



## innocent cookies policy

- 1) What is a cookie?;
- 2) Why do we use cookies ?;
- 3) What cookies are we collecting?; and
- 4) How are we collecting the cookies?

### 1) What is a cookie?

When you visit our website, we store and/or retrieve information through cookies in order to make it easier for you to interact with our website ("Cookies"). The Cookies we collect may be about your preferences and/or your device. However, they are mostly used to ensure that our innocent website works in a way that you as a user would expect and want it to. The Cookies information we collect does not directly identify you as such and is in place to ensure we can provide you with a more personalised innocent experience.

We also place Cookies on your device when you interact with other websites technologies such as scripts, pixels and tags, which we integrate on our website for advertising purposes.

For further information and if you wish to change any of your personal preferences, click on the Cookie group heading below, or make changes via your browser. Please note, blocking certain Cookies may impact your innocent experience when using our website.

### 2) Why do we use cookies?

#### To enhance your online experience.

Cookies perform different functions that help us make your online experience smoother and more interactive. Especially if you are using the same device and the same browser as you did when you visited our website previously.

Some Cookies are considered essential for running and maintaining the innocent Limited ("innocent") website and they enable us to provide you with:

- Access to services and functionalities at all times;
- Consistent and updated information;
- A seamless online experience.

#### To provide you content and offers tailored to your interests.

innocent uses advertising and targeting cookies. These cookies store information from your browsing history to record your interests and browsing activities on our website. This enables us or our partners to:

- Advertise Innocent products on other websites, based on your visits on our site;
- Combine and optimize our information so that the Innocent online advertisements you see are relevant to you and your interests.

#### To help us improve our websites

Cookies let us improve our websites by analysing how visitors use them. We look at what content is popular and use that information to anticipate what else visitors may find interesting or useful. This helps us to:

- Understand how visitors use our websites so we can make it better and enhance visitors' experience;
- Try out different ideas and display content that is most relevant to individual visitors.

Cookies also help us understand how you use and interact with our websites, so you don't have to tell us each time you visit one of our websites. They can be used, for example, to remember your preferences and your user ID when you visit our websites. If we know your settings and what you like, we can:

- Provide you a more personalised innocent experience by helping you navigate to the most relevant pages more efficiently;
- Remember certain personal preferences, such as your language setting and preferred configurations;
- Direct you to useful content or sites operated by selected partners.

### 3) What cookies are we collecting?

Innocent uses different types of cookies depending on their function and purpose. These cookies are further described in this Cookies Banner and can be managed here:

<https://www.innocentdrinks.co.uk/>

**Please note:** This list will be constantly updated - we recommend checking it from time to time.

#### Cookie Settings:

Users can activate/deactivate the following cookie types:

Cookie Type	Option (it)	Details	Description	Duration
<b>Strictly Necessary</b>	Always on	X-Mapping - fhpplk	This cookie is used for load balancing purposes. The cookie does not store any personally identifiable data.	
		X-Mapping - fhpplk	This cookie is used for load balancing purposes. The cookie does not store any personally identifiable data.	
		Innocent drinks	PHP session	1 month
<b>Functional</b>	On/Off	__utma	This cookie is set by Google Analytics and is used to distinguish users and sessions. The cookie is created when the JavaScript library executes and there are no existing __utma cookies. The cookie is updated every time data is sent to Google Analytics	2 years
		__utmz	The cookie is set by Google Analytics and is deleted when the user closes the browser. The cookie is used to enable interoperability with urchin.js which is an older version of Google analytics and used in conjunction with the __utmb cookie to determine new sessions/visits.	
<b>Performance</b>	On/Off	__utmz	This cookie is set by Google analytics and is used to store the traffic source or campaign through which the visitor reached your site.	5 months
		__utmt	The cookie is set by Google Analytics and is used to throttle request rate.	10 minutes
		__utmb	The cookie is set by Google Analytics. The cookie is used to determine new sessions/visits. The cookie is created when the JavaScript library executes and there are no existing __utma cookies. The cookie is updated every time data is sent to Google Analytics.	30 minutes
<b>Advertising</b>	On/Off	NID	This cookie is used to a profile based on user's interest and display personalized ads to the users.	6 months

#### Strictly Necessary Cookies - Always on.

We use these cookies to:

- Identify you;
- Remember your previous actions such your cookie consent choice.

#### Additional information on these cookies

Strictly necessary cookies let you use our website and use the features as we provide. You would not be able to use the website without these cookies, including showing you a version and presentation of the website corresponding to the Internet connection you are using. In addition, these cookies ensure that when you change pages, the function of changing from http to https takes place. Your consent is not required for the use of essential cookies. These cookies cannot be deactivated/disabled by using any of the functions on this website.

#### Functional Cookies

We use these cookies to:

- Deliver multimedia content according to your technical needs;
- Keep your details secure when you are logged in.

#### Additional information on these cookies

Functional cookies enable a website to save information that has already been entered (like usernames and language choices), so that it can offer you improved and more convenient functions. For example, a website can provide you with more relevant local information if it uses a cookie to remember your region. Functional cookies are also used to enable features you request like playing videos, but are only deployed activated by the user. These cookies help us to provide a website designed to be used in the best way possible. You can, deactivate these cookies at any time in the settings in this Cookie Policy or in your browser. These cookies are not used to personally identify you, and they do not track your movements on other websites.

We do not currently collect any Functional Cookies. However, we will update the policy if this changes, therefore, we recommend checking it from time to time.

#### Performance Cookies

We use these cookies to:

- See how you engage with our site;
- Find out more about your personal journey between pages;
- Improve our website and tailor it according to your preferences.

#### Additional information on these cookies

Performance or analytics cookies gather information about how visitors interact with our website. This enables us to see the pages visited so we get a more complete picture about customer journeys. They do not collect or save information which can be directly linked to you. The information collected via such cookies will be processed further in an aggregated and therefore anonymous manner. These cookies are used exclusively to improve the performance of the website and tailor the experience to your needs. Performance cookies are deployed to better understand user behavior on the website from the moment it is accessed. You can, however, deactivate these cookies at any time via the buttons below or via the settings in your browser.

#### Advertising Cookies

We use and allow third parties to deploy these cookies to:

- Provide online advertising that offers you relevant information;
- Prevent that the same advertising continuously re-appears.

#### Additional information on these cookies

These cookies are used to deliver advertising and other marketing communications more relevant to you and your interests. They remember whether you have visited a website, and share this information with, for instance, advertising and media agencies. In addition, advertising cookies may be used by our partners to create profiles, so that they can show you relevant ads on other websites. They also make it possible to limit the number of times an advertisement is shown to you, with a view to avoiding over-exposure and user annoyance.

### 4) How do we collect the cookies?

Cookies help to provide a better and faster online experience. Cookies are downloaded by your internet browser and placed on your device the first time you visit a website. The next time you visit the same website using the same device, the website that originally triggered the setting of the Cookie will recognise that you have visited the website before, and in some cases, it adapts the content to take account of your most prior visits. In this way, the website experience can be tailored to your personal interests and preferences.

#### First-party Cookies versus third-party Cookies

First-party Cookies are Cookies that innocent places on the innocent website.

Our websites may also contain content from other websites which may deploy their own Cookies. These Cookies are set by someone other than innocent. These third-party providers can set Cookies while you are visiting the innocent website and receive information such as the fact that you have loaded an innocent website. You will need to visit the websites of those third parties to find out more on how they use these Cookies. You can find more information about the relevant third parties further in this Cookie Policy.

If you have decided that you do not want to accept third-party Cookies, you can object to such cookies or withdraw your consent to such cookies by using the relevant function provided in the section "Cookie Settings". If you object to all third-party Cookies it is only provided with those functionalities on our website which we can guarantee will work without these Cookies.

#### What happens if I reject Cookies?

If you decide to reject Cookies that require your prior consent, we will not use them. If you decide to withdraw your consent at any time (even if it was given to us previously), we will no longer use those Cookies and will delete them (if they are first-party Cookies). This means, however, that in the case of functional Cookies, you will not be able to take advantage of all the features and functionality of our website. Similarly, it is possible for you to reject performance Cookies. In that case we will be less able to tailor your user experience to learn what you like or do not like about our website, so that we can make it better.

Unfortunately, we cannot delete third-party Cookies. If you wish to delete all third-party Cookies, you need do this in your own browser settings. Also, if you reject or withdraw your consent to advertising Cookies, you will not necessarily receive less advertising – but the advertising you see will not be customised to you.

#### How can I manage Cookie settings in my browser?

You can manage (enable/disable and delete) the Cookie settings on our website via the functionalities above, but also by altering your browser settings. Most browsers allow you to manage your Cookies by either accepting or rejecting all Cookies or accepting only certain types of Cookies. The procedure for managing and deleting cookies usually can be found in your browser's integrated help function.

#### Who's legally responsible for innocent's Cookie use?

The Cookies described in this Cookie Policy are used in connection with a website that is owned and controlled by Innocent Limited with registered office at Fruit Towers,

342 Ladbroke Grove, London, W10 5BU, UK ("innocent" or "us"). Where personal data is processed through the use of first-party cookies, innocent determines the means and purposes of such processing and is the data controller as defined in the General Data Protection Regulation (Regulation 2016/679).

Our **Privacy Notice** also applies in addition to this Cookie Policy. The Privacy Notice informs you about the ways innocent uses, stores and protects personal data collected online. It also informs you of your data protection rights and how to exercise them. We recommend that you read this Privacy Notice. If you have questions or concerns about the Cookie Policy or Privacy Notice, you can email us at [DP@innocentdrinks.com](mailto:DP@innocentdrinks.com), but if you've got any questions about your data please do write to us at: Fruit Towers, 342 Ladbroke Grove, London, W10 5BU, UK.