

## **Privacy Policy**

This website is owned and controlled by Mondelēz International, Inc. We understand that many visitors of our website are cautious about providing personal information and are interested in how we use it. To overcome such concerns, we have developed a Privacy Policy and may update it. Therefore, please review our Privacy Policy from time to time.

### **Information we collect**

On our website, we collect both personal and general information.

Personal information concerns an individual consumer - for example, name, address, phone, e-mail, credit card number, and so on. We receive such data only from persons who provide it knowingly and voluntarily. For example, when registering on our website, or providing a name and address with a request for additional information from us. We do not require registration or provision of such information in order to view our website and access its content.

General information concerns aspects such as the number of visitors to the website, visited pages, downloaded information, type of used browser and operating system, name of the Internet service provider (for example, America Online) and others. When you visit our website, we automatically receive this information and summarize it with similar data about other visitors. When collecting such information, we analyze how best to adapt our website to the needs of visitors.

### **Way of information collection**

Personal information, as we noted above, comes directly from you, and with confirmation. So, when you register on the website, we receive the information provided by you. When you register for a promotion, we collect the information necessary for your participation in order to fulfill our obligations to you. When you send us an email, we save the email address you provided to be able to respond.

We also constantly collect general information when you visit our website. The process of collecting such information takes place using cookies or web beacons technologies (also called single-pixel gifs), as explained below.

### **Cookies**

Like many other companies, we use cookies technology on our website and beyond. Cookies are pieces of information that a website transfers to a consumer's hard drive to store information. This technology expands the ability to use the Internet, keeping your priorities when viewing a particular website. Cookies technology does not contain personal information and cannot in any way configure your system or read information from your hard drive.

While browsing our website, we may place cookies on your computer. Such temporary cookies are used to count the number of visits of our website. They are deleted when you exit the browser. Persistent cookies may be stored on your computer by your browser. During registration, this type of cookies informs: Is this your first time visiting us or visiting our website before? Cookies do not receive personal information about you, do not transmit your contact information to us, and do not receive any information from your computer. We use cookies to determine the characteristics of the website and the recipes that you like the most in order to provide you with more information that you are interested in.

The "help" icon on the panel of most browsers will inform you how to prevent the browser from accepting new cookies, how to receive messages from the browser that you have received new cookies, or how to disable cookies. Remember that cookies allow you to fully use all the features of the Mondelēz InternationalFoods website, and we recommend you to leave it enabled.

## **Web Beacons**

Web beacons is an Internet tool that helps us determine, for example, whether you have viewed a page. When you ask us for information about a promotion or a newsletter, we can use web beacons to determine how many emails we have sent have been reviewed. In general, any electronic image that is part of a web page, including banners, can be a web beacon.

Third-party advertising networks serving advertisements on Mondelēz InternationalFoods websites may use cookies and/or web beacons technologies in advertising. Mondelēz InternationalFoods cannot control cookies and/or web beacons of such third parties, and does not have access to any information that they may collect for a third party. To learn more about third-party advertising networks and their privacy policies, visit <http://www.networkadvertising.org/>. Mondelēz International may also use cookies and/or web beacons when it places ads on other companies' websites. Any information we collect is subject to this Policy.

## **Contests and lotteries**

Our website sometimes posts messages about our promotions, and sometimes we may allow you to register online. In such cases, we will use the information you provide to carry out the promotion (for example, to inform you if you win). Some time after the end of the promotion, personal information is deleted from our database if you have not consented to its storage and use to obtain further information from us.

## **Questionnaires and surveys**

Sometimes we may ask visitors to fill out questionnaires and surveys to explore relationships and interests. Surveys help us understand your needs. If the sample answers are posted on our website, they do not contain personal information. If you participate in one of our surveys, you can be sure that we will not leave any personal information about you in our databases based on the results of such a survey.

## **Use of your personal information**

If during registration you have agreed to receive additional information from us or have expressed a desire to be included in our list of recipients, we may from time to time send you messages - for example, marketing or promotional materials; respond to your comments or requests for information; if necessary, contact you during the processing of a request for a product or service which you made using our website.

In the e-mail part of our website, we ask you to provide personal information, such as your name and phone number. We use it only when it is necessary to contact you directly, because attempts to contact you by email have failed. Unless you have given your consent to something else, we do not use your e-mail for any purpose other than responding to the message sent.

We also use your personal information to improve our marketing and promotional campaigns, statistical analysis of the website use, as well as to improve our characteristics and content. Your personal information may be used to customize the content according to your interests, as far as we can understand them from the information provided and your activities on the website. Such adapted content may contain recipes, banners, product information and promotions. We do not

collect personal information automatically, but we can summarise non-personal information collected automatically (via cookies) with previously received personal information.

Mondelēz International collects personal information primarily to provide you with a familiar, effective and comfortable use of the website and interactive advertising banners.

### **Third parties providing services to Mondelēz International**

In the process of work, we turn to other companies and individuals who perform many functions on our behalf. For example, we order the administration of promotional campaigns, data analysis, order fulfillment and customer support from certain agencies. These agencies may have access to personal information if it is necessary to perform their functions for Mondelēz International Foods, however, they are prohibited from using it for other purposes, and we require them to keep confidentiality.

### **Information disclosure and transfer**

We do not sell, transfer or disclose personal information that we receive on our website to third parties without your prior consent. There are only two exceptions to this rule:

1. We will disclose information in case of prevention of a crime or damage to us or third parties;
2. We will disclose information to third parties who provide us with support and services as described above.

It may happen that we provide general information about our visitors (for example, the percentage of female and male visitors to the website) to advertising agencies, business partners, sponsors and other third parties in order to customize or expand the content and advertising on our website for our consumers. We may also collect data from web registration files (such as your browser, operating system, visited pages, etc.) in order to understand how visitors travel the website, and which sides of it are the most popular.

### **Links to other websites**

Mondelēz International does its best to make every link on our website useful for you. However, websites and addresses change frequently, and Mondelēz International cannot guarantee the quality of each website to which we provide links. Also, different websites have different privacy policies. You should always review the privacy policy of each website you visit to understand your rights.

### **Selection and control**

You have full control over the personal information you provide to us on our website. For example, you can always change your decision to receive additional information from us by simply sending an email to the Online Team at the address below, or by changing the information in the Your Profile section of the website. Or, if you want, you can cancel the registration, and we will quickly delete your personal information from our database. Send an email to the Online team at the address below if you want to do this.

### **Important information for children**

Before giving your name, address, e-mail or any other personal information to someone on the Internet, ask for parental consent.

### **Privacy policy for children**

We can let the child send us an email. We will respond to such an email, but we will not save the name, email address or email in our database. We do not store such information and do not share it with third parties (those who provide us with support services, as mentioned above).

According to the requirements of local legislation, websites aimed at children under the age of 13 are prohibited from encouraging the participation of a child, provided that more personal information is provided than is reasonably necessary in order to participate in certain types of activities. We adhere to this requirement.

After proper identification, each parent can review any personal information we have received from her/his child if it is stored in our database. They may also request the deletion of such information from our database and prohibit further receipt or use of information about their child. If you are parents and want to exercise this right, please contact the Online Team as indicated below.

**Updates to this warning**

We may change or update parts of this Policy at any time, without prior notice. Please review the warnings from time to time to be aware of any changes and updates. We will mark the effective date on the first page of the warning.