BRIDGESTONE

COOKIES POLICY

Last modified on 10 July 2013.

BSEU 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 BSEU 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 BSEU cannot identify you personally on the basis of such cookies, nor identify you when you visit third-party websites.

Thanks to cookies, BSEU 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, BSEU can also identify the most popular sections of its website, since they allow BSEU to know which pages are visited and how much time visitors spend browsing the same. On the basis of these aggregated data, BSEU 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 BSEU'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, BSEU 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 bseu.feedback@bridgestone.eu in this regard.

Note, however that disabling cookies may sometimes prevent you from having an optimal use of the website. BSEU doesn't exchange cookies with websites of third parties or external supplier of data, with the exception of third parties working directly with BSEU 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, BSEU 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 BSEU to study overall demographic data, behaviour and interests. It will allow BSEU 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, BSEU 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. BSEU does not collect any personal information about its visitors and cannot identify you personally based on the gathered data.

Cookie summary

Name	Domain	Content and purpose	Valid
JSESSIONID	bridgestone.eu	identifies the user session	session
__utma	bridgestone.eu	distinguishes users and sessions	2 years
__utmb	bridgestone.eu	determines new sessions/visits	30 mins
__utmc	bridgestone.eu	Not used in ga.js. Set for interoperability with urchin.js.	session
__utmz	bridgestone.eu	stores the traffic source or campaign that explains how the user reached your site	6 months

ASP.NET_SessionId	moto.bridgestone.eu	identifies the user session	session
BIGipServerpool_auto.bridgestone.eu	moto.bridgestone.eu	load balancer (system) cookie	session
SC_ANALYTICS_GLOBAL_COOKIE	moto.bridgestone.eu	identifies repeat visits from a single user	10 years
SC_ANALYTICS_SESSION_COOKIE	moto.bridgestone.eu	identifies sequence of one user's HTTP requests	session
__utma	moto.bridgestone.eu	distinguishes users and sessions	2 years
__utmb	moto.bridgestone.eu	determines new sessions/visits	30 mins
__utmc	moto.bridgestone.eu	Not used in ga.js. Set for interoperability with urchin.js.	session
__utmz	moto.bridgestone.eu	stores the traffic source or campaign that explains how the user reached your site	6 months
mc.lp	moto.bridgestone.eu	stores last viewed products	1 year
sc_pview_shuser	moto.bridgestone.eu	Sitecore system cookie	session
ASP.NET_SessionId	auto.bridgestone.eu	identifies the user session	session
BIGipServerpool_auto.bridgestone.eu	auto.bridgestone.eu	load balancer (system) cookie	session
SC_ANALYTICS_GLOBAL_COOKIE	auto.bridgestone.eu	identifies repeat visits from a single user	10 years
SC_ANALYTICS_SESSION_COOKIE	auto.bridgestone.eu	identifies sequence of one user's HTTP requests	session
__atuvc	addthis.com	shows updated count if user shares a page	2 years
__atuvc	auto.bridgestone.eu	shows updated count if user shares a page	2 years
__utma	auto.bridgestone.eu	distinguishes users and sessions	2 years
__utmb	auto.bridgestone.eu	determines new sessions/visits	30 mins
__utmc	auto.bridgestone.eu	Not used in ga.js. Set for interoperability with urchin.js.	session
__utmz	auto.bridgestone.eu	stores the traffic source or campaign that	6 months
psr_lp	auto.bridgestone.eu	stores last viewed products	1 year
psr_lastsearch	auto.bridgestone.eu	stores user's last search parameters for prefill	2 weeks
sc_pview_shuser	auto.bridgestone.eu	Sitecore system cookie	session
uid	addthis.com	tracks user id and login time	2 years
uit	addthis.com	tracks user id and login time	1 day

Google Analytics:

[More information about Google Analytics Tracking cookies](#)