

# HOW NESTLE USES COOKIES AND OTHER TRACKING TECHNOLOGY

## Cookies Notice

Thank you for visiting [www.nestle.com.vn](http://www.nestle.com.vn) (“Website”). This cookie notice applies to the Website, any website or branded pages on third party platforms (e.g. YouTube and Facebook) and applications accessed or used through such websites or platforms which are operated by or on behalf of Nestlé (“Nestlé Site”).

By using a Nestlé Site, you are consenting to our use of cookies and other tracking technology in accordance with this notice. If you do not agree to our use of cookies and other tracking technology in this way, you should set our browser settings accordingly or not use the Nestlé Site. If you disable cookies that we use, this may impact your user experience while on the Nestlé Site.

When using a mobile device to connect to the internet, you should also refer to the privacy notice of the specific App you are using to understand its specific data collection practices.

### 1. What are Cookies?

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the website. See below for details on what information is collected by cookies and how we use that information. For more information about the kinds of data that we generally collect, please read our privacy notice.

### 2. How and why do we use Cookies?

We use cookies to improve the use and functionality of Nestlé Sites and to gain a better understanding of how visitors use Nestlé Sites and the tools and services offered on it. Cookies help us tailor Nestlé Sites to your personal needs, to improve its user-friendliness, gain customer satisfaction feedback and to communicate to you elsewhere on the internet.

### 3. What types of cookies may be used on Nestlé Sites?

We may use the following types of cookies on Nestlé Sites:

#### **Session cookies**

Session cookies are temporary cookie files which are erased when you close your browser. When you restart your browser and go back to the site that created that cookie, the website will treat you as a new visitor.

#### **Persistent cookies**

Persistent cookies stay on your browser until you delete them manually or until your browser deletes them based on the duration period set within the cookie. These cookies will recognize you as a return visitor.

#### **Necessary cookies**

Necessary cookies are strictly necessary for the operation of a Nestlé Site. They enable you to navigate around the site and use our features.

#### **Cookies that send information to us**

These are the cookies that we set on a Nestlé Sites and they can only be read by that site. This is known as a “First Party” cookie.

We also place cookies on ads which are placed on other websites owned by third parties (e.g. Facebook). We obtain information via those cookies when you click on or interact with the advertisement. In this situation Nestle is placing a “Third Party” cookie. Nestle may use the information obtained by these cookies to serve you with advertising that is relevant and of interest to you based on your past online behaviour.

### Cookies that send information to other companies

These are cookies that are set on a Nestlé Site by our partner companies (e.g. Facebook or advertisers). They may use the data collected from these cookies to anonymously target advertising to you on other websites, based on your visit to this Website. For example, if you use a social widget (e.g. the Facebook icon) on the Website, it will record your “share” or “like”. Facebook (as the company setting the cookie) will collect the data.

## 4. Examples of cookies used on this Website

a) Performance Cookie	
<b>Type</b>	Analytics
<b>Category</b>	Persistent Session Third party
<b>Purpose</b>	Help us understand how visitors interact with our Website by providing information about the areas visited, time spent and any issues encountered, such as error messages. This helps us improve the performance of our websites.
<b>What data is collected</b>	All data is collected and aggregated anonymously.
<b>Details</b>	Google Analytics; <a href="https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage">https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage</a>  DoubleClick; <a href="https://support.google.com/adsense/answer/2839090?hl=en">https://support.google.com/adsense/answer/2839090?hl=en</a>

b) Social Sharing Cookies (sometimes called “Third Party” cookies, or “Social Widgets”)	
<b>Type</b>	Social Media/Sharing
<b>Category</b>	Third party
<b>Purpose</b>	Social sharing offered on the Website is run by third parties. These third parties may drop cookies on your computer when you use social sharing features on the Website, or if you are already logged into them. These cookies help improve your experience on the Website. They allow you to share comments/ratings/pages/bookmarks and help to provide access to social networks and social online tools more easily.
<b>What data is collected</b>	These cookies may collect personal data that you have voluntarily disclosed, such as your username.
<b>Details</b>	Facebook; <a href="https://www.ghostery.com/en/apps/facebook_social_plugins">https://www.ghostery.com/en/apps/facebook_social_plugins</a>  Twitter; <a href="https://www.ghostery.com/en/apps/twitter_button">https://www.ghostery.com/en/apps/twitter_button</a>

c) Targeting/Advertising	
<b>Type</b>	Cross Site Tracking
<b>Category</b>	Persistent

c) Targeting/Advertising	
	Session Third party
<b>Purpose</b>	These cookies are used to deliver content via targeted advertising that is relevant to you and your interests or to limit the number of times you see a particular advertisement.  These cookies also help us measure the effectiveness of advertising campaigns on Nestlé and Non-Nestlé websites. We may share this information with other parties, including our agencies.
<b>What data is collected</b>	These cookies track users via their IP address.
<b>Details</b>	DoubleClick; <a href="https://www.ghostery.com/en/apps/doubleclick">https://www.ghostery.com/en/apps/doubleclick</a>

d) Miscellaneous	
<b>Type</b>	Flash Cookies
<b>Category</b>	Persistent Third party
<b>Purpose</b>	Flash cookies may store your preferences such as volume control or high game score, or display content based upon what you view on the Website in order to personalize your visit. Our third party partners provide certain features on the Website such as promotions, and games and use Flash Cookies to collect and store your information.
<b>What data is collected</b>	These cookies may collect anonymous and personal data.
<b>Details</b>	To learn how to manage privacy and storage settings for Flash Cookies please click here: <a href="http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html#117118">http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html#117118</a>

## 5. Other similar technologies

Nestlé Sites also make use of other tracking technologies including IP addresses, log files and web beacons, which also help us tailor Nestlé Sites to your personal needs.

### *IP addresses*

An IP address is a number that is used by computers on the network to identify your computer every time you log on to the Internet. We may record IP Addresses for the following purposes: (i) troubleshoot technical concerns, (ii) maintain website safety and security (iii) better understand how our websites are utilized, and (iv) to better tailor content to your needs depending on the country you are in.

### *Log Files*

We (or a third party on our behalf) may collect information in the form of logs files that record website activity and gather statistics about a user's browsing habits. These entries are generated anonymously, and help us gather (among other things) (i) a user's browser type and operating system, (ii) information about a user's session (such as the URL they came from, the date and time they visited our website, and which pages they've viewed on our website and for how long), and, (iii) other similar navigational or click-stream data.

### *Web Beacons*

We may use web beacons (or clear GIFs) on the Nestlé Sites. Web beacons (also known as "web bugs") are small strings of code that provide a method of delivering a graphic image on a web page for the purpose of transferring data back to us. The information collected via web beacons may include information about how a user responds to an email campaign (e.g. the

time the email is opened, where does the user link to from the email, etc.). We use web beacon information for a variety of purposes, including, site traffic reporting, unique visitor counts, advertising and email auditing and reporting, and personalization.

## **6. Manage your cookies/preferences**

You should ensure that your computer setting reflects whether you are happy to accept cookies or not. You can set your browser to warn you before accepting cookies, or you can simply set it to refuse them. You do not need to have cookies on to use or navigate through many parts of Nestlé Sites although you may not have access to all the features on Nestlé Sites if you do so. See the 'help' button on your browser (e.g. Internet Explorer, Firefox) for how you can do this. Remember that if you use different computers in different locations, you will need to ensure that each browser is adjusted to suit your cookie preferences.

As a web beacon forms part of a webpage, it is not possible to 'opt-out' but you can render them ineffective by opting out of the cookies they set.

Additionally, where available, you can exercise your choice in allowing for cookies to be placed on your computer or to opt-out of cookies by visiting the following sites and selecting which company's cookies you would like to opt out of: <http://www.aboutads.info/choices/#completed> or <http://www.youronlinechoices.eu/>.

## **7. Legal Notice Update**

We reserve the right to make any changes and corrections to this notice. Please refer to this page from time to time to review these and new additional information.

This notice was last updated November 2014  
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