

DIAGEO

PRIVACY STATEMENT FOR INVESTORS IN DIAGEO PLC

This privacy statement sets out how Diageo plc ("Diageo", "we" "us" or "our") collects and uses personal information about: (1) individual shareholders; (2) individual representatives of institutional shareholders; and (3) beneficial owners of shareholdings in Diageo plc. In this Privacy Statement we refer to these individuals as "Investors".

What personal information does Diageo collect about investors?

The information which Diageo collects and uses about Investors includes:

- Name and contact details, including email address
- Details of your investment (e.g. number of shares, date of membership etc)
- Details of your past or present holdings of shares and/or interest in shares in Diageo, whether you hold or have held these as legal owner or have or had a beneficial interest in them
- Details of how you have in the past exercised, or intend in the future to exercise, your voting rights attached to shares in Diageo
- Bank details as necessary to distribute dividends
- Information needed to comply with our regulatory and anti-money laundering requirements (e.g. copies of your identity documents)
- If you are a representative of an institutional investor, information relating to your job and authority (e.g. a Power of Attorney)
- Copies of enquiries, complaints and other correspondence and communications with you as a shareholder
- Your voice, where this is captured by audio recording equipment at a shareholder event
- Other information which you provide us in the context of the shareholder relationship (e.g. any legal documents you may send to us in order to manage your shareholding).

How does Diageo use my personal information?

Diageo will use your personal information to administer and manage your shareholding (or that of the institutional investor you represent), and to comply with our legal and regulatory obligations.

For example, this means we will use your information for the following purposes:

- To manage your shareholding in Diageo and our relationship with you as a shareholder, including updating your personal details in accordance with your instructions and on receipt of the required documentation (e.g. legal change of name documents)

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- To welcome you as a Diageo shareholder and ask you to confirm your communication preferences
- To send you share certificates or other statements relating to your shares (including dividend advices)
- To communicate with you in relation to your shareholding, including letting you know about shareholder events (e.g. the Annual General Meeting)
- Responding to any enquiries you make regarding your shareholding
- To pay any dividends that may be paid to you
- To deal with any complaints you might make and for training and quality checks on our shareholder services
- For proper record-keeping purposes relating to Diageo's shareholder meetings
- To train our staff on improvement issues resulting from your queries
- To meet our on-going legal, regulatory and compliance obligations (e.g. to fulfil any reporting required under Market Abuse Regulations to the FCA (the regulator) and the market.

We will only process your personal information where we have a legal basis for doing so. Generally, we will be relying on the following legal basis to process your personal information:

- because it is necessary to enter into or perform a contract with you;
- because it is necessary to comply with our legal obligations (e.g. under UK company law or financial services regulation);
- because it is in our legitimate interests and those of the institutional investor whom you represent to administer the shareholding (e.g. if our contract is with the institution you represent, and not with you directly); or
- because we have your consent.

With whom does Diageo share my information?

Under the UK company law, Diageo is obliged to make its register of members available on request. Please be aware, therefore, that the following information may be disclosed by Diageo in response to a valid request:

- Name and address of shareholder
- Number of shares
- Date of membership.

Diageo will also share information with other members of the Diageo group of companies as necessary to support our business activities, with our service providers acting on our behalf, and with our professional and legal advisors.

Diageo may also disclose personal information in cases where we believe the disclosure is necessary to protect the rights, property or personal safety of Diageo,

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our customers, employees or the public, or where we are otherwise legally permitted to do so.

Where does Diageo store my information?

The Diageo Group is a global group of companies, and Diageo also uses service providers based around the world. Consequently, your personal information may be processed in countries outside of Europe, including in countries where you may have fewer legal rights in respect of your information than you do under local law. If we transfer personal data outside the European Economic Area we will, as required by applicable law, ensure that your privacy rights are adequately protected by appropriate safeguards. Please contact us if you would like more information about these safeguards.

Updating your personal information

Please contact our Registrar at Diageo@cm.mpms.mufig.com in the event of a change in your personal information. In some cases we may seek further evidence to verify your request.

Exercising your rights

You may have the right to request access to (including in a machine-readable format), rectification or erasure of, any personal information we hold about you. You may also have the right to object to or restrict certain types of processing of your personal information.

Any request to exercise one of these rights will be assessed by us on a case by case basis. There may be circumstances in which we are not legally required to comply with your request or because of relevant legal exemptions provided for in applicable data protection legislation.

Contact us

Please contact us at Diageo@cm.mpms.mufig.com if you would like to find out more about any matters relating to this privacy statement.

If you have concerns about the way in which we have handled your personal information, you should contact us at the address below. You are also entitled to contact the UK Information Commissioner's Office (www.ico.org.uk) or your local data protection authority if you have any questions or concerns regarding your personal information.

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