

PERNOD RICARD COOKIE POLICY

Subject to your consent (where required by applicable law), our website uses cookies and similar technologies (“cookies”).

This Cookie Policy (the “Policy”) describes how Pernod Ricard Swiss SA [Pernod Ricard], a company incorporated under Swiss law with its registered office at Richtiarkade 16, 8304 Wallisellen (“Pernod Ricard” or “we”), is committed to respecting your privacy when using cookies on its websites, applications, social media pages, etc. (the “Digital Media”).

Before using our Digital Media, please read this Cookie Policy and the Privacy Policy carefully. If you do not agree with this Cookie Policy or the Privacy Policy, please do not use our Digital Media.

We reserve the right to modify this Cookie Policy or the Privacy Policy at any time.

We will inform you appropriately of any significant changes to this Cookie Policy or the Privacy Policy. You are also encouraged to review this Cookie Policy and the Privacy Policy regularly to ensure that you are aware of any changes and how your personal data is used.

1. What is a cookie?

Cookies are small text files or pieces of information that are stored on your computer or mobile device (such as a smartphone or tablet) when you visit our Digital Media. A cookie typically contains the name of the website/application it comes from, the duration of the cookie (i.e., how long it will remain on your device), and a value, usually a randomly generated unique number.

Cookies are a reliable mechanism for storing state information on websites or recording user browsing behavior (including clicking certain buttons or tracking previously visited pages). They can also be used to remember information previously entered by users into form fields (such as names, addresses, passwords, and credit card numbers).

Browsers can automatically accept or reject cookies, but you can modify these settings. The help menu of most browsers explains how to change your browser settings regarding cookies, how to be notified when receiving a new cookie, and how to disable cookies altogether. You can also deactivate or delete cookies that you have previously accepted, if you wish.

To find out how to manage cookies in the following browsers, please follow the respective links:

- [Google Chrome](#)
- [Microsoft Internet Explorer](#)
- [Apple Safari](#)
- [Mozilla Firefox](#)
- [Opera](#)

For certain cookies, we will also provide additional information on how to refuse them (see below).

2. Why do we use cookies?

We use cookies to make our Digital Media more user-friendly and to tailor our Digital Media and products to your interests and needs.

Cookies enable this because our Digital Media can read these files. This allows our Digital Media to recognize you and remember important information that makes your use of our platforms more convenient (for example, by remembering your preferences).

Cookies can also be used to help speed up your future activities and enhance your experience on our Digital Media. We also use cookies to compile anonymous, aggregated statistics that help us understand how users interact with our Digital Media and allow us to improve their structure and content.

3. What types of cookies do we use?

The types of cookies we use include **session cookies, persistent cookies, first-party cookies, and third-party cookies**:

- **Persistent cookies** are used to store your login information and remember your settings for future visits to our Digital Media. A persistent cookie is stored as a file on your computer and remains there even after you close your browser. It can be read by the Digital Media that created it when you visit again.
- **Session ID cookies** are used to enable certain functions on our Digital Media and services, to better understand how you interact with our platforms, and to monitor aggregated usage data and web traffic routing. Unlike persistent cookies, session cookies are deleted from your device when you close your browser. They typically store an anonymous session identifier that allows you to use a website or application without having to log in again for each page.
- **First-party cookies** are our own cookies, used to improve your user experience. They may be linked to personal information. Third parties do not have access to the information we collect through these cookies.
- **Third-party cookies** are placed on our Digital Media by external companies to provide services, including advertising cookies. These third parties place cookies on your device on our behalf when you visit our Digital Media to enable them to perform the services they provide. More information about these cookies can be found in the privacy policies of the respective third parties.

Below you will find a list of the different types of cookies we use on our Digital Media. To the extent that information collected through cookies constitutes personal data under Pernod Ricard's Online Privacy Policy, the provisions of that Privacy Policy apply in addition to this Cookie Policy.

a. Essential cookies

Essential cookies are strictly necessary for our Digital Media to function and to enable you to use their services and features. Without these cookies, our Digital Media would not operate as smoothly as you expect, and we might not be able to provide certain services or features you request.

We also use technical cookies that allow our Digital Media to remember choices you make (such as your username, language, or region) for customization and personalization purposes. These cookies do not collect information for advertising purposes and do not track your browsing activity across other websites.

Who is placing the cookie?	Type	Description/purpose
Pernod Ricard	Residenter Cookie	Cookie Policy visibility cookie: Pernod Ricard places a cookie on your computer to indicate whether you have been informed about the use of cookies via a banner notification, and whether you have given your consent to the use of cookies by continuing to use our website/application or service, so that the banner does not reappear each time you visit a page.
Pernod Ricard	Residenter Cookie	Device Identifier Cookie: Pernod Ricard places a cookie on your computer that recognizes you and informs the website/application that you are logged in.
Pernod Ricard	Residenter Cookie	User Local Cookie: Pernod Ricard places a cookie used to remember certain local preferences you have selected, such as your language choice.

These cookies are necessary for the operation of our Digital Media, and therefore you cannot object to their use.

b. Social Media Plug-in Cookies

We use buttons that enable you to share pages on social networking sites. These buttons may place a third-party cookie on your device, which may collect usage information.

Our Digital Media uses the following social media cookies:

Wer setzt den Cookie	Arten	Beschreibung/Zweck
Facebook	Residenter Cookie	Facebook social media button: Cookies are used to facilitate the sharing of content from our Digital Media on Facebook.
Instagram	Residenter Cookie	Instagram social media button: Cookies are used to facilitate the sharing of content from our Digital Media on Instagram.
Youtube	Residenter Cookie	YouTube social media button: Cookies are used to facilitate the sharing of content from our Digital Media on YouTube.
Linkedin	Residenter Cookie	LinkedIn social media button: Cookies are used to facilitate the sharing of content from our Digital Media on LinkedIn.

To opt out of being tracked across all websites you visit via the Facebook, Instagram, YouTube, and LinkedIn social media buttons, please go to the general account settings of your Facebook, Instagram, YouTube, or LinkedIn accounts. There, locate and click the opt-out link.

To opt out of being tracked only on our websites/applications, please contact our Data Protection Officer at **info-swiss@pernod-ricard.com**.

c. Analytics Cookies

Our Digital Media may also use Google Analytics cookies. These cookies collect information about how you use and navigate our Digital Media. For example, they track: the pages most frequently visited, Internet Protocol (IP) addresses, browser type, Internet Service Provider (ISP), referring and exit pages, operating system, date/time stamps, and clickstream data.

We use this information to analyze trends, administer the website, track user movements within our Digital Media, and gather demographic information about our user base as a whole.

Our Digital Media uses the following analytics cookies:

Wer sets the Cookie	Type	Description / Purpose
Google	Residente und Session Cookies	Google Analytics: Google Analytics cookies work together to provide us with information about how users interact with our Digital Media.
Adform	Residente und Session Cookies	Adform cookies work together to provide us with information about how users use our Digital Media.
Semasio	Residente und Session Cookies	Semasio cookies work together to provide us with information about how users interact with our social media.

To opt out of being tracked by Google Analytics cookies across all websites you visit, please go to:

<http://tools.google.com/dlpage/gaoptout>

To opt out of being tracked by Adform cookies across all websites you visit, please go to:

<https://site.adform.com/datenschutz-opt-out/>

To opt out of being tracked by Semasio cookies across all websites you visit, please go to:

<http://www.semasio.com/de/nc/opt-out/>

To opt out of being tracked only on this website, please contact our Data Protection Officer at **info-swiss@pernod-ricard.com**.

d. Marketing and profiling cookies

We work with third-party advertising companies to display advertisements while you use our Digital Media, and we allow these companies to place and access their own cookies on your device when delivering ads through our platforms.

These companies may use information collected via cookies to provide advertisements about goods and services that may be of interest to you. The information collected and used by these companies may include data about your visits to our websites/applications and other

websites/applications, combined with non-personally identifiable information about your purchases and interests on our online services.

This information does **not** include your name, address, email address, or telephone number.

Our Digital Media uses the following advertising cookies:

Wer setzt den Cookie	Arten	Beschreibung/Zweck
BlueKai	Residente Cookies	Profiling Tag. BlueKai installs a tracker on the user's device which collects data on the browsing of the user on different websites using the tracker's unique ID number. Pernod Ricard uses the data to profile the users and define detailed market segments, for use in the marketing campaign strategy.
Google	Residente Cookies	Google advertising cookies are used to customize ads within Google services, such as Google Search. These cookies are used, for example, 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 across all websites you visit, please go to:

<http://www.bluekai.com/consumers.php#optout>

To opt out of being tracked by Google Advertising cookies across all websites you visit, please go to:

<http://tools.google.com/dlpage/gaoptout>

To opt out of being tracked only on our Digital Media, please contact our Data Protection Officer at **info-swiss@pernod-ricard.com**.

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 find information on how to manage Flash cookies on the following website:

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

Please note: Rejecting Flash cookies may result in our Digital Media not functioning properly, meaning you may not be able to fully use our website.

To opt out of being tracked only on our Digital Media, please contact our Data Protection Officer at **info-swiss@pernod-ricard.com**.

4. How long are cookies stored?

Your personal data will only be processed for as long as necessary to fulfill the purposes described above, or until you inform us that you no longer wish to be tracked—unless we or third parties have an overriding interest in retaining your personal data in identifiable form, or unless legal or regulatory obligations or a court or administrative order prevent us from anonymizing or deleting the data.

5. What happens if you do not accept cookies?

With the exception of essential cookies, the cookies described above will only be placed on your computer if you continue browsing after having read the banner displayed on the homepage.

Please note that if you disable cookies, you may no longer be able to view certain content or use some features of our Digital Media. You may also find that parts of our Digital Media do not function properly or behave as expected.

If you use different devices to access our Digital Media (e.g. your computer, smartphone, or tablet), you must ensure that each browser on each device is configured according to your cookie preferences.

6. How can you contact us?

If you have any questions, comments, or concerns regarding our use of cookies, please contact us at:

info-swiss@pernod-ricard.com

7. Changes to the Cookie Policy

This Cookie Policy was last updated on **12.09.2022**.

We may update this Cookie Policy from time to time. Please visit us regularly to stay informed about updates to this Cookie Policy and our Privacy Policy.