



# Cookie Policy

Department: Marketing

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## **Cookie Law**

In the UK, the Privacy and Electronic Communications Regulation (PECR) sets out rules regarding the use of cookies on websites. Section 6 of the Regulation prohibits the storing and accessing of information on a users' terminal equipment (device) unless that user has given their consent. Molson Group ('we' or 'us' or 'our') comply with our obligations under the PECR and have developed this policy to provide users with information about our use of cookies.

The PECR requires that detailed, clear, and relevant information is provided to the user regarding the existence of any cookies, including what each cookie does and why it is used. Consent must then be obtained from the user to allow cookie(s) to be stored on their device.

The Regulation provides an exception to cookie consent where the cookie is used for the sole purpose of carrying out the transmission of a communication over an electronic communications network or where the cookie is strictly necessary to provide a service requested by the user (i.e., cookies used to remember a user's goods in an online basket or that are essential for regulatory or legal compliance).

## **What is a Cookie?**

A 'cookie' is a small text file or piece of data that is sent from a website and stored on a user's device (computer, tablet, mobile device etc.) when the user accesses the website. Cookies can be thought of as a form of identification that allows a website to recognise a user's device and remember certain preferences from previous visits.

Whenever you visit a website for the first time, cookie(s) are downloaded onto your device for a number of reasons. Cookies have numerous uses, including making websites work more efficiently, retaining user information such as items in a shopping cart or saving user preferences. We have provided details in this policy about the types of cookies used and their purpose(s).

## **Duration & Responsible Party**

Cookies can either be 'session' or 'persistent' cookies. This relates to the duration the cookie stays on a user's device. A session cookie is deemed as less intrusive than a persistent cookie because it expires after the session ends (i.e., when the user exits the website). Session cookies relate only to the current browsing session.

Persistent cookies last for longer than the current browsing session and are stored on the user's device for use during return visits to the website. These allow a user's actions and/or preferences to be remembered in-between sessions.

Cookies can be set by the website the user is visiting, known as 'first-party cookies' or by a separate website (URL), known as 'third-party cookies'. Most current browsers provide the option to turn off third-party cookies to prevent tracking and information sharing.

## **Cookies and the UK GDPR**

The PECR applies to all cookies on a website. However, some cookies also come under the remit of the UK GDPR and provide users with additional rights in relation to their personal data. The UK GDPR defines some cookies as 'online identifiers'.

Online identifiers are classed as personal data and can, in certain circumstances, identify a person when combined with other information. If this is the case, we adhere to the rules set out in both the PECR and the UK GDPR.

As per Section 4 of the PECR, Molson Group recognises that nothing in these Regulations relieves us of our obligations under the data protection legislation where they relate to the processing of personal data.

## **Types of Cookies**

**Essential Cookies** - some cookies are necessary for a website to work properly and relate to the core functions of the site. In most cases, because they are strictly necessary, consent is not required for such cookies. There are often options to turn essential cookies off via the browser or device itself, however users should be aware that the site may not function as expected if this is done.

**Analytical Cookies** – these cookies collect information about how a user interacts with a website and provide data for statistical analysis purposes. These cookies are optional and can be rejected or turned off by the user.

**Preference Cookies** - these cookies set the preferences a user chooses and remembers them for the next visit. These are optional cookies used to tailor certain website options to the user. They can be managed via the 'manage cookies' option.

**Performance Cookies** - these cookies provide us with statistics and information about how and when a user visits our website and which pages are accessed. This gives us data to offer a better service to users but can be turned off in the 'manage cookies' settings.

**Security Cookies** - these cookies are strictly necessary to protect both our website and users. They provide authentication for user accounts, fraud prevention and other forms of security.

## **How Can I Change My Cookie Settings?**

Molson Group make managing your cookie options simple. When you first visit our website, you will be presented with a pop-up box about the cookies we set on your device. You can accept, reject, and manage your cookie settings using the link in that notice. Once you have set your desired cookie options, the pop-up box will disappear.

Essential cookies cannot be rejected under the 'manage cookies' settings as they are necessary for ensuring our website functions correctly. However, all non-essential cookies can be turned off in the cookie settings.

You can also control cookie settings via your browser or device settings. To learn more about cookies and how to manage them via different browsers, please visit

[www.allaboutcookies.org/manage-cookies](http://www.allaboutcookies.org/manage-cookies). You can also use your browser settings to delete cookies that are already stored on your device. If you choose to turn off essential cookies via your browser, parts of our website may not function as expected.

### Cookies Used on the Molson Group Website

Molson Group use a number of essential and non-essential cookies on our website. Below are all first party and third-party cookies that we use and their purpose. This list is reviewed every quarter.

#### Molson Group Cookies

Cookie Name	Type	Duration	Purpose
_ga	First Party	1 year 1 month	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
_ga_GZMZJ60JQ0	First Party	1 year 1 month	This cookie is used by Google Analytics to persist session state.
_ga_90MTWHX2HK	First Party	1 year 1 month	This cookie is used by Google Analytics to persist session state.
_gid	First Party	1 day	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.
_gat_UA-208199225-1	First Party	58 seconds	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.
pys_start_session	First Party	Session	Registers statistical data on users' behaviour on the website. Used for

			internal analytics by the website operator.
pys_session_limit	First Party	1 hour	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pys_landing_page	First Party	7 days	Detects and stores which landing page was presented to the user.
last_pysTrafficSource	First Party	7 days	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pysTrafficSource	First Party	7 days	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
last_pys_landing_page	First Party	7 days	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pys_first_visit	First Party	7 days	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pbid	First Party	6 months	Allows the website operator to assign external_id to users, improving API events performance
_clsk	First Party	1 day	This cookie is installed by Microsoft Clarity to store information of how visitors use a website and helps in creating an analytics report of how the website is doing.
_clck	First Party	1 year	This cookie is installed by Microsoft Clarity to store information of how visitors use a website and help in creating an analytics report of how the website is doing. The data collected includes the number of visitors, the source where they have come from, and the pages visited in an anonymous form.

_ga	Analytics	1 year 1 month	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
_ga_GZMZJ60JQ0	Analytics	1 year 1 month	This cookie is used by Google Analytics to persist session state.
_ga_90MTWHX2HK	Analytics	1 year 1 month	This cookie is used by Google Analytics to persist session state.
_gid	Analytics	1 day	This cookie is set by Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.
_gat_UA-208199225-1	Analytics	58 seconds	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.
pys_start_session	Analytics	Session	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pys_session_limit	Analytics	1 hour	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pys_landing_page	Analytics	7 days	Detects and stores which landing page was presented to the user.
last_pysTrafficSource	Analytics	7 days	Registers statistical data on users' behaviour on the website. Used for

			internal analytics by the website operator.
pysTrafficSource	Analytics	7 days	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
last_pys_landing_page	Analytics	7 days	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pys_first_visit	Analytics	7 days	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
pbid	Analytics	6 months	Allows the website operator to assign external_id to users, improving API events performance
_clsk	Analytics	1 day	This cookie is installed by Microsoft Clarity to store information of how visitors use a website and helps in creating an analytics report of how the website is doing.
_clck	Analytics	1 year	This cookie is installed by Microsoft Clarity to store information of how visitors use a website and help in creating an analytics report of how the website is doing. The data collected includes the number of visitors, the source where they have come from, and the pages visited in an anonymous form.
_fbp	Targeting	7 days	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers

### Third-Party Cookies

Cookie Name	Provider	Type	Duration	Purpose
__cf_bm	.vimeo.com	Third-party	30 minutes	This cookie is used to distinguish

				between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
_GRECAPTCHA	www.google.com	Third-party	6 months	Google reCAPTCHA sets a necessary cookie (_GRECAPTCHA) when executed for the purpose of providing its risk analysis.
ANONCHK	.c.clarity.ms	Third-party	10 minutes	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
SM	.c.clarity.ms	Third-party	Session	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.
MR	.c.bing.com	Third-party	7 days	This is a Microsoft MSN 1st party cookie which we use to



				measure the use of the website for internal analytics.
YSC	.youtube.com	Third-party	Session	This cookie is set by YouTube to track views of embedded videos.
_fbp	molsongroup.co.uk	First-party	7 days	Used by Meta to deliver a series of advertisement products such as real time bidding from third party advertisers
MUID	.bing.com	Third-party	1 year	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.
MUID	.clarity.ms	Third-party	1 year	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely

				believed to sync across many different Microsoft domains, allowing user tracking.
SRM_B	.c.bing.com	Third-party	1 year	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.
CLID	www.clarity.ms	Third-party	1 year	This cookie is usually set by Dstillery to enable sharing media content to social media. It may also gather information on website visitors when they use social media to share website content from the page visited.
MR	.c.clarity.ms	Third-party	7 days	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.
VISITOR_INFO1_LIVE	.youtube.com	Third-party	6 months	This cookie is set by Youtube to keep track of user preferences for

				Youtube videos embedded in sites;it can also determine whether the website visitor is using the new or old version of the Youtube interface.
lfuid	Lead Forensics	Third-party	Persistent , 10+ years	Allows a website to track visitor behaviour on the sites on which the cookie is installed. Tracking is performed anonymously until a user identifies himself by submitting a form.
__cf_bm	Google Recaptcha	Essential	30 minutes	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
__GRECAPTCHA	Google Recaptcha	Essential	6 months	Google reCAPTCHA sets a necessary cookie ( __GRECAPTCHA ) when executed for the

				purpose of providing its risk analysis.
ANONCHK	Microsoft	Targeting	10 minutes	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
SM	Microsoft	Targeting	Session	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.
MR	Microsoft	Targeting	7 days	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.
YSC	YouTube	Targeting	Session	This cookie is set by YouTube to track views of embedded videos.
MUID	Microsoft	Targeting	1 year	This cookie is widely used by Microsoft as a unique user identifier. It can be set by

				embedded microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.
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SRM_B	Microsoft	Targeting	1 year	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.
CLID	Microsoft	Targeting	1 year	This cookie is usually set by Dstillery to enable sharing media content to social media. It may also gather information on website visitors when they use social media to

				share website content from the page visited.
MR	Microsoft	Targeting	7 days	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.
VISITOR_INFO1_LIVE	YouTube	Targeting	6 months	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites; it can also determine whether the website visitor is using the new or old version of the Youtube interface.
lfuid	Lead Forensics	Targeting	Persistent, 10+ years	Allows a website to track visitor behaviour on the sites on which the cookie is installed. Tracking is performed anonymously until a user identifies himself by submitting a form.

#### Further Information

You can read more about cookies and your options by visiting please visit [www.allaboutcookies.org](http://www.allaboutcookies.org). Where a cookie collects personal information, you have rights regarding how we obtain, store, and process this data. You can learn more about how we use your personal data and who to contact with further queries via Privacy Notice

<https://molsongroup.co.uk/wp-content/uploads/2024/01/Molson-Group-Privacy-Policy-11.01.24.pdf>