



Kraft Heinz – Cookie Policy

What Are 'Cookies'?

Cookies are small files placed on your computer or device by a website or mobile application. The cookie does contain a unique ID assigned to your device, but does not contain personal information such as your name or email address. The cookie helps to navigate from page to page on a website, to provides secure connections and to recall your preferences from a previous visit, when you return.

You have the right to block and remove cookies but doing so may interfere with your browsing experience or mean that some features and services cannot be provided to you.

What do we use Cookies for?

We use cookies to analyse the flow of information; customize the services, content and advertising we offer; measure promotional effectiveness; and promote trust and safety. Some of our services can only be provided using cookies.

We use both first party cookies (Kraft Heinz cookies) and third party cookies, which are cookies provided by other people's websites. For example, a third party content provider might provide a cookie when you access content hosted on their site. We do not have access to those third party cookies and their providers will have their own cookie and privacy policies, which we encourage you to read.

More detail on how businesses use cookies is available here: <http://www.allaboutcookies.org/>

Different Types of Cookies

Cookies can be grouped into the following types:

- Strictly Necessary Cookies**
Some cookies are essential for the operation of the Site. For example, cookies that allow us to identify registered users and ensure they can access the website. If you opt to disable these cookies, you may not be able to access all of the content of the website.
- Performance Cookies**
Performance cookies are used to analyse how people use the Site and to monitor Site performance. Analysing use allows us to improve the Site by identifying popular content and monitoring helps us to spot and fix problems quickly.
- Functionality Cookies**
Functionality cookies are used to allow us to remember your preferences for helpful features, such as providing the Site in a different language.
- Marketing Cookies**
Targeting cookies are used to help in providing users with adverts that are relevant to them by collecting information about their browsing habits and Site usage. They can also be used to allow third parties to display relevant and personalised ads to users through their networks, to measure the effectiveness of advertising campaigns and to limit the number of times you see the same advert.
- Social Media Cookies**
Social media cookies allow users to interact more easily with social media, such as Facebook and Instagram. We do not control social media cookies and they do not allow us to gain access to your social media accounts. Please refer to the relevant social media platform's privacy policies for information about their cookies.

Google Analytics

Google Analytics is a popular cookie-based web analysis service provided by Google Inc, which we use to monitor how visitors use our Site, to compile usage reports and to help us improve the Site.

Please see Google's privacy policy [here](#) for further information on the data Google collects and how it is processed.

If you prefer to not have data reported by Google Analytics, you can install the Google Analytics Opt-Out Browser Add-On, by following the instructions [here](#).

You may also opt out of Google's use of tracking technologies by visiting the Google advertising opt-out page [here](#).

Facebook Ads

We use Facebook services to deliver our adverts to you. You can control how Facebook uses data to show you ads by using your ad preference settings in Facebook. Further information about how Facebook uses personal information can be found [here](#):

- <https://www.facebook.com/policies/cookies/>
- <https://www.facebook.com/about/ads>
- <https://www.facebook.com/ads/preferences/edit/>

On your Facebook ad preferences, you will see that ads may be delivered to you according to 'interests' or specific advertisers and you can manage your ad preference settings for both of these.

You may also be able to use your device settings to configure your advertising preferences.

Where you have opted out of receiving targeted advertising, you may still see non-targeted online adverts from us, if your 'interests' settings on Facebook are aligned to an audience segment (pre-defined by Facebook) that we are associated with. The display of such ads is controlled by Facebook, not us.

The Cookies We Use

Listed below is more information about the cookies we use, what they do and how long they remain on your device.

'Session' cookies only remain until you close your browser and 'Persistent' cookies will have a set end date but that will vary.

Strictly Necessary Cookies

Name	Domain(s)	Use	Expiration
_RequestVerificationToken	bullseyebq.co.uk	An anti-forgery token preventing other users from forging the link.	Session cookie
BNI_persistence	heinzbaby.co.uk bullseyebq.co.uk	Tracks the server the website is served on.	10 minutes

Performance Cookies

Name	Domain(s)	Use	Expiration
_ga	heinz.co.uk kraftheinzcompany.eu heinzbaby.co.uk	Google Universal Analytics used to track unique visitors.	2 years
_gat	kraftheinzcompany.eu heinzbaby.co.uk	Manages the rate at which page view requests are made.	1 minute
_gid	kraftheinzcompany.eu heinzbaby.co.uk	Distinguishes users and tracks if they have visited the website.	24 hours
ASP.NET_SessionId	All Kraft Heinz websites	Browser cookie used for analytics, security, and site personalization.	Session cookie
JSESSIONID	All Kraft Heinz websites	New Relic used for session tracking.	10 minutes
NET_SessionId	heinz.co.uk	Uses information about browser /operating system and IP address for site performance.	20 minutes
SC_ANALYTICS_GLOBAL_COOKIE	heinz.co.uk	Used for web analytics to identify repeat visits by unique users, for Sitecore CMS.	8 years
DV	google.com	Collects information about how visitors use the site.	Persistent cookie
NID	google.com	Google Analytics customization cookie. Used by the Google +1 sharing button, and is required for linking content to Google +1 account.	6 months
SAPISID	google.com	Google Analytics customization cookie. Used by the Google +1 sharing button, and is required for linking content to Google +1 account.	2 years
SID	google.com	Google Analytics customization cookie. Used by the Google +1 sharing button, and is required for linking content to Google +1 account.	2 years
SSID	google.com	Google Analytics customization cookie. Used by the Google +1 sharing button, and is required for linking content to Google +1 account.	2 years
HSID	google.com	Google Analytics customization cookie. Used by the Google +1 sharing button, and is required for linking content to Google +1 account.	2 years
fP_JAR	google.com	Gathers website statistics and tracks conversion rates.	1 month
_utma	google.com	Used by Google Analytics to distinguish users and sessions.	2 years
_utmb	google.com	Used by Google Analytics to track visitor behaviour and measure site performance.	30 minutes
_utmc	google.com	Used by Google Analytics in conjunction with other cookies to determine new sessions.	Session cookie
_utmt	google.com	Used by Google Analytics to limit the collection of data on high traffic sites.	10 minutes
_utmz	google.com	Used by Google Analytics to identify the source of traffic to the site.	6 months

Functionality Cookies

Name	Domain(s)	Use	Expiration
_atshc	heinz.co.uk	Supports functionality of sharing links to social networks such as Facebook.	Session cookie
amoycook#lang	amoy.co.uk	Creates the language setting.	Session cookie
bullseyebqcook#lang	bullseyebq.co.uk	Creates the language setting.	Session cookie
cookiebar	amoy.co.uk	Hides the cookie banner if user accepts.	30 days
cookies_warning	heinzbaby.co.uk	Hides the cookie banner if user accepts.	30 days
heinzbabyuk#lang	heinzbaby.co.uk	Creates the language setting.	Session cookie
heinzcook#lang	heinz.co.uk	Creates the language setting.	Session cookie
heinzfoodservices#lang	kraftheinzfoodservice.co.uk	Creates the language setting.	Session cookie
kraftheinzfoodservicesnl#lang	kraftheinzfoodservice.nl	Creates the language setting.	Session cookie
WS_pecr-ga_cookie_perm	All Kraft Heinz websites	To inform if users have accepted cookie policy.	Until user removes
YSC	youtube.com	Allows users to view Youtube videos.	Expires when session ends

Marketing Cookies

Name	Domain(s)	Use	Expiration
DSID	DoubleClick.net	Used for retargeting, optimisation, reporting and attribution of online ads.	2 weeks
IDE	DoubleClick.net	Used for retargeting, optimisation, reporting and attribution of online ads.	2 years

Social Media Cookies

Name	Domain(s)	Use	Expiration
_atuvc	addthis.com	Enables visitors to share content with a range of networking and sharing platforms.	1 year
_atuvsv	addthis.com	Enables users to share content with a range of networking and sharing platforms via a browser plug-in.	30 minutes
_js_reg_fb_ref	facebook.com	Facebook browser identification, authentication, marketing, and other Facebook-specific function cookies.	Session cookie
APISID	google.com	Facilitates the Google Plus sharing button.	2 years
bku	addthis.com	Tracking cookies to allow you to share content via social media. When cookie is generated AddThis collects data about what is being shared, when, and how through Addthis server.	1 year/ Persistent cookies
CONSENT	google.com	Facilitates embedded YouTube videos.	Persistent cookie
cw_id	addthis.com	Gives users the opportunity to recommend website content on social media.	4 weeks
datr	facebook.com	Facebook browser identification, authentication, marketing, and other Facebook-specific function cookies.	Persistent cookie
eu_cn	twitter.com	Integrates social sharing capabilities.	4 months
fr	facebook.com	Facebook browser identification, authentication, marketing, and other Facebook-specific function cookies.	2 months
guest_id	twitter.com	Detects whether a user is logged into Twitter.	2 years
loc	addthis.com	Enables users to share content with a range of networking and sharing platforms via a browser plug-in.	1 year
LOGIN_INFO	youtube.com	Supports embedded YouTube videos.	2 years
mus	addthis.com	Enables users to share content with a range of networking and sharing platforms via a browser plug-in.	2 years
na_id	addthis.com	Gives users the opportunity to recommend website content on social media.	1 year
na_tc	addthis.com	Plugin which gives visitors the option to recommend our website content on social networks.	1 year
ouid	addthis.com	Enables users to share content with a range of networking and sharing platforms via a browser plug-in.	1 year
personalization_id	twitter.com	Integrates social sharing capabilities.	2 years
PREF	youtube.com	Tracks the number of views for a particular video.	8 months
reg_ext_ref	facebook.com	Tracks the referrer where user is referred from an external site.	Session cookie
reg_fb_gate	facebook.com	Tracks the URL of the first visited Facebook page.	Session cookie
reg_fb_ref	facebook.com	Tracks external referrer URL from which the browser visited Facebook.	Session cookie
sb	facebook.com	Facebook browser identification, authentication, marketing, and other Facebook-specific function cookies.	2 years
SIDCC	google.com	Supports embedded YouTube videos.	3 months
sscc	addthis.com	Helps integrate the user's social media profile.	2 years
ssh	addthis.com	Helps integrate the user's social media profile.	2 years
sshhs	addthis.com	Tracks sharing when AddThis functionality is used and also helps integrate the user's social media profile.	2 years
syndication_guest_id	twitter.com	To integrate social sharing capabilities.	1 year
tfw_exp	twitter.com	To integrate social sharing capabilities.	14 days
uid	addthis.com	Enables users to share content with a range of networking and sharing platforms via a browser plug-in.	3 years
uvc	addthis.com	Enables users to share content with a range of networking and sharing platforms via a browser plug-in.	2 years
VISITOR_INFO1_LIVE	youtube.com	Videos are embedded from Youtube by using YouTube's privacy enhanced mode.	8 months
wd	addthis.com	Enables users to share content with a range of networking and sharing platforms via a browser plug-in.	5 Days
YSC	youtube.com	Allows users to view Youtube videos.	Expires when session ends

Getting More information

You can find out more about cookies at: www.allaboutcookies.org

For more information on opting out of third parties' use of cookies, please visit: [Your Online Choices](#).

Date of this Policy: 24 May 2018