



Pernod Ricard

Pernod Ricard Cookies Policy

Our Digital Media uses cookies and similar technologies (“cookies”), subject to your consent and when required by applicable law.

This Cookies Policy (the "Policy") describes how Pernod Ricard UK, ("Pernod Ricard" or "we"), use these cookies on our Digital Media, and our commitment to respecting your privacy regarding our use of cookies on our websites, applications, pages on social media etc (“Digital Media”).

Pernod Ricard UK Limited is a company incorporated under the laws of England and Wales, and our registered address is Building 12 Chiswick Park, 566 Chiswick High Road, Chiswick, London W4 5AN.

Before using our Digital Media please read this Cookies Policy carefully. If you do not agree with it, do not use our Digital Media.

We reserve the right to make changes to this Cookies Policy or our [Privacy Policy](#). Please regularly read this Cookies Policy and our Privacy Policy to make sure that you are aware of how your Personal Data may be used and of any changes we make to this Cookies Policy or our Privacy Policy.

1. What is a cookie?

Cookies are small text files or pieces of information which are stored on your computer or mobile device (such as a smartphone or tablet) when you visit our Digital Media. A cookie usually stores the name of the website/application from which the cookie came, the lifespan of the cookie (i.e. how long it stays on your device) and a unique identifier - usually a randomly generated number.

2. Why do we use cookies?

Cookies make our Digital Media easier to use and help us to tailor our service and products to your needs.

Cookies can do this because our Digital Media can read and write these files, enabling them to recognise you and remember important information that makes your use of our Digital Media more convenient and personalised (for example, by remembering preference settings).

Cookies may also be used to help improve your future activities and experience on our Digital Media. We also use cookies to compile anonymous, aggregated statistics that help us understand how people use our Digital Media, and to improve the structure and content of our Digital Media.

3. What are the different types of cookies we use?

The types of cookies that we use can either be session or persistent, or first party or third party cookies.

Persistent cookies are used to save your login information and remember your settings for future visits to our Digital Media and services. A persistent cookie is a cookie stored as a file on your computer where it remains, even when you close your web browser. This cookie can only be read by the Digital Media that created it, when you visit it again.



Session ID cookies are used to enable certain features on our Digital Media and services, to better understand how you interact with our service and to monitor aggregate usage and web traffic. Unlike persistent cookies, session cookies are deleted from your computer when you close your browser. They usually store an anonymous session identifier on your computer which means you can browse a website/application without having to log in to each page, for example.

First party cookies are our own cookies which we use to improve your experience. They are associated with a user's Personal Data. No third party has access to the information we collect through our own cookies.

Third party cookies are cookies placed by third parties on our Digital Media to provide their services - this includes cookies used for advertising. They place these cookies on your device on our behalf when you visit our Digital Media, and this helps them deliver the services they provide. You can find more information about these cookies in their privacy policies.

Below is a list of the different types of cookies we may use on our Digital Medias. When cookies are used to collect personal information, the provisions explained in our [Privacy Policy](#) also apply, in addition to this Cookies Policy.

a. Essential Cookies

Essential cookies are cookies which are strictly necessary for our Digital Media to work and for you to fully make use of its services and features. Without these essential cookies, certain features and services on our Digital Media may not work correctly and your experience will be impaired.

We also use technical cookies which allow our Digital Media to remember choices you make Digital Media (such as your user name, your language or the region you are in) for customization and personalization purposes. These cookies do not gather any information about you that will be used for advertising purposes or remembering your browsing history.

| Who is placing the cookie ? | Type | Description/purpose |
|-----------------------------|-------------------|---|
| Pernod Ricard | Persistent cookie | <u>Cookie Policy Visibility Cookies</u> : We install a cookie on your computer which indicates whether or not you have been informed of the use of cookies through a banner notice being displayed, and then whether you have indicated your consent to the use of cookies by continuing to use the website/application or service, so that the banner will not continue to show every time you visit a page. |
| Pernod Ricard | Persistent cookie | <u>Device Identifier Cookie</u> : We install a cookie on your computer which identifies you and tells the Website/application that you are logged in. |



Pernod Ricard

| Who is placing the cookie ? | Type | Description/purpose |
|-----------------------------|-------------------|--|
| Pernod Ricard | Persistent cookie | <u>User Local Cookie</u> : We install a cookie which is used to remember local specific selections made by you such as language preferences. |

These cookies are necessary to the operation of our Digital Media, are considered as non-privacy intrusive cookies improving internet experience and therefore they do not necessitate consent and you cannot opt-out of their use.

b. Social Media Plug-in Cookies

We use buttons sharing of pages on social networking websites. These buttons may place a third party cookie on your device, which could gather usage information.

Our Digital Media uses the following social media cookies:

| Who is placing the cookie | Type | Description/purpose |
|---------------------------|-------------------|---|
| Facebook | Persistent cookie | <u>Facebook Social Media Button</u> : Cookies are used to facilitate the sharing of content of our Digital Media on Facebook. |
| Twitter | Persistent cookie | <u>Twitter Social Media Button</u> : Cookies are used to facilitate the sharing of content of our Digital Media on Twitter. |

To opt out of being tracked by the Facebook Social Media Button and Twitter Social Media Button on all the websites you visit, go to the General Account Settings of your Facebook and Twitter accounts, then click the opt-out link.

c. Analytics Cookies

Our Digital Media may also use Google Analytics cookies. These cookies collect information about how you use and move around our Digital Media. For example, they keep track of which webpages are visited most, IP (Internet protocol) addresses, types of browser, internet service providers (ISP), referring/exit pages, operating systems, date/time stamps, and clickstream data.

We use this information to analyze usage trends, to administer our Digital Media, to track how users move around our Digital Media and to gather general demographic information about who uses our Digital Media.

Our Digital Media use the following analytical cookies:



Pernod Ricard

| Who is placing the cookie | Type | Description/purpose |
|---------------------------|-----------------------------------|---|
| Google | Persistent and session ID cookies | <u>Google Analytics</u> : Google Analytics cookies work together to give us information about how people use our Digital Media. |

To opt out of being tracked by Google Analytics cookies on all the websites you visit, go to <http://tools.google.com/dlpage/gaoptout>

d. Marketing and profiling cookies

We work with third party advertising companies to serve advertisements while you visit our Digital Media, and we permit these companies to store and access their own cookies on your computer or mobile device in the course of serving those adverts.

These companies use cookies to collect information about your visits to our, and other, Digital Media (this does not include personal information such as your name, address, e-mail address or telephone number). Combined with non-personally identifiable information about your purchases and interests from other websites, they may use this to provide advertisements about goods and services that might be of interest to you.

Our Digital Media uses the following advertising cookies:

| Who is placing the cookie | Type | Description/purpose |
|---------------------------|--------------------|--|
| BlueKai | Persistent cookies | <u>Profiling tag</u> . BlueKai installs a tracker on the user's devices which collects data on the browsing of the user on different websites using the tracker's unique ID number. We use the data to profile the users and define detailed market segments, for use in the marketing campaign strategy. |
| Google | Persistent cookies | <u>Advertising Cookie</u> . The Google advertising cookies are used to customize ads on Google properties, like Google Search. For example, these cookies are used to remember your most recent searches, your previous interactions with an advertiser's ads or search results, and your visits to an advertiser's website. |

To opt out of being tracked by BlueKai on all the websites you visit, go to <http://www.bluekai.com/consumers.php#optout>

To opt out of being tracked by Google advertising cookies on all the websites you visit, go to <http://tools.google.com/dlpage/gaoptout>

e. Flash cookies

We also use Flash Cookies (also known as Local Stored Objects) and similar technologies to personalize and enhance your online experience.

You can learn how to manage Flash Cookies by visiting the following website:

http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager06.html

Please note that rejecting Flash Cookies is likely to mean that our Digital Media may not work properly, and therefore you will not be able to take full advantage of the Digital Media.

4. How long are cookies stored?

Cookies will have a maximum retention period after they are first stored on your computer, as required by applicable law.

5. How to control cookies on our Digital Media?

Except for cookies which qualify as essential, the cookies described above will be installed on your computer only if you continue browsing after you've read and agreed to the banner which appears on our home page.

Flash cookies to enhance your web-browsing experience

You can also control how you interact with cookies in your web browser's preferences. Read your browser's 'Help' section to find out how to do this.

Please note that if you turn off or disable cookies, you may not be able to log in to your account, view content or use other features on our Digital Media. You may also find that parts of our Digital Media either do not work at all or behave unexpectedly.

If you use different devices to view and access our services, such as a smartphone or tablet, as well as your computer, you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit <http://www.allaboutcookies.org/>

6. How to contact us?

If you have any questions, comments, or concerns about our cookies policy please contact our Privacy Champion at: PRUKprivacy@pernod-ricard.com