

## How Michelin Australia Pty Ltd uses cookies

### Summary

Michelin is committed to protecting your personal information and being clear and transparent about what information we collect and how we use it. When you use our website or applications, provided by Michelin, information can be collected through cookies to distinguish you from other users of our website or applications.

This Cookies policy describe the purposes for which we and our partners use cookies and similar technologies and how you can manage your preferences regarding cookies.

#### 1. Who we are and how we can be contacted

Our full company name is Michelin Australia Pty Ltd (“**Michelin**”) and when you use our website and our services directly we act as a Data Controller.

If you need to contact us, you can:

- email us at [privacy.officer@michelin.com](mailto:privacy.officer@michelin.com)
- You can send us a letter addressed to Data Protection Officer 51 – 57 Fennell Street Port Melbourne VIC 3207

#### 2. About our Data Protection Officer

While everyone at Michelin is committed to protecting and respecting your privacy, we have a data protection Data Protection Officer who deals with all aspect of personal data at Michelin. You can contact our Data Protection Officer by sending an email to [privacy.officer@michelin.com](mailto:privacy.officer@michelin.com)

#### 3. What is a cookie?

A cookie is a text file or a software element which records information relating to the navigation of your terminal on the Internet. It is under the control of your browser, and sometimes carries a unique and random number.

When Michelin mentions "cookies", these may be cookies or other similar technologies which are based on access to the device that you use (computer, tablet, smartphone) when visiting our websites. Third parties such as our partners and service providers may use cookies and similar technologies in connection with our Services.

A cookie allows Michelin or its partners, as issuers of cookies and during its period of validity, to recognise your device each time it accesses digital content containing cookies from the same issuer.

#### **4. Other policies we encourage you to read**

Some of the information from cookies does not identify you directly or indirectly and does not constitute personal data. Others may allow you to identify yourself and constitute personal data and as such be subject to data protection regulation. For further information on how we use, store, keep your personal data secure and about your rights we encourage you to read our Privacy policy at <https://www.michelin.com.au/privacy-policy> and the Privacy policies of our partners available through the Cookies management solution.

#### **5. Why does Michelin use cookies?**

Michelin is always seeking new ways to better its Internet website(s) and to offer you, the internet user, a better service and experience. Thus, Michelin and its partners uses different types of cookies as indicated hereafter. For some categories of cookies (for example, advertising cookies) your prior consent is required by regulation before the cookie is installed or read on your device.

In any case, you have the control of these cookies. Therefore, you have the possibility to refuse, set up or destroy them.

#### **6. How does Michelin inform you of the cookies that it uses?**

When you first visit Michelin website or application, the Cookie management solution directs you to this page that provides you with all necessary information about the cookies used. This cookie policy is available on “cookies” tab on the header or footer of our website.

#### **7. How to refuse and/or uninstall these cookies?**

##### **a. Browser controls**

Most browsers allow you to control cookies through their settings, which may be adapted to reflect your consent to the use of cookies. Further, most browsers also enable you to review and erase cookies. To learn more about browser controls, please consult the documentation that your browser manufacturer provides.

To learn more on how to configure cookies, you can visit the following website: <https://www.oaic.gov.au/about-our-site/new-website-help/>

#### **8. What types of Cookies are used by Michelin?**

A cookie can be classified in different ways.

By lifespan, a cookie is either a:

- **Session cookie** which is erased when the user closes the browser.
- **Persistent cookie** which remains on the user's computer/device for a pre-defined period of time according to the span that is attributed and the parameters of your internet browser. Retention periods vary from cookie to cookie. We determine the duration of cookies based on what is proportionate in relation to the intended outcome and then limit this to what is necessary to achieve the purpose.

As for the domain to which it belongs, they are either:

- **First-party cookies** which are set by the web server of the visited page and share the same domain, in this case Michelin or its processors.
- **Third-party cookies** stored by a different domain to the visited page's domain. they are placed by a third party, partners that Michelin has authorised (for example an advertising agency). When they use cookies, these third-party partners are responsible for the cookies they use. We invite you to consult their Privacy policies available through our cookies management solution. You can also use their own cookies management tools to set your preferences.

Besides these characteristics relating to their functioning:

Cookies can pursue several purposes. Please note that the titles of categories may vary from one actor to another. To a better understanding, Michelin define them regarding the categories below.

- **Strictly Necessary Cookies**

Strictly necessary cookies are cookies that are indispensable due to the fact that the functionality of the website is contingent on their existence. Their deactivation will cause important difficulties for using the site, or even the impossibility to use the services that it proposes. Many purposes are covered by these cookies. They permit, for example, to identify the terminals to dispatch the communication, to assign numbers to the data "packets" in order to dispatch them in the requested order, and to detect transmission errors or data loss, keep in memory the content of a basket during the session, customise the user interface (language, presentation of a service) or even authentication with a service.

These cookies also record the choice expressed by users regarding their cookies preferences so as not to request them again for a defined duration.

These cookies are based on Michelin's legitimate interest. Because they are strictly necessary for your navigation, your prior consent is not required. These cookies are NOT managed by our Cookie management solution.

**STRICTLY NECESSARY COOKIES**

Name	Put in place by	Objective	Duration
b2c-experience.csrf	Michelin	Functional cookies	session
b2c-experience.sid	Michelin	Functional cookies	a day

- **Functional cookies**

Functional cookies are used to improve your browsing experience. They remember the choices you make (your username, save the last route options for example) and provide personalised services. Thanks to these cookies, you do not have to enter certain information each time you connect to our website or application. They can remember changes you have made to text size, font, or other parts of web pages that can be customised.

Functional cookies will not be used to send you advertisements on our site or on other websites.

You are free to accept or refuse them, but by blocking them, it is also possible that your previous service selections will not be kept in memory.

These cookies are used on the basis of your prior consent.

<b><u>FUNCTIONAL COOKIES</u></b>			
Name	Put in place by	Objective	Duration
kameleonVisitorCode	Kameleon	A/B testing (used for anonymous tracking of user's action)	a year
pixlee_analytics_cookie_legacy	Pixlee	Display	a month

- **Analytics and audience measurement cookies**

The audience measurement cookies help to recognize visitors of the website across their different visits. These cookies only stock an internet user's ID (specific to each cookie) and is in no case used to collect nominative information belonging to the visitors. The data collected makes it possible to provide anonymous statistical data on visits (the number of visitors and pages visited, their frequency of return the duration of each visit, and the error messages encountered...). They help to enables a performance increase of the Michelin internet websites.

The analytics cookies can be installed and managed by partners.

You are free to accept or refuse them, but by blocking them, Michelin will have less information to improve the performance of its site.

These cookies are used on the basis of your prior consent.

<b><u>ANALYTICS AND AUDIENCE MEASUREMENT COOKIES</u></b>			
Name	Put in place by	Objective	Duration
_dc_gtm_UA-10294903-1	GTM	Analytics & audience measurement cookies	1 minute
gtm-session-start	GTM	Analytics & audience measurement cookies (to measure the session start time)	30 minutes
_ga	GA	Analytics & audience measurement cookies (to identify unique user. It is placed on the top-level domain and users can be tracked across sub-domains. It can used to analyze visitor, session, campaign data)	2 years
_ga_4M3R8CFWVG	GA	Analytics & audience measurement cookies	2 years
_ga_5VDN25PJ3M	GA	Analytics & audience measurement cookies	2 years
_gat_UA-9699585-1	GA	Analytics & audience measurement cookies (to collect anonymous user information such as number of visitors, traffic sources, visited pages)	1 minute

_gid	GA	Analytics & audience measurement cookies (to identify different users)	a day
_hjAbsoluteSessionInProgress	Hotjar	Analytics & audience measurement cookies (to determine the first page view session of a user)	30 minutes
_hjFirstSeen	GTM	Analytics & audience measurement cookies (to identify a new user's first session and detect if he / she is a new or returning visitor)	30 minutes
_hjid	Hotjar	Analytics & audience measurement cookies (to collect user interaction while identifying a unique ID session)	a year
_hjTLDTest	Hotjar	Analytics & audience measurement cookies (to determine site hostname and browser capabilities)	session
_hjIncludedInSessionSample	Hotjar	Analytics & audience measurement cookies (to distinguish users)	2 minutes
_utmzz	GA	Analytics & audience measurement cookies (to deliver traffic source information)	30 minutes
_utmzzses	GA	Analytics & audience measurement cookies (collect information about how visitors use the sites etc)	session

- **Cookies used for targeted advertising**

Targeting and tracking cookies enable third parties to provide services, mainly advertising, and to improve the effectiveness of such services. These cookies may remember the web pages and sites that you visit, and may collect personal data, mainly the IP address of the user's device. The information collected may be shared with third parties.

Examples include cookies that enable advertising agencies to serve ads based on your interests as determined by how you browse Michelin's websites, or that limit their repetition. These cookies require your permission. In that case, a highly visible banner will appear on the first page of the site to request your consent to install these cookies.

Michelin and third-party providers, including Google, use both first-party cookies and third-party cookies to collect information and to optimize and serve ads based on visits to the site. Michelin and these providers also use these two types of cookies to determine the ratio of number of site visits to ad impressions, other uses of advertising services and the interactions with these ad impressions and these advertising services. Lastly, Michelin and these providers use these two types of cookies to remember your interests and demographic data so as to serve you targeted ads.

These cookies are used on the basis of your prior consent.

<b><u>COOKIES USED FOR TARGETED ADVERTISING</u></b>			
<b>Name</b>	<b>Put in place by</b>	<b>Objective</b>	<b>Duration</b>
cikneeto	Admo	Cookies used for targeted advertising (to serve targeted ads to users based on their activities across Michelin's websites)	session
cikneeto_uuid	Admo	Cookies used for targeted advertising	a year
innity.dmp.cks.appxs	Innity	Cookies used for targeted advertising	a day
innity.dmp.cks.innity	Innity	Cookies used for targeted advertising	a day
innity.dmp.569.sess	Innity	Cookies used for targeted advertising	30 minutes
innity.dmp.569.sess.id	Innity	Cookies used for targeted advertising	30 minutes
iUUID	Innity	Cookies used for targeted advertising	2 years
_gcl_au	Michelin	Cookies used for targeted advertising	2 years

- **Cookies generated by social network sharing buttons**

Michelin uses so-called social plugins (hereinafter referred to as buttons) which link to social networks such as Facebook, LinkedIn and YouTube.

When you visit our website, these buttons are disabled by default, which means they do not send any information to the social networks in question without action on your part. Before you can use these buttons, you have to click to enable them. The buttons remain enabled until you disable them again or you delete your cookies. Once they have been enabled, the system connects directly to the server of the social network selected. The content of the button is then transferred directly from the social networks to your web browser, which incorporates them into the website you are visiting.

As soon as you have enabled a button, the social network in question can collect data, irrespective of whether or not you use the button. If you are logged on to a social network, it can link your visit to this website to your user account. Visits to other Michelin websites will only be linked if you have also enabled the corresponding button on these sites.

If you are a member of a social network and you do not want it to link the data collected from your visit to our website to the information provided when you joined the network, you must log out of the social network in question before enabling the buttons.

Please note that we have no influence over the scope of data collected by the social networks through your buttons. Please refer to the data protection statement published by the social networks in question for more information about the scope and purpose of the data collection and how they process and use such data, as well as the rights and setting options to protect your privacy.

These cookies are used on the basis of your prior consent.

<b><u>COOKIES GENERATED BY SOCIAL NETWORK SHARING BUTTONS</u></b>			
Name	Put in place by	Objective	Duration
pixlee_analytics_cookie_legacy	Pixlee	Cookies generated by social network sharing buttons	a month
_fbp	Facebook	Cookies generated by social networks	3 months

		(used to provide visitors with personalized ads)	
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