

Cookies Policy

Fleetcare

Content

1.	Introduction	3
2.	Why are we using Cookies?	3
3.	What types of cookies are we using?	3
4.	How do our advertising partners use cookies?	6
5.	How do we obtain your consent?	7
6.	How can you opt-out?	7
7.	Third Party recipients and processors	8
8.	Our cookies	8

1. Introduction

This policy provides information on the use of cookies by Bridgestone Europe NV/SA (Da Vincilaan 1, 1930 Zaventem, Belgium, company n° RPR (Brussels) 0441.192.820) ("Bridgestone") in connection with your use of this website ("Website").

Cookies (which include also similar technologies such as pixels and web beacons) are small text files that we and our advertising partners install on your internet-enabled device(s) and that make it possible for the Website to recognize you and your devices(s) when subsequently interacting with us through the Website. We use cookies for the purposes explained in Section 2.

2. Why are we using Cookies?

Bridgestone uses cookies for various purposes.

We store cookies on your device(s) for instance to enhance the functionalities of our Website. Cookies can help you navigate through the Website (e.g. by remembering your choice of language and the pages you have previously visited) or may be necessary to properly perform services that you request (e.g., by remembering items that you have placed in your shopping basket).

In addition, certain cookies provide us with statistical information about the use of our Website, which helps us understand the behavior and preferences of the visitors in an aggregated manner. For instance, we can use these cookies to gain insight into how visitors use our Website, and analyze what works and what doesn't, in order to continuously improve our Website, and measure how effective our communication is.

Cookies may also be used to track your specific interests in our products and services, in order to send you content-based targeted advertising, when you are visiting third party websites or social media.

Cookies may further facilitate certain third-party applications such as social media plug-ins. Plug-ins are the Like Button and Share Button that let you share web content or your experiences on your social media accounts.

3. What types of cookies are we using?

We use different types of cookies. Cookies are categorized by their provenance as **first party cookies** or **third-party cookies**. Cookies are also categorized as **session cookies** or **persistent cookies**, depending on the duration they stay on your device(s). Cookies are also categorized by the function they perform: **essential cookies**, **statistical cookies**, **functionality cookies**, **advertising cookies**, and **social media cookies**.

[First-Party Cookies](#)

First-Party cookies are cookies set by us and used within our control.

Third-Party Cookies

Third Party cookies are set by someone else than Bridgestone. Some of our web pages may for instance also contain content from other sites like YouTube or Instagram, which may set their own cookies when you access that content. Also, if you share a link to a webpage of ours, the service you share it on (for example, Facebook or LinkedIn) may set a cookie on your browser. You can turn them off in your browser settings (see Section 6).

Session cookies

Session cookies are temporary and remain on your device only as long as your browsing session lasts. They disappear from your computer or device when you close your browser.

Persistent cookies

Persistent cookies remain on your computer or device also after your browsing session has ended, and last for a time specified in the cookies. We use persistent cookies when we need to remember your preferences and actions for the next time you visit.

Cookies are categorized by their purpose into strictly necessary cookies, functionality cookies, advertising cookies and social media cookies.

Essential Cookies

Essential cookies are cookies that are strictly necessary to enable you to move around the Website and use all its features. These cookies are crucial for the basic functioning of the Website. These cookies enable core functionalities such as security, network management, and accessibility. For example, authentication cookies verify user identities and provide secure account access. Security cookies help protect the Website and users from malicious activities by detecting irregularities and enforcing security measures.

How do Essential Cookies impact on your privacy?

We do not need user consent for the delivery of these cookies, as they are strictly necessary to technically perform the basic function of the Website.

Analytics Cookies

Analytics cookies, also called performance cookies or statistical cookies, help us understand how visitors use the Website. This allows us to continuously improve the performance of the Website and provide visitor a better browsing experience. For instance, these cookies tell us which webpages the users go to most often, or if users get error messages from our web pages they are visiting.

How do Analytics Cookies impact on your privacy?

These cookies are applied for the time of each session or for longer periods – depending on their purpose. These cookies do not collect information that identifies the visitor. Although these cookies collect only aggregated anonymous information, we require your consent for installing the cookie and accessing information on your device.

Functionality Cookies

These cookies help us personalize the Website and store information necessary to deliver the services that you are requesting, e.g. by remembering your preferences and settings (such as username, language or the location from where you are accessing the Website). These cookies can also be used to remember the changes you make, e.g., text size, fonts and to other parts of the Website that can be customized or to remember your browsing history or the fact that you are a repeat visitor of the Website.

How do the Functionality Cookies impact on your privacy?

Functionality Cookies are essential cookies, and therefore they are enabled by default, and cannot be disabled. The information these cookies collect may include technical info that is processed in connection with your visit and is linked to your device although you remain unnamed.

Advertising Cookies

These cookies can be either first-party or third-party cookies that track your browsing activity to make user profiles. If you are using the Website, we collect and analyze data about your device (IP address) and your use of our services (e.g. what pages you visit). The user profile resulting from your browsing activity is used to show you advertisements relating to your interests deducted from your browsing activity.

The companies that we use to tailor and deliver advertisements to you also collect data from you across other online services. These data help us to predict what might interest you and to show you advertisements tailored to those interests.

We neither show you advertisements, nor sell advertising space to third parties, on the Website, but we buy advertising space on social media and third-party websites (for example automotive websites, online tyre shops) where advertisements for our products and services may be delivered to you by our advertising partners acting on our behalf (targeted advertising).

How do these cookies impact on your privacy?

We don't store any information about your identity or your browsing activity on those third-party websites. The advertising we show on third party websites that you visit is tailored based on your interests when you previously visited our Website, for example if you are visiting our webpage on Bridgestone winter tyres we might show you advertisements for winter tyres when you visit third party websites.

These cookies are disabled by default and are only placed on your device after you consent to such use.

Social media cookies

We have a presence on the social media Facebook, Instagram, LinkedIn and YouTube. The Website may feature content from these social media. When you access such content, the third-party social media provider may place cookies on your device beyond our control. The use of social media cookies require your consent. If you refuse social media cookies, you may not be able to view the content on the Website. If you try to access the content after having rejected the cookies, a pop-up message may yet invite you to accept the cookies in order for you to view the content. Please verify the list of cookies for more information about the third parties placing cookies.

These cookies provide us with statistical information about how our Website users interact with our social media presence. For purposes of providing us with the statistical information, we are a joint data controller with the respective social media. However, we do not have control over the cookies these social media place on your device.

To learn how these social media handle your personal data, please read their privacy policy: [Facebook](#), [Instagram](#), [LinkedIn](#), [YouTube](#).

To manage yourself the social media's use of cookies, please follow their instructions: [Facebook](#), [Instagram](#), [LinkedIn](#), [YouTube](#).

4. How do our advertising partners use cookies?

Our advertising is delivered to you through our carefully selected specialist advertising partners. The cookies accompanying the advertisements enable our advertising partners to monitor the effectiveness of the advertisements.

They may also use cookies that they have set on your device(s) when you were browsing other websites. They do this so that they know you have seen a particular advertisement or to match you with their database. This helps them to do things like capturing how many advertisements you see across the internet and, if you have taken part in market research, the research company may record that you have seen a particular advertisement.

Any company we allow to add tags or code to our website is instructed to ensure that they handle your data responsibly. However, they use your data as a data controller, and the use of the data is subject to their own privacy practices. To verify or delete third party cookies on your device(s) follow the steps explained in Section 8.

5. How do we obtain your consent?

Upon entering the Website for the first time, you will be prompted with a message (cookies banner) with directions how to manage your consent to cookies.

When you click the **“Accept all”** button, you are giving us permission to install non-strictly necessary functionality cookies, social media cookies, analytics cookies and advertising cookies. However, you can withdraw your consent at any time by managing your choices on the **“change my cookie preferences”** page. The next time that you visit our website upon the cookie’s expiry, the cookies banner will appear again, requesting that you make your choices. The cookies banner will also be displayed each time we are using new non-essential cookies.

When you click the **“Reject all”** button, we will only place essential cookies and functional cookies that are needed to provide the service that you have requested. However, you can change your mind at any time by managing your choices on the **“change my cookie preferences”** page.

To respect your privacy, we will from time to time request you to review your previous cookie. choices. The cookies banner will also be displayed each time we are using new non-essential cookies.

6. How can you opt-out?

How can you see which cookies were installed on your device and how can you delete them?

You can change your previously made cookie choices, by clicking the ‘Change my Preferences’ link at the bottom of a webpage

If you want to know which cookies have been placed on your device or if you want to delete them, you can review your browser settings. Via the links below you will find more information about how to do this.

Change your browser settings

You can prevent your browsing from being tracked generally by adjusting your browser settings, browsing in ‘private mode’ or using browser add-ons. You can find out how to do this by visiting the relevant support page for your browser, or by using the help function on your browser:

[Firefox EN](#)

[Chrome EN](#)

[Safari EN](#)

[Edge EN](#)

Are you using a different browser? Check that the procedure for your browser is included on the website www.allaboutcookies.org/manage-cookies.

mobile applications

If you are accessing our applications through the web browser on your mobile device, you should follow the instructions above. However, mobile applications use different technologies to recognize your device. To opt out of the use of your data for targeted advertising you should follow the instructions below.

Apple iOS

1. Go to Settings > Privacy > Advertising.
 2. Turn on Limit Ad Tracking.
- Visit the Apple [support page](#) for more information.

Google Android

1. Go to Settings.
 2. Select Google in the Accounts section.
 3. Select Ads in the Privacy section.
 4. Tick Opt out of interest based ads.
- Visit the Google [support page](#) for more information.

Microsoft Windows

1. Go to Settings.
 2. Tap on Privacy.
 3. Tap on Advertising ID, and turn on Don't Let apps use my advertising ID for experiences across apps
- Visit the Microsoft [support page](#) for more information.

7. Third Party recipients and processors

Bridgestone doesn't exchange cookies with websites of third parties or external supplier of data, with the exception of third parties working directly with Bridgestone website services or content. Bridgestone always makes sure that the processors of your data are bound by necessary contractual clauses to keep them safe and confidential.

8. Our cookies

We are using the following cookies:

Cookie name	Category of Cookie	Purpose of the cookie	Transferred to Country	Expiry of Cookie
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_pk_id.dce8076a-1fce-4c3a-ae85-5b88c6b709dd.b3ca	Analytics cookie	Contains the unique visitor ID to recognise new and returning visitors to build up a Visitor Profile that includes a summary of their interactions on the site, number of visits, timestamp of first and last visit. It also includes interactions related to eCommerce orders, goals and conversions, and attribution across sessions.		13 months
_pk_ses.dce8076a-1fce-4c3a-ae85-5b88c6b709dd.b3ca	Analytics cookie	Used to link actions performed during the session (e.g., page views, downloads, events) to a unique visit, thereby allowing Piwik to accurately attribute these actions to a single session.		30 minutes
ppms_privacy_dce8076a-1fce-4c3a-ae85-5b88c6b709dd	N/A	Stores visitor's consent preferences to be used for data collection and usage		1 year
stg_fired_<conditionID>	N/A	Indicates whether the tag and trigger combination was fired during the current visitor session. This cookie can be set multiple times with different condition IDs.		The session ends (Fixed idle time or after a browser is closed)

hjSession<id>	Analytics cookie	Holds current session data. Ensures subsequent requests in the session window are attributed to the same session.		30 minutes
hjSessionUser<id>	Analytics cookie	Set when a user first lands on a page. Persists the Hotjar User ID which is unique to that site. Hotjar does not track users across different sites. Ensures data from subsequent visits to the same site are attributed to the same user ID.		1 year
YSC	Marketing Cookie	The 'YSC' cookies ensure that requests within a browsing session are made by the user, and not by other sites. These cookies prevent malicious sites from acting on behalf of a user without that user's knowledge.		The session ends (Fixed idle time or after a browser is closed)
VISITOR_PRIVACY_METADATA	Marketing Cookie	YouTube visitor privacy metadata cookie		180 days
VISITOR_INFO1_LIVE	Marketing Cookie	Visitor privacy metadata cookie		180 days
VISITOR_INFO1_LIVE__k	Marketing Cookie	Visitor privacy metadata cookie		180 days

VISITOR_INFO1_LIVE__default	Marketing Cookie	Visitor privacy metadata cookie		180 days
__Secure-ENID	Marketing Cookie	This cookie contains digitally signed and encrypted records of a user's Google Account ID		1 year
_gcl_au	Marketing Cookie	This cookie is used to measure the performance of ads.	US	90 days
_gcl_aw	Marketing Cookie	This cookie is used to measure the performance of ads.	US	90 days
GCL_AW_P	Marketing Cookie	This cookie is used to measure the performance of ads.	US	90 days
_gcl_gs	Marketing Cookie	This cookie is used to measure the performance of ads.	US	90 days
_gcl_ag	Marketing Cookie	This cookie is used to measure the performance of ads.	US	90 days
1P_JAR*	Marketing Cookie	This cookie is used to measure the performance of ads.	US	30 days
Conversion	Marketing Cookie	This cookie is used to measure the performance of ads.	US	90 days
YSC	Marketing Cookie	This cookie is used to measure the performance of ads.	US	Sessions

_gac_gb_<wpid>	Marketing Cookie	This cookie is used for advertising in Google Ads	US	90 days
NID	Marketing Cookie	This cookie is used for security in Google Ads	US	6 months
__gads	Marketing Cookie	This cookie is used for advertising in Google Ads	US	13 months
pm_sess	Marketing Cookie	This cookie is used for security and functionality in Google Ads	US	30 minutes
_gcl_gb	Marketing Cookie	This cookie is used for advertising in Google Ads	US	90 days
FPGSID	Marketing Cookie	This cookie is used for advertising in Google Ads	US	90 days
FPGCLGB	Marketing Cookie	This cookie is used for advertising in Google Ads	US	90 days
FPGCLAW	Marketing Cookie	This cookie is used for advertising in Google Ads	US	90 days
RUL	Marketing Cookie	This cookie is used for advertising in Google Ads	US	12 months
TAID*	Marketing Cookie	This cookie is used for advertising in Google Ads	US	14 days
ar_debug	Marketing Cookie	This cookie is used for advertising in Google Ads	US	90 days
AID*	Marketing Cookie	This cookie is used for advertising in Google Ads	US	13 months

ANID*	Marketing Cookie	This cookie is used for advertising in Google Ads	US	13 months
FPAU	Marketing Cookie	This cookie is used for advertising in Google Ads	US	90 days
aboutads_sessNNN	Marketing Cookie	This cookie is used for advertising in Google Ads	US	30 minutes
pm_sess_NNN	Marketing Cookie	This cookie is used for advertising in Google Ads	US	30 minutes