

## COOKIE POLICY

**HEINEKEN Česká republika, a.s., having its registered office at U Pivovaru 1, 270 53 Krušovice, Czech Republic** (“we”, “us” or “HEINEKEN”) uses cookies to give you the best online experience. In order to make full use of our website <https://www.heinekenceskarepublika.cz/> (“Website”), your computer, tablet or mobile phone will need to accept cookies. We find it important that you know what cookies our Website uses and for what purposes. Our effort is to protect your privacy while at the same time providing you with the best online experience.

### WHAT IS A COOKIE?

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 devices connected to the Internet, such as a smartphone or tablet). We may also use other similar techniques, such as pixels, web beacons and device fingerprints. For the sake of consistency, all these techniques combined are referred to below as “cookies”.

This Cookie Policy describes the cookies we use and why. Full details of any other information we may collect about you and how we may use your personal data are available in our [Privacy Policy](#).

### COOKIES USED ON THE WEBSITE

By clicking “Yes” on the cookie banner, you give your consent to HEINEKEN to place and/or read cookies. We use several different types of cookies: 1) functional cookies, 2) analytics cookies and 3) advertising cookies. Some of these are session cookies which are temporary files allowing us to monitor your actions during a browser session. Session cookies are erased from your device when you close the browser. Other cookies are permanent and may remain on your device for the period of time specified in the cookie. Our Website uses cookies for the following purposes:

- **FUNCTIONAL COOKIES**

Functional cookies are essential as they help you navigate the Website, and enhance the user friendliness of the Website for visitors. These cookies make sure that you only have to pass the age-gate once and that your basket is saved during all the steps of your checkout process. They also help to support Website security and basic functionality.

- **ANALYTICS COOKIES**

Analytics cookies help us understand the behaviour of our visitors and the usage of the Website on the basis of aggregated data. For instance, these cookies are used 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 the effectiveness of our advertising and communication.

- **ADVERTISING COOKIES**

Advertising cookies 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 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 visitors. In this way, third parties that set cookies via our Website may also try to find out what your interests are. 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. 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 may be provided with advertisements on our Website; however, these advertisements will not be tailored to your interests. Such advertisements can, for instance, be modified according to the content of the Website. Content-based Internet advertisements are comparable to TV advertising. If, for example, 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.

Our Website allows third-party social networks (e.g. Facebook, YouTube, Twitter, LinkedIn) to place their cookies. This enables you to share the content of the Website on social networks. These third parties may use cookies for their own purposes. HEINEKEN has no control over how these social media networks use your data. For details regarding the cookies set by the social media networks please refer to their own privacy and cookie policies.

## SHARING OF COOKIE DATA

As a member of a global business, we share data we have acquired via cookies with Heineken group affiliates and subsidiaries for reasons as aggregated analytical and operational purposes and for retargeting, marketing purposes, such as direct marketing, creating of consumer audiences or look-a-like audiences (where permitted by local law), enriching of existing customer profiles. We will only share such information when we are allowed to do so by law. This means that we will ask for prior consent for sharing “cookie data” or for HEINEKEN group affiliates and subsidiaries to use cookies, if this should be the lawful basis.

## CONTROL YOUR COOKIE SETTINGS

We offer you the possibility to consent to our use of cookies or to set your preferences regarding certain categories of cookies by clicking “Cookie settings” in the banner. You can change your preferences at any time by clicking on the hyperlink available on our Website. This also enables you to withdraw the consent you have previously given to us. This hyperlink includes a list of all analytical and advertising cookies.

Please note that we do not currently use a technical solution that would enable us to respond to your browser’s “Do Not Track” signals.

## COOKIE OVERVIEW

Below is a full list of the cookies used on our Website:

### Functional cookies

NAME	PERSISTENCY	DESCRIPTION	SOURCE
AgeGatewayAllowed	Until end of session	Required for the Agegateway logic of the platform	
AgeGatewayCoo	Until end of session	This cookie stores the country code of the website visitor.	
AgeGatewayDob	Until end of session	Required for the Agegateway logic of the platform	
Google maps	1 year	Google maps function	Google
Age check	1 year	Required for the Agegateway logic of the platform	

#### Analytics cookies

NAME	PERSISTENCY	DESCRIPTION	SOURCE
Google Analytics	1 year	Analytical cookies that measure visits anonymously.	Google

#### Advertising cookies

NAME	PERSISTENCY	DESCRIPTION	SOURCE
-	-	-	-

#### CONCLUDING REMARKS

We will keep this Cookie Policy under review and update it from time to time. Any changes to this Cookie Policy will be posted on our Website and communicated to you. The latest version of the Cookie Policy is available on this Website.

If you have any further questions and/or comments, please contact us at [osobniudaje@heineken.com](mailto:osobniudaje@heineken.com).

The most recent version of this Cookie Policy is dated 1 January 2021.