COOKIES POLICY

Subject to you consent when required by applicable law, our website use cookies and similar technologies ("cookies"). This Cookies Policy (the "Policy") describes how PERNOD RICARD WINEMAKERS SPAIN, a corporation duly organized under the laws of Spain, with registered address at Paseo Mikeletegi 71, 2ª planta, 20009 – San Sebastián (Spain) ("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 (including the Data Protection and Privacy Policy). If you do not agree to this Cookies Policy or the Pernod Ricard Privacy Policy, do not use our Digital Media. We reserve the right to make changes at any time. Such change should occur in a near future to take into account the e-Privacy Regulation provisions which is currently debated at the EU Parliament. The purpose of this Policy is to reflect the rules which are applied now by PERNOD RICARD WINEMAKERS SPAIN until the e-Privacy Regulation is definitively applicable. We will notify you such changes. You are thus invited to regularly read this Cookies Policy or the Data Protection and Privacy Policy to make sure you are aware of any change and how your Personal Data may be used.

What is a cookie?

Cookies are small text files or pieces of information that are stored on your computer or mobile device (i.e. 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, 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.

Why do we use cookies?

We use cookies to make our Digital Media easier to use and to better tailor our Digital Media and our products to your interests and 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 will make your use of our Digital Media more convenient (for example by remembering preference settings).
Cookies may also be used to help speed up your future activities and 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 to help us improve the structure and content of our Digital Media.

What are the different types of cookies we use?

The types of cookies that we may use can be either 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 logins to our Digital Media. A persistent cookie is a cookie stored as a file on your computer, and it remains there when you close your web browser. The cookie can be read by the Digital Media that created it when you visit it again.
- Session ID cookies are used to enable certain features of our Digital Media and services, to better understand how you interact with our Digital Media and to monitor aggregate usage and web traffic routing. 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 allowing you to browse a website / application (for example) without having to log in to each page.
- 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 on our Digital Media by third parties to provide their services, including advertising cookies. They set cookies (third party cookies) on your device on our behalf 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.

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 Data Protection and Privacy Policy apply in addition to this Cookie Policy.

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. We also use technical cookies which allow our Digital Media to remember choices you make (such as your username, 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 to remember your browsing history on the internet.

Who is placing the cookie?	Type	Description/purpose
Pernod Ricard	Persistent cookie	Cookie Policy Visibility Cookies: Pernod Ricard installs 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	Device Identifier Cookie: Pernod Ricard installs a cookie on your computer which identifies you and tells the Website/application that you are logged in.
Pernod Ricard	Persistent cookie	User Local Cookie: Pernod Ricard installs 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 need consent and you cannot opt-out to their use.

b. *Social Media Plug-in Cookies*

Our Digital Media uses the following social media cookies:

Who is placing the cookie	Type	Description/purpose
Facebook	Persistent cookie	Facebook Social Media Button: Cookies are used to facilitate the sharing of content of our Digital Media on Facebook.
Twitter	Persistent cookie	Twitter Social Media Button: Cookies are used to facilitate the sharing of content of our Digital Media on Twitter.
Instagram	Persisten Cookie	Instagram Social Media Button: Cookies are used to facilitate the sharing of content of our Digital Media on Instagram

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

c. *Analytics Cookies*

Our Digital Media may also use Google Analytics cookies. These third party cookies collect information about how you use and move around our Digital Media. For example, these will keep track of what pages are most visited,

Internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information to analyze trends, to administer the Digital Media, to track users' movements around our Digital Media and to gather demographic information about our user base as a whole. Our Digital Media use the following analytical cookies:

Who is placing the cookie	Type	Description/purpose
Google	Persistent Session ID	Google Analytics: The cookies Google Analytics 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 ads while you are visiting our Digital Media and permit these companies to place and access their own cookies on your device in the course of serving advertisements on our Digital Media. These companies may use information obtained through their cookie (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 non-personally identifiable information about your purchases and interests from other online sites in order to provide advertisements about goods and services of interest to you. Our Digital Media uses the following advertising cookies:

Who is placing the cookie	Type	Description/purpose
BlueKai	Persistent cookies	Profiling tag. 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. Pernod Ricard uses the data to profile the users and define detailed market segments, for use in the marketing campaign strategy.
Google	Persistent cookies	Advertising Cookie. 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.

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 your browsing after having read the banner appearing on the home page.

How to contact us?

If you have any questions, complaints, or comments regarding this Cookies Policy please contact us clicking here.