

COOKIE POLICY

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 SA, a corporation duly organized under the laws of France, with registered address at 5 cours Paul Ricard 75008 Paris ("**Pernod Ricard**" 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**").

Before using our Digital Media, please read carefully this Cookie Policy. To the extent information collected through cookies constitutes personal data, the provisions in the Privacy Policy available in the footer of the website apply in addition to this Cookie Policy. If you do not agree to this Cookies Policy or the Privacy Policy, do not use our Digital Media.

We reserve the right to make changes to this Cookies Policy or the Privacy Policy at any time.

We will notify you, by appropriate mean, of any material / substantive change in this Cookies Policy or in the Privacy Policy. You are also invited to regularly read this Cookies Policy or the Privacy Policy to make sure you are aware of any change and how your personal data may be 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 will usually contain the name of the website/application from which the cookie has come from, 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.

Cookies can be first or third party, what is the difference?

- First party cookies are our own cookies, which we use to improve your experience. No third party has access to the information we collect through our own cookies.
- Third party cookies are cookies placed on our Digital Media by third parties to provide their services, including advertising cookies. They set cookies (third party cookies) on your device when you visit our Digital Media to allow them to deliver the services they are providing. You will find more information about these cookies in their privacy policies.

2. What are cookies used for?

Cookies used on our Digital Media can serve different purposes.

a. Essential Cookies

Essential cookies are first party cookies which are **strictly necessary for our Digital Media to work and to use its services and features**. Without these cookies, our Digital Media will not perform as smoothly for you as we would like it to and we may not be able to provide the Digital Media or certain services or features thereof you request.

Essential cookies allow our Digital Media to ensure proper navigation, to remember choices you make (such as your username, language or the region you are in) for customization and personalization purposes, as well as to ensure security. These cookies do not gather any information about you that will be used for advertising purposes or to remember your browsing history on the internet.

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

b. Analytics Cookies

Analytics cookies are third party cookies which collect information about how you use our Digital Media allowing us to measure audience performance in order to improve the user experience and optimize site performance. For example, they count visits and spot the paths people follow through our pages. When data from several sources is combined, they give us aggregated statistics on what works and what needs improvement. We use this information to analyze trends and administer the Digital Media.

c. Targeted advertising cookies

Targeted advertising cookies are third party cookies that allow our advertising partners to use your website's behaviour and interests (ex: pages viewed, products interacted with) to create profiles. To create these profiles, these partner companies may use information obtained through their cookies (which does not include your name, address, e-mail address or telephone number) about your visits to our and other websites/applications, in combination with aggregated data, about your purchase behaviour and interests from other online sites and geographic regions.

With that profile they can show you personalized advertisements and can perform retargeting if you have already interacted with our content. These cookies help identify you while browsing our Digital Media, and - if you're a member- also across social media platforms. They are used to (i) display ads about our products and services to you on social media, and (ii) find people similar to you, based on your social media profile, who might also be interested in Pernod Ricard's ads. When allowed, they may use your approximate location to show region-specific advertising. They also deposit cookies that measure how well those ads perform for reporting purposes.

You can refer to our partners' privacy policy through the cookie banner.

d. Additional functionalities cookies

Additional functionalities cookies are third party cookies which add extra features to our Digital Media to enhance user experience. These features include using your approximate location to tailor relevant content, adapting pages to the preferences you show while browsing, keeping a profile for your next visits and collecting feedback that helps us develop and improve our services. If you turn them off, some videos, maps or design elements might load more slowly (or not at all), but the core site will remain usable.

e. Social media cookies

Social media cookies are third party cookies placed by our partner social platforms (via pixels or plug-ins) that allow you to interact with social media features in our Digital Media. They let you share content in one click, show videos, posts or playlists embedded on our pages, and personalize that media to match your settings and preferences. They also may monitor how you interact with the content displayed (for example, pressing play or clicking a “share” button). They may track your visits to other sites that carry the same buttons or pixels, to offer you social features and, in some cases, advertisements.

Refusing these cookies will lead to some social content to stay blocked until you choose to load it.

See our Privacy Policy for details. You can refer to our partners’ privacy policy through the cookie banner.

FOR DETAILED INFORMATION ON THE COOKIES IMPLEMENTED ON OUR DIGITAL MEDIA, PLEASE SEE THE TABLE BELOW:

Vendor	Cookie name	Lifetime	Type	Category	Purposes
Didomi	euconsent	12 months	1st party	Essential	Ensure security and proper navigation of the website
Didomi	didomi_token	12 months	1st party	Essential	Ensure security and proper navigation of the website
Didomi	didomi_token	Session	1st party	Essential	Ensure security and proper navigation of the website
Didomi	euconsent	Session	1st party	Essential	Ensure security and proper navigation of the website

Matomo	_pk_id#	13 months	1st party	Analytics	Understand audiences through statistics or combinations of data from different sources, Measure content performance
Matomo	_pk_ses#	Session	1st party	Analytics	Understand audiences through statistics or combinations of data from different sources, Measure content performance

** session: it means the cookie is deleted when you close your web browser*

3. How long are cookies stored?

Cookies will have a maximum retention period after being placed on the user's terminal as required by applicable law. For more details see the tables above.

4. 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 expressly consent to them.

In order to make your own choice, please use the “cookies management” button located at the bottom right of your screen.

You can also control how your browser uses cookies and your browser's 'Help' function should be able to tell you how to do this.

Please note that depending on the cookies you turn on or disable, you may not be able to login to your account, view content or use other features of our Digital Media and may find that parts of our Digital Media either do not function at all or behave unexpectedly.

If you use different devices to view and access our Digital Media (e.g. your computer, smartphone, tablet etc.) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

5. How to contact us ?

If you have any questions, comments, or concerns about our use of cookies please contact groupdpo@pernod-ricard.com.

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