- You can limit our use of targeting cookies through our cookie management tool, available here.
- You may be able to opt out of receiving interest-based advertising using the browser opt-out tools and consumer choice mechanisms provided by interest-based advertising self-regulatory groups by following the links below:
  - Network Advertising Alliance (NAI): [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)
  - European Interactive Digital Advertising Alliance (EDAA): [https://youronlinechoices.eu/](https://youronlinechoices.eu/)
  - Digital Advertising Alliance of Canada (DAAC): [https://optout.aboutads.info/?c=3&lang=en](https://optout.aboutads.info/?c=3&lang=en)
- 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](https://google.com/ads/preferences) or by visiting the NAI opt-out tool linked to above.
- You have the ability to control whether you see interest-based advertisements on your mobile device in the following ways:
  - Your device operating system may provide mechanisms that allow you to opt in or opt out of the use of data about your usage of mobile apps to deliver interest-based advertising to your mobile device. For more information, consult your device settings.
  - The DAA offers a tool for opting out of the collection of cross-app data on a mobile device for interest-based advertising. To exercise your choices with respect to participating companies, please download the [AppChoices tool here](https://optout.aboutads.info/).

Please note that you will need to opt out separately on all of your browsers and devices, as each opt-out will apply only to the specific browser or device from which you opt out. If you delete or reset your cookies or mobile identifiers, change browsers, or use a different device, any opt-out cookie or tool may no longer work and you will have to opt out again. Even if you choose to opt out of receiving interest-based advertising, you may still receive advertising, but the advertisements may be less relevant.

Some of our partners may provide you with additional choices with respect to interest-based advertising. For example, certain social media platforms allow you to control your advertising preferences directly through their services. Please review the privacy policies of the third-party services you use for more information.

Depending on your U.S. state residency, our use and disclosure of Personal Data for interest-based advertising purposes constitutes “sharing” or the processing of Personal Data for “targeted advertising” under applicable law. Details on how to exercise your legal rights with respect to “sharing” or “targeted advertising” can be found in the “Additional Information for Residents of California” and “Additional Information for Residents of other U.S. States” sections of our Privacy Policy.

### 7. How to Contact Us

If you have any questions about this Cookie & Ads Policy, please contact us [online](https://www.hershey.com), call us at 1-800-468-1714, or write to us at:

Consumer Relations Department  
The Hershey Company  
19 East Chocolate Avenue  
Hershey, PA 17033

### 8. How to Contact our EU Representative

Hershey Netherlands B.V.  
Attn. GDPR Services Team  
Prins Bernhardplein 200  
1097 JB Amsterdam  
The Netherlands  
Email: [GDPR-services@intertrustgroup.com](mailto:GDPR-services@intertrustgroup.com)