

HERSHEY AD AND COOKIE POLICY

In this notice you will find information on cookies, what we do with cookies, what cookies may be set when you visit our website and how to reject or delete those cookies.

This Ad and Cookie Policy applies in addition to our [Privacy Policy](#) for the Website www.thehersheycompany.com, (“**Website**”) specifically regarding the use of the tracking technologies described herein. We also have third parties that collect personal information this way. To do this, we use several common tracking tools. Our vendors may also use these tools. In this policy “**we**”, “**our**” and “**us**” refers to The Hershey Company, 100 Crystal A Drive, Hershey, PA 17033, USA. The tracking technologies include browser cookies and similar technologies.

1. What are cookies?

Cookies are pieces of code that allow for personalization of our website experience by saving your information such as user ID and other preferences. A cookie is a small data file that we transfer to your device's hard disk (such as your computer or smartphone) for record-keeping purposes

- a. **Strictly Necessary Cookies:** These cookies are essential in order to enable you to move around the Website and use its features. These cookies will be dropped and used even if you do not consent to the use of cookies.
- b. **Functionality cookies.** These are used to recognize you when you return to our website. This enables us to personalize our content for you and remember your preferences (for example, your choice of language or region).
- c. **Performance Cookies:** These cookies collect information about how you use the Website, e.g., which pages you go to most often, in order to improve how the Website works. We use these cookies only if you have consented via the cookie banner.
- d. **Targeting/Advertising Cookies:** These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advert as well as help measure the effectiveness of the advertising campaigns. They remember that you have visited the Website and this information may be shared with other

organizations, e.g., advertisers. We use these cookies only if you have consented.

2. We use tracking technologies for a variety of reasons.

We use tracking tools for a variety of reasons, including to:

- Recognize new or past customers
- Improve our website and to better understand your visits on our platforms
- Serve you with interest-based or targeted advertising (see below for more on interest-based advertising)
- Observe your behaviors and browsing activities over time across multiple websites or other platforms
- Better understand the interests of our customers and our website visitors.

3. Your ability to control cookies.

The cookies we use are designed to help you get the most from the website.

If consent is required for cookies we utilize, you can withdraw your consent at any time, for example by deleting the cookies. If you withdraw your consent, you may still browse the Website; however, in this case you may not be able to use the full functionalities of the Website.

If you do not wish to receive cookies, most browsers allow you to change your cookie settings. Please note that if you choose to refuse cookies you may not be able to use the full functionality of our website. These settings will typically be found in the "options" or "preferences" menu of your browser.

Deleting or blocking cookies may not be effective for all types of tracking technologies, such as Local Storage Objects (LSOs) like Flash objects or HTML5.

4. Which specific Cookies do we use?

. Strictly necessary cookies

Name of cookie	Owner	Purpose of cookie	Duration of storage
AWSELB	Amazon Web Service	Ensures that a visitor always gets directed to the same server, which	1 hour

		ensures correct website behavior	
backplaine-c	Amazon Web Service	Ensures that a visitor always gets directed to the same server, which ensures correct website behavior	1 hour

a. Functionality cookies

Name of cookie	Owner	Purpose of cookie	Duration of storage
gat[Dynamic Value]	Google Analytics	Used to create and retrieve tracker objects, from which all other methods are invoked.	1 minute
_gat	Google Analytics	Used to create and retrieve tracker objects, from which all other methods are invoked.	1 minute
_sm_ac_u	Google Analytics	Used to accelerate content delivery	Session

b. Performance cookies

Name of cookie	Owner	Purpose of cookie	Duration of storage
s_ppv	Adobe Analytics	Record the portion of a page (0-100%) that the user views and pass the value into a variable on the next page view. This plugin lets you determine how much of your content	Session

		users are seeing on average, so that you can optimize your page lengths and layouts based on user behaviors.	
s_ppvl	Adobe Analytics	Contains information about the current page and entry page to the website.	Session
mbox	Adobe Target	Provides tailed content or on-page testing based on your browsing behavior or device location	2 weeks
s_sq	Adobe Analytics	Contains information about the previous link that was clicked on by the user	Session
s_getNewRepeat	Adobe Analytics	Determines whether a visitor is a new visitor or a repeat visitor, and captures this information in an Analytics variable	30 days
s_ppn	Adobe Analytics	Stores information about how visitors use our website, helping us to continue developing our website to suit your interests.	30 minutes
s_cc	Adobe Analytics	This cookie is set and ready by the JavaScript code to determine if cookies are enabled	Session

undefined_s	Analytics	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site.	30 minutes
_gid	Google Analytics	Used to distinguish users	1 day
WT_FPC	Webtrends	Used to track and report on visitor behavior on a site for performance improvement	1 year
_ncuid	Google Analytics	Preserve user states across page requests.	1 year
_utmb	Google Analytics	Used to collect information about how visitors use our website. Session cookie.	30 minutes
_utmt	Google Analytics	Used to collect information about how visitors use our website.	10 minutes
Atomz	Atomz Search	Used to enable searching on our website	Session

c. Targeting/Advertising cookies

Name of cookie	Owner	Purpose of cookie	Duration of storage
_utmz	Google Analytics	Used to collect information about how visitors use our website.	182 days

_utm	Google Analytics	Used to collect information about how visitors use our website. Session cookie.	Session
_utma	Google Analytics	Used to collect information about how visitors use our website. Unique visitor cookie.	2 years
_ga	Google Analytics	Used to identify users	2 years
s_fid	Adobe Analytics	A “fallback” visitor identifier	2 years
LinkedIn	LinkedIn	Used for career recruitment and submission of application information through our website	Session
Krux	Salesforce	Used for digital advertising targeting	10 years

5. We engage in interest-based advertising.

We and our partners display interest-based advertising using information gathered about you over time across multiple websites or other platforms. This might include apps. Interest-based advertising or "online behavioral advertising" includes ads served to you after you leave our website, encouraging you to return. They also include ads we think are relevant based on your shopping habits or online activities. These ads might be served on websites or on apps. They might also be served in emails. We might serve these ads, or third parties may serve ads. They might be about our products or other companies' products. Where legally required, such as in the EU, we get consent to engage in interest-based advertising.

6. Google Analytics and other Google tools

This website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter referred to as "Google"). Google Analytics uses cookies, to analyse how users use the site. The information generated by the cookie about your use of our website (including your IP address) will be transmitted and stored by Google on servers in the USA.

In the event IP anonymisation is activated on this website, your IP address will be truncated by Google within the member states of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional circumstances a full IP address will be saved to a Google server in the USA and truncated there. The IP anonymisation is active on this website. Google will use this information on our behalf for the purpose of evaluating your use of this website, compiling reports on website activity, and providing us with other services relating to the use of this website and the internet.

The IP-address that your Browser conveys within the scope of Google Analytics will not be associated with any other data held by Google.

By using this website, you agree to the processing of any data collected from you by Google, as well as the aforementioned method of data processing and purpose. You may refuse the use of cookies by selecting the appropriate settings in your web browser. However, doing so may result in many of the features on our website not functioning correctly. You can also block the cookie's collection of data regarding your use of this website (including your IP address) as well as the processing of this data by Google, by downloading and installing the browser add-on found under the following link:

(<http://tools.google.com/dlpage/gaoptout?hl=en>).

You can find more information on Google's user provisions and data protection under the following links: <https://www.google.com/analytics/terms/gb.html> or <https://www.google.de/intl/gb/policies/>

We may also use certain forms of display advertising and other advanced features through Google Universal Analytics, such as Remarketing with Google Analytics, Google Display Network Impression Reporting, the DoubleClick Campaign Manager Integration, and Google Analytics Demographics and Interest Reporting. These features enable us to use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the Doubleclick advertising cookie) or other third party cookies together to inform, optimize, and display ads based on your past visits to our Services.

7. How do we gather relevant information about you for interest-based advertising?

To decide what is relevant to you, we use information you make available to us when you interact with us, our affiliates, and other third parties. We gather this information using the tracking tools described above. For example, we or our partners might look at your purchases or browsing behaviors. We might look at these activities on our platforms or the platforms of others. We work with third parties who help gather this information. These third parties might link your name or email address to other information they collect. That might include past purchases made offline or online. Or, it might include online usage information. These activities are all based on your consent. If you have not consented to the use of such analytical and advertising tracking tools, the information in this section 7 does not apply to you.

8. You can opt-out of online behavioral advertising.

The Self-Regulatory Program for Online Behavioral Advertising program provides consumers with the ability to opt-out of having their online behavior recorded and used for advertising purposes. To opt out of having your online behavior collected for advertising purposes, [click here](#).

The Digital Advertising Alliance also offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise choice for companies participating in this tool, download the AppChoices app [here](#).

You will not be opted out of all of the tracking by clicking above. Instead, you will also need to click [here](#).

You may control your advertising preferences or opt-out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <https://google.com/ads/preferences> or by visiting NAI's online resources at <http://www.networkadvertising.org/choices>.

To learn more about interest-based advertising and how you may be able to opt-out of some of this advertising, you may wish to visit the Network Advertising Initiative's online resources, at <http://www.networkadvertising.org/choices>, the DAA's resources at www.aboutads.info/choices and/or Your Online Choices at www.youronlinechoices.com/uk. Please note that opting-out of receiving interest-based advertising through the NAI's and DAA's or Your Online Choices online

resources will only opt-out a user from receiving interest-based ads on that specific browser or device, but the user may still receive interest-based ads on his or her other devices. You must perform the opt-out on each browser or device you use.

Choices you make are both browser and device-specific. Some of these opt-outs may not be effective unless your browser is set to accept cookies. If you delete cookies, change your browser settings, switch browsers or computers, or use another operating system, you will need to opt-out again.

9. How to contact us

Feel free to contact us if you have more questions.

You can contact us online or write to us at:

Public Relations Department
The Hershey Company
PO Box 810
100 Crystal A Drive
Hershey, PA 17033

Or call 1-800-468-1714

If you have any questions about this Policy, please contact us [online](#).

10. How to contact our EU representative

Hershey Netherlands B.V.
Attn.: Mr. Frank van Dobbenburgh
Prins Bernhardplein 200
1097 JB Amsterdam
The Netherlands
Tel.: +31 (0) 20 70 90142
Email: frank.vandobbenburgh@intertrustgroup.com