

**Effective Date:** June 2021

### WHAT ARE COOKIES?

Cookies are small data files that your browser places on your computer or device. Cookies allow a web server to transfer data to a computer or device for recordkeeping and other purposes. Cookies can help a website deliver a more user-friendly experience. The cookies themselves cannot collect any information stored on your computer or your files.

To learn more about cookies, please visit <http://www.allaboutcookies.org/>.

### HOW WE USE COOKIES

We use a range of cookies on [www.brandbank.com](http://www.brandbank.com) (the “**Website**”).

There are two kinds of cookies: “session” and “persistent.” Session cookies are temporary cookies that last only until you close the browser. Persistent cookies remain on your hard drive or device until you erase them or they expire. Both session and persistent cookies may be used in connection with the Website. These cookies are used for security purposes, to facilitate navigation, to display information more effectively and to better serve you with more tailored information. We may also use cookies to gather statistical information about the usage of the Website in order to continually improve the design and functionality, to understand how visitors use the Website and to assist us with resolving questions regarding the Website.

The cookies on this Website may be grouped into the following types:

**Essential cookies** are strictly necessary in order for the Website to perform basic functions. These cookies enable you to navigate around the Website and use the features that you have requested, such as accessing secure areas of the Website. Without these cookies, we cannot provide the services that allow this Website to operate.

**Performance cookies** collect anonymous information about how visitors use the Website. These cookies help us understand how visitors interact with the Website by providing information about the areas visited, the time spent on the Website, and any issues encountered, such as error messages. This information helps us improve the performance of the Website.

**Functionality cookies** improve your experience at the site. These cookies can, for example, remember information such as your user name, language, or location preference. These cookies may be used to provide services you have requested such as watching a video, commenting on a blog, or interacting with third party services like social media features. Remembering your choices helps the Website provide enhanced, more personal features.

### WHAT COOKIES DO WE USE

We have provided a breakdown of the cookies on the Nielsen Brandbank website below for your reference:

Address	Cookie Type	Cookie Name	Description	Where covered in Cookie Settings	Domain	Expiration Time
<a href="https://www.brandbank.com/">https://www.brandbank.com/</a>	HTTP	GEO_country_code	GEO IP	Other		1 Day
<a href="https://www.brandbank.com/">https://www.brandbank.com/</a>	HTTP	GEO_country_code_hash	GEO IP	Other		1 Day
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	CLID	CLID HTTP - Security scanner	Other	<a href="http://www.clarity.ms">www.clarity.ms</a>	365 Days
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	wooTracker	WooCommerce	Functional	.brandbank.com	730 Days
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	vuid	Vimeo - Statistics	Functional	.vimeo.com	730 Days
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	SRM_B	Unknown	Other	.c.bing.com	390 Days
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	wpml_browser_redirect_test	Unknown	Other	<a href="http://www.brandbank.com">www.brandbank.com</a>	End of Session
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	icl_visitor_lang_js	Unknown	Other	.www.brandbank.com	3 Days
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	oribi_user_guid	Orbi	Analytics	.brandbank.com	365 Days
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	oribi_session	Orbi	Analytics	.brandbank.com	2 Hours
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	SM	Microsoft Clarity	Analytics	.c.clarity.ms	End of Session
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	MUID	Microsoft Clarity	Analytics	.clarity.ms	390 Days
<a href="https://www.brandbank.com/th/">https://www.brandbank.com/th/</a>	On-Page	ANONCHK	Microsoft Clarity	Analytics	.c.clarity.ms	10 Minutes
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<a href="https://www.brandbank.com/retailer-specific-content/">https://www.brandbank.com/retailer-specific-content/</a>	On-Page	hjTLDTTest	Hotjar	Analytics	.brandbank.com	End of Session
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<a href="https://www.brandbank.com/us/product-page-enrichment/">https://www.brandbank.com/us/product-page-enrichment/</a>	On-Page	YSC	You Tube	Function	.youtube.com	End of Session
<a href="https://www.brandbank.com/us/product-page-enrichment/">https://www.brandbank.com/us/product-page-enrichment/</a>	On-Page	VISITOR_INFO1_LIVE	You Tube	Function	.youtube.com	180 Days
<a href="https://www.brandbank.com/hu/6-ok-amiert-erdemes-az-ecommerce-insights-szolgaltatast-az-uzletmenetebe-beepite-ni/">https://www.brandbank.com/hu/6-ok-amiert-erdemes-az-ecommerce-insights-szolgaltatast-az-uzletmenetebe-beepite-ni/</a>	On-Page	IDE	Double Click	Function	.doubleclick.net	390 Days
<a href="https://www.brandbank.com/amazonfresh-beats-uk-super-markets-price-least-17-average/">https://www.brandbank.com/amazonfresh-beats-uk-super-markets-price-least-17-average/</a>	On-Page	_cfuid	Cloudflare	Function	.www.profitero.com	End of Session

Necessary cookies are always enabled as the default, but you have the option to opt-in to all other types of cookies. You can change your preferences at any time.

## HOW TO CONTROL AND DELETE COOKIES

If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to decline the use of cookies. To learn more how to manage cookies, please visit <http://www.allaboutcookies.org/manage-cookies/>. Some features of the Website may not work properly if you decline the use of cookies.