

This cookie policy describes the cookies that may be set when you visit our website and the purposes for which we use those cookies and any personal information collected by using them.

## 1. OUR USE OF COOKIES

1.1 Welcome to the Battle of Minds 2022 website (**Website**), which is owned and operated by British-American Tobacco (Holdings) Limited, a company incorporated in England and Wales with company number 00262254, whose registered office is at Globe House, 4 Temple Place, London, WC2R 2PG, United Kingdom. (referred to in this notice as **we**, **us** or **our**).

1.2 This Cookie Notice describes the cookies that are automatically set and others that you may choose to set when you visit our Website and the purposes for which we use them.

1.3 Our Website uses cookies to distinguish you from other users. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website.

1.4 Some cookies work by collecting and storing some form of personal information about you, so this notice also describes the personal information we process or allow others to access when using cookies.

1.5 For further information on how we use the personal information we collect about you (including information collected through our use of cookies) please see our [Privacy Notice \(PN\)](#).

1.6 This Cookies Notice was last updated on the date set out at the end of this notice.

## 2 WHAT ARE COOKIES?

2.1 A cookie is a small data file that is placed on your device to allow a website to recognise you as a unique user when you use the website, either for the duration of your visit (using a **session cookie**) or for repeat visits (a **persistent cookie**). Other similar files such as pixels and beacons work in the same way and we use the word 'cookie' in this Cookies Notice to refer to all technologies that collect information in this way. Cookies can also be used in emails you receive to help understand your level of engagement with them.

2.2 Cookies can be 'first party' (which are set by us) or 'third party' (which are placed on your device by another website when you use our Website).

2.3 Cookies are a common technology for remembering certain information about a visitor to a website. The vast majority of websites currently make use of cookies and they are commonly used for a wide range of tasks. We use the following types of cookies for the following purposes:

2.3.1 **Browser cookies.** We use cookies set via your web browser for the following purposes:

- **Strictly necessary cookies.** These cookies are necessary for our Website to function and cannot be switched off in our systems. They include, for example, a cookie that is set for security reasons or to remember your cookie consent preferences. They are usually only set in response to actions made by you which amount to a request for

services, such as setting your privacy preferences. You can set your browser to block or alert you about these cookies, but some parts of our Website will then cease to work.

- **Functional cookies.** These cookies enable our Website to provide enhanced functionality and personalised features. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly
- **Performance / Analytics cookies.** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Website. They help us to know which pages are the most and least popular and see how visitors move around our Website. All information these cookies collect is aggregated after it is collected. If you do not allow these cookies we will be unable to measure traffic to our Website and unable to monitor its performance.
- **Targeting / Advertising Cookies** - These cookies may be set through our Website by our advertising partners. They may be used by those partners to build a profile of your interests and show you relevant adverts on other websites. They do not directly store personal information about you, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will receive less relevant advertising.

**2.2.3 Device data.** We obtain data relating to your device, as described in our Privacy Notice, for the purposes set out in the *How we use your information and our legal basis* section in that notice.

## 3 CONSENTING TO THE USE OF COOKIES AND THE PERSONAL INFORMATION THEY COLLECT

3.1 Certain cookies we use are strictly necessary for our Website to work. For example, when you visit our Website for the first time, we present you with a cookie management notice and tool (Cookie Tool) requesting your consent for non-essential cookies. We have to use a cookie to remember your cookie preferences in order to comply with the law (you can see details of this cookie in the table below).

3.2 When you first visit our Website, we automatically set essential cookies on your device that are strictly necessary for our Website to work. In relation to all other types of cookies we wish to use, you will be invited to consent to our use of them using our Cookie Tool. If you do not provide your consent using the Cookie Tool, we will not set these cookies on your device.

3.3 If you do not provide your consent, our Website will still work but some of the enhanced and personalised features may not.

3.4 If you provide your consent in respect of cookies, you will also be providing your consent for us and the relevant third parties that use those cookies to use your personal information in the ways set out in our Privacy Notice. We will only set or read the relevant cookies for the durations set out in the table below. You can withdraw your consent at any time by using the Cookie Tool to turn off/opt-out of the relevant cookies. The cookie files may remain on your device after you have opted-out of using them. Please see the How to control and delete cookies section of this notice or check your browser's help pages to find out how to delete these files from your device.

3.5 If you withdraw your consent for us to use non-essential cookies, the consent you have given us to use any personal information we collect using those cookies will also be withdrawn. Please see our Privacy Notice for further details.



## 4 COOKIES USED ON OUR WEBSITE

4.1 The table below sets out the first party and third party cookies that are set and read on your device. The legal reason (also known as the ‘lawful basis’) for using the personal information collected using the cookies is also set out in the table. To find out more about the lawful bases on which we rely to use your personal information, please see our Privacy Notice.

4.2 Some third party cookies are set by third parties that provide a service to us and who act on our behalf and on our instructions. Our Privacy Notice applies to the personal information collected using these cookies.

Other third parties are companies who use the personal information for their own business purposes and are, for the purposes of data protection law, ‘controllers’ in their own right. Whilst we provide a summary of the third party cookies for these companies in the table below, you should also check the relevant third party’s privacy notice using the links in that table for more information about how these cookies and the personal information they collect are used.

Name	Duration	First/Third Party & Purpose	Category	Lawful basis for personal information collected by cookie
ASP.NET_Session	Session	Third Party Radancy (Cookie Tool service provider)  Used by Microsoft.Net Framework to delivery the site pages to you.	Strictly necessary	Legal obligation
ConsentCapture	Session	Third Party Radancy (Cookie Tool service provider)	Strictly necessary	Consent
SearchVisitorID	1 year	First Party  Used so that our system recognises you, and can display all of the interactions that you have had with our site.	Analytics	Consent
_gid	Session	Third Party  Google Analytics	Analytics	Consent
_gcl_au	3 months	Third Party  Google AdSense	Analytics	Consent
_ga	1 month	Third Party Google Analytics  These cookies are used to collect information about how visitors to our Website use our Website, which can help us	Analytics	Consent

		<p>to improve it. Types of information include the number of visitors to our Website, where visitors have come from to reach our Website and pages they have viewed on our Website.</p> <p>Please see the <b>Google Analytics</b> section below for more information.</p>		
_gat	Session	<p>Third Party</p> <p>Google Analytics</p> <p>These cookies do not store any user information, but limit the number of requests that have to be made to doubleclick.net.</p>	Analytics	Consent
sp	2 years	<p>First Party</p> <p>Used for remarketing, optimisation, attribution and referral for programmatic job advertising.</p>	Targeting	Consent
See YouTube information page opposite	See YouTube information on page opposite	<p>Third Party</p> <p>YouTube (Video streaming service) / Google (Advertising service)</p> <p>When you press play on a YouTube video, a number of non-essential cookies are set and read on your device if you have provided your consent. These cookies are used to remember your preferences and to show targeting or customised advertising to you, including across devices. Please see the cookie information at <a href="https://policies.google.com/technologies/types">https://policies.google.com/technologies/types</a> for details of the specific cookie names, types and durations for these cookies.</p> <p>Please see the <b>Embedded YouTube Videos</b> section below for more information.</p>	Targeting / Advertising Functional	Consent
datadome	1 year	<p>Third Party</p> <p>Award Force</p> <p>Application protection from bots, DDOS attacks, scanners.etc.</p>	Strictly necessary	Consent
laravel_session	4 hours	<p>Third Party</p> <p>Award Force</p> <p>Main session cookie for the application functionality.</p>	Functional	Consent
NGRESSCOOKIE	Session	<p>Third Party</p> <p>Award Force</p> <p>Kubernetes Ingress cookie.</p>	Functional	Consent

af4-country	1 year	Third Party Award Force  Country selection, client-side cache.	Function al	Consent
JSESSIONID	4 hours	Third Party NewRelic  Performance monitoring	Analytics	Consent
XSRF-TOKEN	4 hours	Third Party Award Force  Cross-site request forgery protection	Strictly necessar y	Consent

## 5 GOOGLE ANALYTICS

5.1 Our Website uses Google Analytics, a web analytics service provided by Google. Google Analytics uses cookies to analyse the use of our Website by you and other visitors. The information generated by the cookie about the use of our Website is usually transferred to a server of Google in the United States where it is stored. Please see our [Privacy Notice \(PN\)](#) for further information regarding personal information transferred overseas.

5.2 We have activated internet protocol (IP) address anonymisation for Google Analytics so that your IP address is shortened in advance of transfer to Google if you are located in the United Kingdom or European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the United States and shortened there. Google will use this information on our behalf to evaluate the use of our Website by you and other users, to compile reports on the activities on our Website and for further purposes related to the use of our Website to provide services to us.

5.3 The IP address submitted by your browser to Google Analytics will not be merged with other Google data. Please see our [Privacy Notice \(PN\)](#) for details of the personal information that we collect from you using the Google Analytics service.

5.4. To find more information about how your personal data is processed by the use of Google Analytics, please refer to the privacy notice of Google: <https://policies.google.com/privacy?hl=en>

## 6 EMBEDDED CONTENT

6.1 We may embed videos that are hosted on YouTube's servers using its 'privacy enhanced mode'. By using this mode, YouTube will not set cookies on your device until you press play on the YouTube video player.

6.2 Please see <https://support.google.com/youtube/answer/171780> for more information regarding YouTube's privacy enhanced mode.

## 7 HOW TO CONTROL AND DELETE COOKIES

7.1 You can change your cookie preferences at any time by deleting cookies using your browser and refreshing any page on our Website or by using our [Cookie Tool](#).

7.2 You may wish to visit <http://www.allaboutcookies.org/> which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your device, as well as more general information about cookies. Please note that, as these websites are not owned or operated by us, we are not responsible for any of the content on them.

7.3 In relation to Google Analytics cookies, you can also use the specific Google opt-out tool at <https://tools.google.com/dlpage/gaoptout>.

## 8 CHANGES

We may make changes to this Cookies Notice at any time by posting a copy of the revised policy on our Website. Any changes will take effect 7 days after the date on which we post the modified terms on our Website, whichever is the earlier.

## 9 CONTACT US

If you have any questions or concerns about cookies or your privacy when using our Website, please use our contact details in the **Contact Us** section of our Privacy Notice.

Last updated 19 April 2022