

BRIDGESTONE

COOKIES POLICY

Last modified on April 5, 2017.

BRIDGESTONE EUROPE NV/SA (“BRIDGESTONE”) uses cookies to continuously improve its website visitors’ experience. First of all, cookies can directly enhance such experience, *e.g.* by remembering the choice of language or other specific settings. In addition, certain cookies provide BRIDGESTONE with statistical information about the use of its website, thus indirectly allowing it to better meet visitor preferences by adapting accordingly. Finally, cookies may allow you to use certain additional features, *e.g.* ‘like’ something on Facebook, ‘tweet’ something via Twitter, etc.

What exactly are cookies ?

Cookies are small text files that your browser installs on your computer and that enable the Website to recognize you upon your visit. It consists of a unique number and can hence distinguish you from other visitors, but does not contain any personal details. This means that BRIDGESTONE cannot identify you personally on the basis of such cookies, nor identify you when you visit third-party websites.

Thanks to cookies, BRIDGESTONE can for example make sure that the information appearing on your screen during your next visit to its website is tuned in to your preferences. With the help of cookies, BRIDGESTONE can also identify the most popular sections of its website, since they allow BRIDGESTONE to know which pages are visited and how much time visitors spend browsing the same. On the basis of these aggregated data, BRIDGESTONE can adjust its website to better reflect visitor preferences and offer a more customer-oriented experience. Finally, cookies may facilitate certain third-party applications such as social media network connections.

How we obtain your informed consent

Upon entering BRIDGESTONE’s website for the first time, you will be prompted to allow or refuse the use of cookies and you will be shown a link to this cookies policy for further information. The notification banner will no longer appear on your screen on future visits to the website, but the option to remove cookies or withdraw your consent to use cookies altogether will remain open to you via the settings of your internet browser (see below under ‘objection’).

Objection

It is possible to configure your browser in such a way that it allows or refuses the use of cookies or informs you every time a cookie is sent. Because not all browsers are alike, BRIDGESTONE advises you to consult the Help menu of your browser to know how you can delete cookies and/or (re)adjust your cookie preferences for the future.

You may also withdraw your consent by sending an email to in this regard.

Note, however that disabling cookies may sometimes prevent you from having an optimal use of the website. 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 to provide website services.

For more information on the protection of your personal data, please see our privacy policy.

What data are gathered for which purposes ?

When you visit the website, BRIDGESTONE can automatically collect the following technical information (which cannot identify you): your operating system and browser type, the domain name of another website that you used to get access to the website, the time and duration of your visit, which pages you have visited, etc.

These data will strictly be used for internal purposes, namely in order for BRIDGESTONE to study overall demographic data, behaviour and interests. It will allow BRIDGESTONE to better tailor the website and its applications to the various needs and wishes of its visitors for it can thus better :

- estimate its audience size and usage pattern;
- store information about preferences and individual interests;
- speed up searches; and
- recognize you (anonymously) when you return to our site.

It is important to stress that, aside from remembering your settings on its website, BRIDGESTONE uses the gathered data exclusively for web statistics in Google Analytics, which means that the data is only used in an aggregated manner and strictly for internal purposes. BRIDGESTONE does not collect any personal information about its visitors and cannot identify you personally based on the gathered data.

Cookie summary

Name	Type	Domain	Content and purpose	Valid
ASP.NET_SessionId	ASP.NET	Bandag.eu	Identifies the user session	Session
BAN_language	Custom Cookie	Bandag.eu	Store country version	1 year
BIGipServer-bridgestone-pool_auto.bridgestone.eu	LOAD BALANCING	Bandag.eu	Load balancer (system) cookie	Session
BAN_tyreSearch	Custom Cookie	Bandag.eu	Latest search options	1 year
BandagCookieAccepted	Custom Cookie	Bandag.eu	Store user's selection whether cookies are accepted	33 years
SC_ANALYTICS_GLOBAL_COOKIE	Sitecore	Bandag.eu	Identifies repeats visits from a single user	10 years
SC_ANALYTICS_SESSION_COOKIE	Sitecore	Bandag.eu	Identifies sequence of one user's HTTP requests	Session
_ga	Google Analytics	Bandag.eu	(GA) Used to distinguish users	2 years
ban_en-gb#lang	Custom Cookie	Bandag.eu	Store language version	Session

Google Analytics:

[Access this link for more information about Google Analytics Tracking cookies](#)