

A. Cookies and Tracking Technologies. Molson Coors utilizes "cookies", "tags", "pixels", "clear gifs" and other similar tracking technologies on our Sites. A cookie is a text file that is placed on your computer or other mobile device when you access the Sites or the Internet. These technologies allow Molson Coors to collect information about your interaction with our Sites and advertisements. Examples of such information may include, but are not limited to: demographic information, browser type, IP address, pages viewed, activity conducted, and timing of your visit. You may at any time "opt out" of certain tracking mechanisms through your browser settings. However, disabling such features may prevent you from using certain features or taking full advantage of all of our offerings on Acrobat 7.0 our Site.

Different types of cookies are used for different purposes on our Sites, these are known as: strictly necessary cookies, performance cookies, and functionality cookies. Some cookies may be provided by an external third party to provide additional functionality to our Site and these are included below.

Strictly necessary cookies

These are cookies that are essential to fulfil an action requested by you, such as identifying you as being logged in. If you prevent these cookies by adjusting your browser settings we cannot guarantee how our Sites will perform during your visit.

Performance cookies

These are cookies used to improve our Sites, for example for analytics that let us see how our Site is being used and where to make improvements. These cookies are used to collect Information about how visitors use our Sites. The Information is collected in an anonymous form and includes the number of visitors, where visitors have come from to the Sites and the pages they visited.

Functionality cookies

These cookies enhance the performance and functionality of our Sites, often as a result of something you're doing as a user. For instance, we may personalize our content for you or remember your preferences.

Molson Coors, our trusted service vendors/providers, and permitted third parties may also advertise our products on third-party websites. Third-party websites may also use cookies or other tracking devices. Molson Coors, our trusted service vendors/providers, and permitted third parties do not have control over the tracking technologies utilized by third-party websites. As such, you should carefully review the privacy policies of those third-party sites to understand their tracking activities, if any.

B. Do Not Track Requests. We will automatically collect cookies and other information when you visit the Site. Due to this automatic collection, we do not currently honor browser based "do not track" requests. We currently participate in third party ad networks and use third party cookies as discussed above to track your visits across websites.

*For information on how to opt-out of the collection of information by other tracking devices please refer to the "Choice/Opt-Out" section here (**Privacy Policy article 13**).*

C. Disabling Cookies on Your Browser. You may refuse or delete cookies on our Sites. Please refer to your browser Help instructions to learn more about cookies and other tracking devices and how to manage their use. If you choose to refuse or delete cookies, some of the functionality of our Sites may be impaired. If you use another computer or change browsers you will need to repeat the process of refusing or deleting cookies. For more information about cookies including how to set your internet browser to reject cookies please go to www.allaboutcookies.org.

D. Ad Tracking. Certain devices may allow you to Limit Ad Tracking. Please refer to the settings on your computer or device for information on how to disable Ad Tracking.