Legal consequences may also apply.

Persons reasonably suspected of being intoxicated or under the influence of drugs will be denied entry.

Entry is not permitted for visitors with luggage, umbrellas, live animals, or in very dirty, insufficient, or inappropriate clothing.

It is forbidden to damage or endanger the premises, collections, or other museum property. Specifically, it is prohibited to:

- Touch walls and exhibits, write or draw on walls, or otherwise damage them
- Leave the designated route or stray from the group
- Disturb the guide or other visitors with noise (calls, music, loud speech, etc.)
- Eat or drink indoors or bring drinks, ice cream, etc.
- Smoke anywhere in the building unless designated areas exist, or use open flames
- Destroy floral decorations or otherwise dirty museum spaces
- Let dogs or other animals roam freely
- Otherwise disturb peace and order

Visitors are responsible for violations of these rules and any damage they cause, in accordance with applicable legislation.

Final Provisions

Visitors may express suggestions, complaints, and feedback at the museum reception.

These Visitor Rules take effect as of November 1, 2019.

Plzeň Brewery Museum
Veleslavínova 6
301 00 Plzeň



Mgr. Pavla Mášková
Manager of Visitor and Commercial Services



VISITOR RULES

Tour of the Elektrárna brewery

And. General Provisions

1. Each visitor is obliged to familiarize themselves with these visiting rules before starting a tour of the brewery.

II. Opening hours, types of guided tours

2. The Visitor Centre building is open every day at the following times:

April – June 8.00 – 18.00
July – August 8.00 – 19.00
September 8.00 – 18.00
October–March 8.00 – 17.00

3. Ticket office – reception is open in accordance with the opening hours of the building.
4. The Elektrárna Brewery offers the following tours:

The tour of the Elektrárna brewery consists of a tour of the brewery for about 90 minutes.

- The tour of the brewery includes a bus trip, a visit to the building of the former power plant – grinding mill, brewhouse, cylindroconical tanks, beer tasting, warehouses.
5. Individual visitors can take the tour at designated times. The current offer of times can be found on the www.prazdrojvisit.cz. **The tour can only be taken in the language assigned to the time. Your own translation into another language is not possible in this case.**
 6. **For groups of sixteen or more visitors, it is possible to arrange a tour of the brewery on the basis of a prior order.** For all organized groups, prior reservation is required by phone or e-mail to the contacts below, always at least 3 days before the planned tour. Cancellation or delay must be notified in advance by phone or email.

The number of people booked is binding. A change in the number of people compared to an already confirmed reservation by 10 or more people (up to the maximum group limit) must be notified to the reservation department no later than 24 hours before the tour. The reservation department must confirm this change in writing. Otherwise, Plzeňský Prazdroj cannot guarantee that the entire group will be served.

In the event that the group does not use the full capacity of the tour, Plzeňský Prazdroj can sell the remaining capacity of the tour to other interested parties.

7. Tours outside the specified opening hours are also possible on the basis of early reservation, if the premises have not already been booked for another event. The surcharge for a tour outside the set opening hours is 50 CZK/person.

III. Admission

1. An entrance fee is paid for the brewery tour **in advance**. Information on the admission fee and the range of discounts provided for each visitor season is available at the reception of the Visitor Centre and on the www.prazdrojvisit.cz website.
2. After paying the entrance fee, visitors will receive a ticket and a tax document, which visitors are obliged to keep for the entire duration of the tour of the brewery and to present it again at the request of a competent employee of the Plzeňský Prazdroj, a.s. brewery. By purchasing a ticket, the visitor undertakes to comply with the rules and conditions set out in these Visitor Rules.
3. The ticket is only valid for the date for which it was purchased. **Purchased tickets cannot be returned or changed.**
4. Detailed rules for the purchase of tickets are defined in the General Terms and Conditions, which are available at the reception of the Visitor Centre and [the https://tickets.prazdroj.cz/](https://tickets.prazdroj.cz/) website.



IV. Tour of the Pilsner Urquell Brewery

1. A tour of the brewery – the Power Plant route can be carried out in English by prior arrangement in addition to Czech. If a guide speaking a foreign language of the relevant group of visitors is available, the tour is conducted only in this foreign language. In the case of other languages, the commentary is given in Czech and a qualified translation into the relevant foreign language is possible by the guides of the group of visitors. **This option does not apply to times designated for individual visitors, where it is always necessary to respect the tour language assigned to the specific tour.**
2. The maximum number of visitors in one group is 15 people. In the case of a larger number, it is necessary to use the interpretation of several guides, unless an exception is allowed. The tour is not wheelchair accessible.
3. A tour of the brewery can be booked in person, in writing or electronically, see the contacts below. The guide waits for the booked group no later than 30 minutes after the agreed date, and only if no other group follows.
4. Entry to a tour of the brewery, including a visit to the production premises, is allowed for visitors under 18 years of age only with the consent and under the permanent supervision of parents or other responsible accompanying persons over 18 years of age and fully competent to perform legal acts (e.g. teachers, guides).
5. **Each brewery tour includes a beer tasting. It is an alcoholic beer that must not be served to minors. (persons under 18 years of age, according to Act No. 65/2017 Coll., on Health Protection against the Harmful Effects of Drugs). Beer tasting is voluntary, the company is not responsible for any consequences caused by beer consumption.**
6. **In the case of an organized group where at least one person is under 18 years of age (e.g. excursions to primary or secondary schools, children's or junior sports clubs, etc.), none of the group members will be allowed to taste.**
7. A tour of the brewery can only take place on a designated tour route and only with an assigned guide. **Visitors are obliged to follow the instructions of the guide and these Visiting Rules.** The number of visitors in a group is regulated in order to ensure the undisturbed course of the tour, the safety of visitors and to prevent damage to property and health.
8. Please note that raw materials are used for beer production in the area, which may cause an allergic reaction in some visitors (hops, etc.).
9. The liability of the Plzeňský Prazdroj, a.s. brewery for any damage incurred by visitors is governed by generally binding regulations.
10. **Visitors enter the plant area at their own risk and are obliged to be extra careful, especially due to vehicle movement, large temperature fluctuations, noise, wet surfaces and steep stairs on the route. Given that the tour route leads through the production parts of the plant and also includes a tour of the brewery warehouses with a year-round temperature of 7 °C, we recommend that visitors come to the tour sufficiently dressed and in sturdy shoes, even during the summer months. At the same time, it is necessary to take extra care in places with slippery floors.**
11. Visitors are **obliged** to obey the instructions of the guides and other employees of the Plzeňský Prazdroj, a.s. brewery. If they do not obey an instruction or order issued in the interest of the safety of visitors and the protection of the company's property, the visitor will be expelled from the tour by the brewery without a refund of the entrance fee and is obliged to leave the tour of the brewery immediately according to the guide's instructions. In addition, the visitor runs the risk of being penalized according to generally binding regulations.
12. **Infectious persons are prohibited from entering the production areas.** If a visitor knows about such a medical indisposition or has been in contact with infectious persons, they are obliged to report this to the reception of the Visitor Centre before the start of the excursion itself.
13. Persons reasonably suspected of drunkenness or consumption of other narcotic substances are prohibited from accessing the brewery tour. The company is not responsible for persons under the influence of alcohol or other narcotic substances who are injured.
14. Visitors with oversized luggage, animals and heavily soiled clothing **are not allowed** to enter the brewery tour route.
15. For discarded or forgotten items, Plzeňský Prazdroj, a.s. **is not liable.**
16. It is **forbidden** to damage or endanger the brewery buildings and other property in any way, in particular it is **forbidden to:**
 - a) touch walls and exhibited objects, write or paint on walls, or otherwise damage or destroy the property of Plzeňský Prazdroj, a.s.
 - b) leave the designated route – a tour of the brewery and move away from the guide and the guided group during the explanation
 - c) disturb the guide's explanation with noise (by telephoning, music, singing, using radios and players, loud speeches and similar activities) or otherwise bother other visitors, damage their property or health or otherwise make it difficult for them to tour the brewery.



- d) eat and drink during the brewery tour except for the designated beer tasting area
 - e) **smoking**, including electronic cigarettes and similar variants of cigarettes
 - f) to pollute the premises of the tour route with the brewery and otherwise disturb peace, order or security.
 - g) **bring into the brewery all firearms, cutting and stabbing weapons, explosives of all kinds, substances or dangerous objects that are capable of causing damage to property and human health.**
17. On the guided tours of Plzeňský Prazdroj, a.s., it is permitted to make video, audio, audio-visual or other recordings (hereinafter referred to as "recordings") in accordance with generally binding legal regulations, in particular Act No. 89/2012 Coll., the Civil Code, as amended. Capturing the appearance and/or expression of the personal nature of other persons participating in the tour, as well as the guide, is possible only with their consent. The photographs and recordings taken may only be used for the private purposes of the maker and without the express written consent of Plzeňský Prazdroj, a.s. it is forbidden to publish them or use them commercially in any way.
18. By participating (active or passive) in the tour, the visitor gives consent to Plzeňský Prazdroj, a.s. to take photographs (i.e. portraits, pictorial images) in which the visitor will be captured in connection with the tour, free of charge, and to further use of these photographs (portraits, pictorial images) free of charge in the communication media of Plzeňský Prazdroj, a.s. If the visitor does not agree with the recording of his or her person (or if the parent of a minor child does not agree), must actively express their disagreement before the start of the tour and avoid being in the view of the cameras (the guide will warn such a visitor about the location of the cameras). Within the framework of the consent granted, the visitor agrees to the storage and processing of his/her personal data - photographs (portraits, image images), which will be obtained in the manner and for the purpose stated in the previous sentence. The consent is granted for a period of three years and can be withdrawn at any time in writing at the correspondence address: Plzeňský Prazdroj, a.s., Legal Department, Myslbek, Ovocný trh 8, 110 00 Prague 1 or by email to personaldataprotection@eu.asahibeer.com or registrace@asahibeer.cz.
19. More information on personal data protection is governed by the "Privacy policy" of Plzeňský Prazdroj, a.s., available at <https://www.prazdroj.cz/ochrana-soukromi> which the visitor is obliged to familiarize himself with before starting the tour. In order to exercise their rights, the visitor may contact Plzeňský Prazdroj, a.s. in writing at the correspondence address: Plzeňský Prazdroj, a.s., Legal Department, Myslbek, Ovocný trh 8, 110 00 Prague 1 or at the email address of the Data Protection Officer of Plzeňský Prazdroj, a.s. personaldataprotection@eu.asahibeer.com or registrace@asahibeer.cz.
20. Visitors to the Plzeňský Prazdroj, a.s. brewery are liable for violations of the Visitor Rules and for any damage caused according to generally binding regulations.

In. Final provisions

- 1. Wishes, complaints and comments can be communicated by visitors at the ticket office of the Visitor Centre.
- 2. These Visitor Rules come into effect on 1. 3. 2024.

Visitor Centre
Plzeňský Prazdroj, a.s.
U Prazdroje 64/7, 301 00 Plzeň
Tel: + 420 377 062 888
E-mail: reservations@asahibeer.cz
www.pivozelektarny.cz

Michal Škoda
Director of the experimental brewery