

COOKIES-POLICY

PERNOD RICARD GERMANY

Subject to your consent when required by applicable law, our website uses Cookies and similar technologies ("**Cookies**").

This Cookies Policy (the "**Policy**") describes how Pernod Ricard Deutschland GmbH, a corporation duly organized under the laws of Germany, with registered address at Habsburgerring 2, 50674 Köln ("**Pernod Ricard Deutschland**" or "**we**"), is committed to respecting your privacy regarding its use of Cookies on its websites, applications, pages on social media, etc. (the "**Digital Media**").

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 usually contains the name of the website/app it came from, the duration of the Cookie (i.e., how long the Cookie will remain on your device), and a value, which is usually a randomly generated unique number.

2. Why do we use Cookies?

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

Cookies can do this because our Digital Media can read these files. This enables our Digital Media to recognize you and remember important information that makes your use of our social media more user-friendly (for example, by remembering preference settings).

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

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

The types of Cookies we use are Session Cookies, Resident Cookies, First party Cookies or Third-party Cookies.

- **Resident Cookies** are used to store your login information and remember your settings for future logins to our Digital Media. A Resident Cookie is a Cookie that is stored as a file on your computer and remains there when you close your web browser. The Cookie can be read by the Digital Media that created it when you revisit that Digital Media.
- **Session ID Cookies** are used to enable certain features on our Digital Media and Services, to better understand how you interact with our Digital Media, and to monitor aggregate user data and web traffic routing. Unlike Resident Cookies, Session Cookies are removed from your computer when you close your browser. Typically, Session ID Cookies store an anonymous session identifier on your computer that allows you to use a website/application (for example) without having to log in to each page again.
- **First party Cookies** are our own Cookies that we use to improve your user experience. They are linked to the user's personal information. Third parties do not have access to the information we collect through our own Cookies.
- **Third party Cookies** are Cookies placed on our Digital Media by third party companies to provide services, including Advertising Cookies. Third party companies place Cookies (Third party Cookies) on your device on our behalf when you visit our Digital Media to enable that Third party company to perform the services they provide. You can find more information about these Cookies in the Privacy Policies of these Third-party companies.

You will find below a list of the different types of Cookies we use on our Digital Media. To the extent information collected through Cookies constitutes Personal Data, the provisions in the [Pernod Ricard Online Privacy Policy](#) apply in addition to this Cookie Policy.

a) **Essential Cookies**

Essential Cookies are Cookies that are necessary for our Digital Media to work and for you to use its services and features. Without such Essential Cookies, our Digital Media would not function as smoothly as you would like, and we may not be able to provide the Website or certain services or features that you request.

We also use technical Cookies that, for customization and personalization purposes, allow our Digital Media to remember choices you have made (such as your username, language, or the region in which you are located). These Cookies do not collect information about you that is used for advertising purposes, nor do they remember which web pages you have been to.

Who is placing the Cookie	Type	Purpose
Pernod Ricard	Resident Cookie	Cookie Policy Visibility Cookies: Pernod Ricard installs a Cookie on your computer that indicates whether you have been notified of the use of Cookies by a banner message that appears, and then 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	Resident Cookie	Device Identifier Cookie: Pernod Ricard installs a Cookie on your computer that recognizes you and tells the website/app that you are logged in.
Pernod Ricard	Resident Cookie	User Local Cookie: Pernod Ricard installs a Cookie that is used to remember certain local selections you have made, such as language selection.

These Cookies are necessary for the operation of our Digital Media and therefore you cannot object to the use of these Cookies.

b) Social Media Plug-in Cookies

We use buttons to enable sharing of pages with social networking sites. These buttons may place a Third-party Cookie on your device that could collect usage data. The website uses the following social media buttons:

Who is placing the Cookie	Type	Purpose
Facebook	Resident Cookie	Facebook Social Media Button: Cookies are used to facilitate the sharing of content from our Digital Media on Facebook.
Twitter	Resident Cookie	Device Identifier Cookie: Pernod Ricard installs a Cookie on your computer that recognizes you and tells the website/app that you are logged in.
Pernod Ricard	Resident Cookie	Twitter Social Media Button: Cookies are used to facilitate the sharing of content from our Digital Media on Twitter.

To opt out of being tracked by the Facebook Social Media Button and the Twitter Social Media Button on all the websites you visit, go to the general account settings of your Facebook and Twitter accounts. Then locate and click the opt out link there.

To opt out of being tracked only on our websites/applications, use the Cookie Set Up Tool.

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, these Cookies monitor the following: which pages are visited most frequently, Internet Protocol (IP) addresses, browser type, Internet Service Provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data. We use this information to analyse trends, to administer the website, to track user movement within our Digital Media, and to gather demographic information about our user base.

Our Digital Media use the following analytical Cookies:

Who is placing the Cookie	Type	Purpose
Google	Resident and Session Cookies	Google Analytics: Google Analytics Cookies work together to give us information about how users use our Digital Media.
Adform	Resident and Session Cookies	Adform: Adform Cookies work together to give us information about how users use our Digital Media.
Semasio	Resident and Session Cookies	Semasio: Semasio Cookies work together to give us information about how users use our social 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>.

To opt out of being tracked by Adform Cookies on all websites you visit, go to <https://site.adform.com/datenschutz-opt-out/>.

To opt out of being tracked by Semasio Cookies on all websites you visit, go to <http://www.semasio.com/de/nc/opt-out/>.

To opt out of being tracked only on this website, use the **Cookie Set Up Tool**.

d) **Marketing and Profiling Cookies**

We work with third-party advertising companies to advertise ads while you are using our Digital Media, and we allow these companies to place and access their own Cookies on your device when advertising ads on our Digital Media. These companies may use information obtained through the Cookie to provide advertisements about goods and services that interest you. The information these companies have obtained and may use through the Cookie includes information about your visits to our websites/applications and to other websites/applications in combination with non-personally identifiable information about your purchases of and interests in our online sites. The information does not include: your name, address, email address or telephone number.

Our Digital Media use the following analytical Cookies:

Who is placing the Cookie	Type	Purpose
Blue Kai	Resident Cookie	Profiling Tag: BlueKai installs a tracker on the user's device that collects data about the user's visit to various websites, using the unique ID number of the tracker. Pernod Ricard uses the data to create a profile of the user and defines detailed market segments for the use in marketing campaign strategy.
Google	Resident Cookie	Advertising Cookie: Google Advertising Cookies are used to customize ads in elements of Google, such as Google Search. For example, these Cookies are used to remember the following: Your 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 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>.

To object to being tracked only on our Digital Media, use the **Cookie Set Up Tool**.

e) **Flash Cookies**

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

To learn how to manage Flash Cookies, visit the following website:

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

Please note: Rejecting Flash Cookies will likely result in our Digital Media not functioning properly and therefore you will not be able to fully use our website.

To opt out of being tracked only on our Digital Media, use the Cookie Set Up Tool.

4. How long do Cookies remain stored?

The maximum storage time of Cookies after their initial placement on the User Terminal is as prescribed by the applicable law.

5. How can Cookies be controlled in our Digital Media?

Apart from Cookies that are essential, the Cookies described above will only be installed on your computer if you continue browsing after reading the banner that appears on the homepage.

If you wish to make your own decision, please use the link to the **Cookie Set Up Tool**, which is also accessible from the banner for accepting/disabling non-essential Cookies in our Digital Media, by clicking the relevant button that will appear in the menu as follows:

- **Social media Cookies to share content on Facebook and Twitter**
- **Analytics Cookies to analyse our web audience**
- **Advertising Cookies for profiling and targeted advertising**
- **Flash Cookies to enhance your web browsing experience**

You can also control how your browser uses Cookies, and your browser's "help" function should be able to explain what to do for this. It is usually possible to reject, disable or delete http Cookies via the browser settings.

Please note that if you turn off or disable Cookies, it may be impossible for you to log into your account, view content, or use other features of our Digital Media. In addition, you may find that parts of our Digital Media then either do not work at all or behave unexpectedly.

If you use different devices to view and access our Digital Media (for example, your computer, smartphone, tablet, etc.), you will need to ensure that each browser on each device is customized to match your Cookie preferences.

6. How to contact us?

If you have any questions, comments, or concerns about our use of Cookies, please contact us at info@pernod-ricard-deutschland.com.

[As of July 03, 2020]