

COOKIES POLICY

1. Purpose of this Cookies Policy

This Cookies Policy (“Policy”) applies to this website and aims to inform you about our use of cookies on this website. This Policy helps us to provide you with a good experience when you browse our website and also allows us to improve our website. This Policy provides you with clear and comprehensive information about the cookies we use and the purposes for using them.

This Policy does not however govern the use of the website, nor the privacy terms on this website. To learn more about our terms of use, please consult [Terms of Use](#); for more information about how we process your personal data on this website, please click on [Privacy Statement](#).

2. What are cookies?

Cookies are a small text files that are placed on the browser or hard drive of your computer (or similar device) by websites that you visit. Cookies are typically used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the particular website.

3. What cookies do we use and why?

Our website uses cookies to distinguish you from other users of our website. Cookies are used to ensure that we give you the best experience on our website, and allow us to improve our website.

We use the following types of cookies:

Performance cookies - These cookies allow us to recognise and count the number of visitors and to see how visitors move around on our website when they are using it. These cookies help us to improve the way the website works, for example, by ensuring that users are finding what they are looking for easily. These cookies provide statistics on how our website is used, help us improve the website by measuring any errors that occur, etc.

Third-party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website this would be a third-party cookie (e.g. Google Analytics).

Whether a cookie is considered as a 'persistent' or 'session' cookie refers to the duration of the cookie. A persistent cookie remains on a user's device for the period of

time specified in that cookie, and is activated each time that said user visits the website that created the concerned cookie. A session cookie allows linking the actions of a user during a browser session. A session starts when a user opens a browser window and ends when the browser window is closed. Once the browser is closed, all session cookies are deleted.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

THIRD PARTY COOKIES			
Cookie category	Cookie name	Typology	Purpose
Performance cookie	GOOGLE ANALYTICS type “_eg” and “_gat” “_gali”	Persistent with duration of minutes	These cookies are used to collect information about how visitors use our website. We use the information to assess how our website is performing and to help us improve the site. The cookies collect information including the number of visitors to the site, where visitors have come to the site from and the page they visited without collecting any personal information. Read on overview of privacy on the website of Google .
Performance cookie	_mkto_trk	Persistent with duration of 2 years	This cookie is used to track engagement of the recipients of our emailing campaigns.
Performance cookie	PRUM_EPISODES	Session – one year	This cookie is used by PingDom - a 3rd party service providing performance

			monitoring services websites.
Performance cookie	Add This	Session and persistent-one year up to two years	<p>These cookies are used to collect information about how visitors use our social share feature. We use the information to assess how our social share feature is performing and to help us improve the site. The cookies collect information including IP or MAID IDs and user behaviour related to social share.</p> <p>Read on overview of privacy on the website of Add This.</p>

4. How to manage cookies?

You block cookies by activating the setting on your browser or in the alternative a specific banner will appear and allow you to refuse or accept the setting of all or some cookies. These settings are usually found directly on the website or in the 'options' or 'preferences' menu of your internet browser. However, if you use the cookies management option on the website or your browser settings to block all cookies (including strictly necessary cookies) you may not be able to access all or parts of the website.

Once you have given us your consent to the use of cookies, we will store a cookie on your computer or device to remember this for next time. If you wish to withdraw your consent at any time, you will need to delete your cookies using the cookie management option on the website or your internet browser settings by clicking the option of opting out from cookies available on the website.

For more details on how to manage cookies, the following links may be helpful:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

More information on the use of cookies can be found on the website www.allaboutcookies.org, or you may always contact us in this regard by sending us an e-mail to DL-WBA-Office@zoetis.com.

5. Update

We reserve the right to modify this Policy from time to time. It is your responsibility to regularly verify whether you have read and consented to the latest version of this Policy.

This Policy was last updated on May 2018.