

# Cookies Policy

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# 1. Introduction

This policy provides information on the use of Cookies by Bridgestone Europe NV/SA (Da Vincilaan, 1930, Zaventem, Belgium, company n° RPR (Brussels) 0441192820) and its affiliates ("Bridgestone", "we" or "us") in connection with your use of Bridgestone websites ("Website").

Cookies (which include also similar technologies such as pixels and web beacons) are small text files that we and our advertising partners install on your internet-enabled device(s) and that make it possible for the Website to recognize you and your devices(s) when subsequently interacting with us through the Website. We use cookies for the purposes explained in Section 2.

## 2. Why are we using Cookies?

Bridgestone uses cookies for various purposes.

We store cookies on your device(s) for instance to enhance the functionalities of our Website. Cookies can help you navigate through our Website (e.g. by remembering your choice of language and the pages you have previously visited) or may be necessary to properly perform services that you request (e.g. by remembering items that you have placed in your shopping basket).

In addition, certain cookies provide us with statistical information about the use of our Website, which helps us understand the behaviour and preferences of the visitors in an aggregated manner. For instance, we can use these cookies to gain insight into how visitors use our Website, and analyse what works and what doesn't, in order to continuously improve our Website, and measure how effective our communication is.

Cookies may also be used to track your specific interests in our products and services, in order to send you content-based targeted advertising, when you are visiting third party websites or social media.

Cookies may further facilitate certain third-party applications such as social media plug-ins. Plug-ins are the Like Button and Share Button that let you share web content or your experiences on your social media accounts.

### 3. What types of cookies are we using?

We use different types of cookies. Cookies are categorized by their origin as first party cookies or third party cookies. Cookies are also categorized as session cookies or persistent cookies, depending on the duration they stay on your device(s). Cookies are also categorized by the function they perform: essential and statistical cookies, functionality cookies, advertising cookies, and social media cookies.

#### First-Party Cookies

First-Party cookies are cookies set by us and used within our control.

#### Third-Party Cookies

Third Party cookies are set by someone else than Bridgestone. Some of our web pages may for instance also contain content from other sites like YouTube or Flickr, which may set their own cookies when you access that content. Also, if you share a link to a webpage of ours, the service you share it on (for example, Facebook, Twitter or LinkedIn) may set a cookie on your browser. You have the ability to turn them off in your browser settings (see Section 6).

#### Session cookies

Session cookies are temporary and remain on your device only as long as your browsing session lasts. They disappear from your computer or device when you close your browser.

#### Persistent cookies

Persistent cookies remain on your computer or device also after your browsing session has ended, and last for a time specified in the cookies. We use persistent cookies when we need to remember your preferences and actions for the next time you visit.

Cookies are categorized by their purpose into strictly necessary cookies, functionality cookies, advertising cookies and social media cookies.

#### Essential Cookies and statistical cookies

Essential cookies are cookies that are strictly necessary in order to enable you to move around the Applications and use all their features. For example, this type of cookies allows you to navigate from one webpage to the next and store information necessary for performing the service you requested (e.g. remembering items you are purchasing online, to enable your proceeding to the payment page). Without them, services that you've asked for can't be provided.

### *How do Essential Cookies impact on your privacy?*

We do not need user consent for the delivery of these cookies, as they are strictly necessary to perform the service on the Website that you have requested.

Statistical cookies, also called performance cookies, help us understand how visitors use the Website. This allows us to continuously improve the performance of the Website to provide visitor a better browsing experience. For instance these cookies tell us which webpages the users go to most often, or if users get error messages from our web pages they are visiting..

### *How do Statistical Cookies impact on your privacy?*

These cookies are applied automatically for the time of each session or for longer periods – depending on their purpose. These cookies do not collect information that identifies the visitor. These cookies collect only aggregated anonymous information, and therefore we do not need your consent for using statistical cookies.

In particular we use Google Analytics to obtain an overall view on how the visitors interact with our website. The information generated by the Google Analytics cookies is transmitted to Google Incorporated located in the United States. Bridgestone used Google Analytics with IP anonymization activated, which means that Google will process on our behalf the collected information for the purpose of evaluating your use of the website and generating reports on Website activity. Google, however, will not be able to match the information collected from your use of our Website with any other data held by Google.

These cookies are enabled by default, but you may still decide to disable them in your browser settings (follow the steps explained in section 6). Furthermore you have the possibility to disable Google Analytics by using the link 'Disable Google Analytics' on the website <https://tools.google.com/dlpage/gaoptout?hl=en>, and download and install the Google Analytics Opt-out Browser Add-on on your device(s).

### Functionality Cookies

These cookies help us personalise the Website for you by remembering your preferences and settings (such as user name, language or the location from where you are accessing the Website). These cookies can also be used to remember the changes you make, e.g. to text size, fonts and to other parts of the Website that can be customized or to remember your browsing history or the fact that you have already visited the Website.

### *How do the Functionality Cookies impact on your privacy?*

The Functionality Cookies are disabled by default. The information these cookies collect may include technical info that is processed in connection with your visit and is linked to your device although you remain unnamed. If you choose not to enable these cookies, it may influence your navigation experience.

## Advertising Cookies

These cookies can be either first-party or third party cookies that track your browsing activity to make user profiles. If you are using our Website, we collect and analyse data about your device(s)(IP address) and your use of our services (e.g. what pages you visit). The user profile resulting from your browsing activity is used to show you advertisements relating to your interests deduced from your browsing activity.

The companies that we use to tailor and deliver advertisements to you also collect data from you across other online services. These data helps us to predict what might interest you and to show you advertisements tailored to those interests.

We neither show you advertisements, nor sell advertising space to third parties, on our Websites, but we buy advertising space on social media and third-party websites (for example automotive websites, online tyre shops) where advertisements for our products and services may be delivered to you by our advertising partners acting on our behalf (retargeted advertising).

### *How do these cookies impact on your privacy?*

We don't store any information about your identity or your browsing activity on those third-party websites. The advertising we show on third party websites that you visit is tailored based on your interests when you previously visited our Website, for example if you are visiting our webpage on Bridgestone winter tyres we might show you advertisements for winter tyres when you visit third party websites.

These cookies are disabled by default, and are only placed on your device(s) after you consent to such use.

## Social media cookies

On our website we use social media plug-ins from channels such as Facebook, Google+, Twitter, LinkedIn and YouTube. Social Media plug-ins are modules that enable you to share content from our Website on the Social Media if you have an account with these Social Media. An example is the Facebook 'Like' button. This is made possible by the use of cookies.

The Social Media plug-ins also place third-party cookies on your device(s) enabling the Social Media to track your navigation on our Website, for purposes of their own, which may be behavioral advertising, analytics or market research. More information about the data that these social media channels obtain through plug-in cookies can be found on the relevant social media websites.

*How do these cookies impact on your privacy?*

These cookies are disabled by default, and are only placed on your device(s) after you consent to such use.

If you are a member of these Social Media, you can also decide whether or not to consent to the use of cookies in your privacy settings in your relevant social media account.

## 4. How do our advertising partners use cookies?

Our advertising is delivered to you through our carefully selected specialist advertising partners. The cookies accompanying the advertisements enable our advertising partners to monitor the effectiveness of the advertisements. They may also use cookies that they have set on your device(s) when you were browsing other websites. They do this so that they know you have seen a particular advertisement or to match you with their database. This helps them to do things like cap how many advertisements you see across the internet and, if you have taken part in market research, the research company may record that you have seen a particular advertisement.

Any company we allow to add tags or code to our website is instructed to ensure that they handle your data responsibly. However, they use your data as a data controller, and the use of the data is subject to their own privacy practices. To verify or delete third party cookies on your device(s) follow the steps explained in Section 8.

## 5. How do we obtain your consent?

Upon entering the Website for the first time, you will be prompted with a message (cookies banner) with directions how to manage your consent to cookies.

Essential (strictly necessary) cookies and analytics cookies don't require your consent and will be installed on your device(s) automatically. While essential and analytics cookies cannot be disabled through our Website Cookies settings, you have the possibility to do so on the Google Analytics website (see Section 3).

The notification banner will no longer appear on your device on future use of the Website, but you can always change your cookies consent choices, by clicking the link "Change my Preferences", or via the settings of your internet browser (see Section 6 for guidance).

## 6. How can you opt-out?

Once we have received your consent for the use of cookies, we store a cookie on your device(s) to remember your choice for your next visits to our Website. If at any time you do not want information about your browsing behaviour to be used, you can "opt out" by changing your browser settings as described below. You can also opt-out by accessing the link [Cookies Settings](#) on our website.

Change your browser settings

You can prevent your browsing from being tracked generally by adjusting your browser settings, browsing in 'private mode' or using browser add-ons. You can find out how to do this by visiting the relevant support page for your browser, or by using the help function on your browser:

[Edge](#)

[Chrome](#)

[Mozilla Firefox](#)

[Internet Explorer](#)

[Safari](#)

[Opera](#)

Mobile applications

If you are accessing our Applications through the web browser on your mobile device, you should follow the instructions above. However, mobile applications use different technologies to recognise your device. To opt out of the use of your data for targeted advertising you should follow the instructions below.

*Apple iOS*

1. Go to Settings > Privacy > Advertising.
2. Turn on Limit Ad Tracking.

Visit the Apple [support page](#) for more information.



### *Google Android*

1. Go to Settings.
2. Select Google in the Accounts section.
3. Select Ads in the Privacy section.
4. Tick Opt out of interest based ads.

Visit the Google [support page](#) for more information.

### *Microsoft Windows*

1. Go to Settings.
2. Tap on Privacy.
3. Tap on Advertising ID, and turn on Don't Let apps use my advertising ID for experiences across apps

Visit the Microsoft [support page](#) for more information.

## 7. Third Party recipients and processors

Bridgestone doesn't exchange cookies with websites of third parties or external supplier of data, with the exception of third parties working directly with Bridgestone and under its control and supervision to provide website services. Bridgestone always make sure that the processors of your data are bound by necessary contractual clauses to keep them safe and confidential.

Although we may use information collected via third-party cookies, please note that all third-party cookies are managed by its providers in accordance with their policies.

## 8. Consult our cookies and their expiration date

To be able to see the exact list of cookies we use, when they expire, and their domain and/or name, you can consult the settings in your web browser.

Here is a quick guide explaining on how to do so by different browser:

<https://www.wikihow.com/View-Cookies>