

COOKIE POLICY

Heineken Česká republika, a.s. ("HEINEKEN") uses cookies to give you a better online experience. In order to make full use of the website www.krusovice.cz ("**Website**"), your computer, tablet or mobile phone will need to accept cookies. We feel that it is important that you know what cookies our Website uses and for what purposes. This will help to protect your privacy, while at the same time providing you with the best online experience.

WHAT IS A COOKIE?

After you submit the age-gate form and enter the Website, the Website will make use of so-called "cookies". Cookies are small text files containing small amounts of information which are downloaded and may be stored on your user device e.g. your computer (or other internet enabled devices, such as a smartphone or tablet). At HEINEKEN we may use similar techniques, such as pixels, web beacons and device fingerprints. For the sake of consistency, all these techniques combined will be hereafter referred to as 'cookies'.

This Cookie Policy provides you with information about the cookies we use and why. Our [Privacy Policy](#) sets out full details of the other information we may collect and how we may use your personal information.

COOKIES USED ON THE WEBSITE

HEINEKEN uses several different types of cookies. Some of these are session cookies which are temporary and allow us to link your actions during a browser session. Session cookies are erased when you close the browser. Other cookies are persistent cookies which remain on your device for the period of time specified in the cookie. The Website uses cookies for the following purposes:

- **REQUIRED COOKIES**

Required cookies are essential and help you navigate the Website. They enhance the user friendliness of the Website for visitors. These cookies make sure that you only have to pass the age-gate once. These cookies also help to support website security and basic functionality.

- **PERFORMANCE COOKIES**

Performance cookies help us to understand the behaviour of our visitors and the usage of the Website in an aggregated manner. For instance, we can use these cookies to gain insight into how our visitors use our Website. This means we can find out what works and what doesn't, it allows us to continuously improve the Website, and measure how effective our advertising and communication is.

- We use [Google Analytics](#) cookies to obtain an overall view of visitor habits and visitor volumes, and to help improve the overall experience on our website. You may refuse the use of cookies by selecting the appropriate settings on your browser as described above. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB#>. You may disable the use of Google Analytics by using the link [disable Google Analytics](#). This link creates an opt-out cookie which prevents the further processing of your data. For more information about Google Analytics cookies, please see Google's help pages and Privacy policy: [Google's Privacy Policy](#)

[Google Analytics Help pages.](#)

- **COMMUNICATION COOKIES**

The Website allows cookies of third party social networks (e.g. Facebook, YouTube, Twitter, LinkedIn). This enables you to share content of the Website on social networks. These third parties may use cookies for their own purposes. HEINEKEN has no influence over how these social media networks make use of your data. For more information regarding the cookies set by the social media networks please refer to their own Privacy and Cookie policies.

- **ADVERTISING COOKIES**

Advertising cookies will remember your product and page preferences and in general that you visited the Website. We strive to provide you with advertisements relevant to you and your interests on other online platforms, where available on the basis of your visits and surfing behaviour on our Website and other third party websites. Based on these interests, we develop a segmented profile and then adapt the content and the advertisements on our website for various groups of customers.

Third parties that set cookies via our website may also try to find out what your interests are in this way, and this information may also be used to present you with content or advertisements that appear more likely to be of interest to you on other, non- HEINEKEN websites. In this case, the information about your current website visit may be combined with information from previous visits to websites other than ours.

These advertising cookies are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of advertisements.

Even if these advertising cookies are not used, please note that you will be provided with advertisements on our site; however, these advertisements will not be tailored to your interests. These advertisements can, for instance, be modified according to the content of the website. You can compare this type of content-related Internet advertisements with advertising on television. If, say, you are watching a cookery programme on TV, you will often see an advertisement about cooking products during the advert breaks while this programme is on.

CONTROL YOUR COOKIE SETTINGS

Once you have given us your agreement to the use of cookies, we shall store a cookie on your computer or device to remember this for next time. If you wish to withdraw your cookie consent at any time, you will have to delete our cookies using your internet browser settings. You should do this through the browser settings for each browser you use. Please be aware that some of our services will not function if your browser does not accept cookies. However, you can allow cookies from specific websites by making them “trusted websites” in your internet browser. The following links may assist you in managing your cookies settings, or you can use the 'Help' option in your internet browser for more details.

Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Cookies>

Google Chrome: <http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647>

Safari: <http://support.apple.com/kb/PH5042>

Opera: <http://www.opera.com/help/tutorials/security/privacy/>

Adobe (flash cookies): <https://www.adobe.com/support/flash/downloads.html>

To block Google Analytics cookies specifically, you can install the “Google Analytics Opt-out Browser Add-on” provided by Google.

COOKIE OVERVIEW

Below is a full list of the cookies used on the ww.krusovice.cz, which belongs to Heineken Česká Republika a.s.:

Necessary Cookies

NAME	PERSISTENCY	DESCRIPTION	SOURCE
AgeGatewayAllowed	End of session	Saves the agegate input user birth year and checks if a website visitor is old enough to Access the website.	
AgeGatewayCoo	End of session	This cookie saves the country of origin till the end of the session.	
AgeGatewayDob	End of session	This cookie saves the date of birth till the end of the session.	
Google maps	1 year	Standard function of Google maps.	Google
Age check	1 year	The existence of a valid cookie blocks the pop-up age verification windows without identification.	
age-check	1 year	consent to the processing of cookies and confirmation of age	
_ga	2 years	Google Analytics Script Analytics sends a persistent cookie to browser. This is a cookie party that expires permanently 2 years after the last visit web pages from that browser. Randomly generated anonymous browser identifier enabling associate site visits with a specific site browser.	
_utma	2 years	It is used to distinguish between users and visits. Cookies are created when JS is loaded libraries if already _utma between cookies does not exist. The cookie expires by 2 years with each additional visit.	
_utmz	6 months	Stores campaign data for 6 months or visit source to see how user got to the site.	
_gid	24 hours	Used to distinguish individual browsers. Expires after 24 hours.	

CONCLUDING REMARKS

We will keep this Cookie Policy under review and make updates from time to time. Any changes to this Cookie Policy will be posted on our Website page and to the extent reasonably possible, will be communicated to you.

We reserve the right to modify the contents of the Cookie Policy and change the cookies listed at any time without previous notice. The new Cookie Policy is effective by publishing. If you do not agree with the updated version, you should adjust your browser settings or consider discontinuing visits the Website. If you continue to visit or use our services after the effective date of the changes, you agree with the updated Cookie Policy. You can consult this web page for the latest version.

If you have any further questions and/or comments, please contact osobniudaje@heineken.com