



COOKIE POLICY

1 Introduction

1.1 The Cookies Policy ("**Policy**") applies to this website ("**Website**") and to any website, branded pages on third party platforms (such as Facebook or YouTube) and applications accessed or used through such websites or third party platforms ("**Red Bull Sites**"), which are operated by or on behalf of Red Bull GmbH, its subsidiaries and/or affiliated companies (hereinafter "**Red Bull**", "**we**". "**us**", "**our**"). This Policy sets out how we collect and process information about you on Red Bull Sites through the use of cookies, pixel tags, web beacons, unique identifiers and similar technologies and we use the term "cookies" in this Policy to refer to all of these collectively.

1.2 This Policy also applies to our mobile applications and games ("**Apps**"). For details on the specific IDs used on our Apps, see section 8 of this Policy.

2 What is a cookie?

2.1 A cookie is a small text file or a piece of information that may be stored on your computer or mobile device that a website can send to your browser, which may then be stored on your computer as a tag that distinguishes your computer but does not name you. Almost every website uses cookie technology.

2.2 We collect information automatically through the use of cookies. Cookies may be set by us, or they may be set by third parties (as described below). You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies; however, if you do this, some of our Website may not work properly.

2.3 Cookies serve a number of purposes such as letting you navigate between webpages efficiently, remembering your preferences, and generally improving the user experience. Cookies may tell us, for example, whether you have visited our Website before or whether you are a new visitor. They can also help to ensure that adverts you see online are more relevant to you and your interests. This functionality makes cookies extremely useful to improve your user experience when you return to a website you have already visited.

3 How long do cookies last for?

3.1 Cookies can remain on your computer or mobile device for different periods of time. Some cookies are 'session cookies'. These cookies exist only while your browser is open and are deleted automatically once you close your browser. Other cookies are 'persistent cookies'. These cookies survive after your browser is closed until a defined expiration date. They can be used by websites to recognise your computer when you open your browser and browse the Internet again.

4 What other technologies are used to track my Red Bull Site visits?

4.1 We may also use other tracking technologies, such as pixel tags and web beacons, to better tailor Red Bull Sites in order to provide a better service. These technologies usually work in conjunction with cookies.

4.2 Web beacons are small graphic images that may be included on our Website. Web beacons allow us optimise our products and services and provide us and third-party partners with analytics information, such as how many visitors our Website receives. We may also use web beacons in our email correspondence to determine whether you open them or take any further action.

4.3 We also work with our advertising partners to place cookies on their websites. We do this to help us develop statistics on how

often clicking on a Red Bull advertisement on a Red Bull or advertiser website results in a purchase or other interaction on the advertiser's website.

4.4 To disable cookies used on Red Bull Sites, and therefore any other tracking technologies that work in conjunction with these cookies, please follow the instructions below. Please note, you will need to disable cookies on each device and each browser you use when visiting Red Bull Sites.

5 What types of cookies do we use?

5.1 There are two broad categories of cookies.

5.2 Cookies that are essential for the operation of Red Bull Sites, also known as Strictly Necessary Cookies, enable features without which you would not be able to use Red Bull Sites as intended. Your consent is not required for the use of Strictly Necessary Cookies, which is why Strictly Necessary Cookies cannot be disabled using the features of or the links on Red Bull Sites. However, you have the option to completely disable cookies in your browser at any time.

5.3 The other category of cookies is cookies which, in strictly legal terms, are not essential to use Red Bull Sites. Nevertheless, these cookies do still fulfil important functions. You may disable any of these cookies via your browser settings or by using the links provided in the list below. However, if you do so, various functions of the Red Bull Sites may be unavailable to you or may not work the way you want them to.

5.4 The specific types of cookies served through Red Bull Sites are described below:

Strictly Necessary Cookies.

These cookies are necessary to provide you with services available through Red Bull Sites and to use some of its features, such as access to secure areas. Without these cookies, services you have asked for, like shopping baskets and secure customer account pages, would not be possible.

Who serves them and how could I block the cookies?

Red Bull – Not applicable.

Advertising Cookies.

These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same advertisements from continuously reappearing, ensuring that ads are properly displayed, and in some cases selecting advertisements that are based on your interests.

Who serves them and how could I block the cookies?

- Adtech (a division of AOL platforms) – <http://privacy.aol.co.uk/cookie-information>
- AddThis – <http://www.addthis.com/privacy/opt-out>
- Google AdWords – <http://www.google.com/settings/ads>
- DoubleClick – <http://www.google.com/settings/ads>
- Quantcast Measure – <https://www.quantcast.com/opt-out/>
- Google Adsense – <http://www.google.com/settings/ads>
- Google AJAX Search API – <http://www.google.com/settings/ads>
- Soundcloud – <https://soundcloud.com/pages/privacy>
- Criteo – <http://www.criteo.com/privacy/>
- Twyn – <http://et.twyn.com/html/datasafe.html>
- Plista – <https://www.plista.com/de/optout>
- Outbrain – <http://www.outbrain.com/legal/privacy-713/#Four>
- Twitter Advertising – You may disable tailored advertisements via your Twitter settings by visiting the "Promoted content" and "Personalization" sections.

- Addition – <http://www.adition.com/en/contact/privacy/>
- Google Dynamic Remarketing – <http://www.google.com/settings/ads>
- Meetrics – <http://www.meetrics.com/en/dataprivacy/>
- Smart AdServer – <http://smartadserver.com/privacypolicy>
- AdverServe -
http://www.adverserve.com/fileadmin/adverserve/dokumente_download/datenschutzerklaerung_adverserve_29.8_RV_englisch.pdf
- Sizmek – <http://www.sizmek.com/about-us/privacy>
- Google Ad Exchange and Certified External Vendors (see full list [here](#))
- Adform – <https://site.adform.com/privacy-center/platform-privacy/opt-out/>

Analytics Cookies.

These cookies collect information that is used, either in aggregate form to help us understand how Red Bull Sites are being used or how effective our marketing campaigns are, or to help us customize Red Bull Sites for you. This information will also be used for the purpose of evaluating your use of Red Bull Sites, compiling reports on Red Bull Site activity for Red Bull Site operators and providing them other services relating to Red Bull Site activity and internet usage.

Who serves them and how could I block the cookies?

- Google Analytics – You may disable any of these cookies via your browser settings or by downloading a browser add-in: <https://tools.google.com/dlpage/gaoptout?hl=de> If you do so, various functions of the Red Bull Sites may be unavailable to you or may not work the way you want them to.
- Facebook Pixel – You may disable any of these cookies or similar technologies via your browser settings. If you do so, various functions of the Red Bull Sites may be unavailable to you or may not work the way you want them to.
- DoubleClick Floodlight Counter Tag – www.google.com/settings/ads
- Crazy Egg – www.crazyegg.com/opt-out
- Brightcove (Metrics) – <https://www.brightcove.com/en/privacy/>
- New Relic – <http://newrelic.com/privacy>
- KissInsights – <https://www.kissmetrics.com/privacy/#controls>
- TURN – <http://www.turn.com/trust/consumer-opt-out>
- Telaria (Brightcove Video Cloud partner) – <https://telaria.com/privacy-policy/>
- Outbrain – <http://www.outbrain.com/legal/privacy-713/#Four>
- OEWA (www.oewa.at) – <http://www.optout-at.iocnt.net/>
- AGOF – <https://optout.ioam.de/>
- INFOnline – <https://optout.ioam.de/>
- Mixpanel – <https://mixpanel.com/optout/>
- Mouseflow – <https://mouseflow.com/opt-out/>
- User Voice – <https://www.uservoice.com/privacy/>
- GfK – <http://www.gfk.com/Pages/Privacy.aspx>
- Hybris Profile – <https://profile.yaas.io/#!/opt-out/http740501512/>
- Salesforce DMP: <http://www.krux.com/privacy/consumer-choice/>
- Red Tech: <https://optout.redtech.redbull.com/>

Social Media Cookies.

On some pages of Red Bull Sites, third parties that provide applications through Red Bull Sites may set their own cookies in order to track the success of their applications or customize applications for you. For example, when you share an article using a social media sharing button on a Red Bull Site (e.g., Facebook, Twitter, or Google Plus), the social network that has created the button will record that you have done this. Because of how cookies work, we cannot access these cookies, nor can the third parties access the data in cookies used by us. Some pages of Red Bull Sites may also contain embedded content, such as video content from YouTube, and these sites may set their own cookies.

Who serves them and how could I block the cookies?

- Facebook Connect + Social Plug-ins – If you want to prevent this, you must first log out of your Facebook account before activating the Facebook plug-in and then delete all Facebook cookies after visiting Websites with Facebook plug-ins.
- Twitter – Log out of your Twitter account before activating the Twitter plug-ins and then delete all Twitter cookies after visiting Websites with Twitter plug-ins.
- Google+ – Log out of your Google+ or Google account before visiting our Website.
- Pinterest – <https://help.pinterest.com/en/articles/personalization-and-data-other-websites>
- Reddit – <http://www.reddit.com/help/privacypolicy>
- Soundcloud – <https://soundcloud.com/pages/privacy>
- WhatsApp – <http://www.whatsapp.com/legal/#Privacy>
- AddThis – <http://www.addthis.com/privacy/opt-out>

Beacons and Widgets.

Web beacons operate in a similar way to cookies and are placed on websites or in an email in order to monitor the behaviour of the user visiting the website or sending the email. Who serves them and how could I block the cookies?

- Errorception – <https://errorception.com/docs/privacy>
- Google Tag Manager – <http://www.google.com/settings/ads>

6 How else do we use cookies?

6.1 For further details about how we use information collected by cookies, please see our [Privacy Policy](#).

7 How to control or delete cookies

7.1 You can control cookies served through Red Bull Sites using any of the following means:

7.1.1 Cookie opt-out links. You may reject cookies served through Red Bull Sites by following the opt-out links provided in the table above.

7.1.2 Industry opt-out sites. You can also refuse cookies served for advertising purposes by many of our third party advertising partners by visiting either: <http://www.aboutads.info/choices/> or <http://www.networkadvertising.org/choices/>.

7.1.3 Browser settings. While most web browsers accept cookies by default, you can change your browser's settings to reject and/or to remove cookies. As the precise means by which you may do this will vary from browser to browser, please visit your browser's help menu for more information.

7.1.4 Since your cookie opt-out preferences are also stored in a cookie in your website browser on a specific device please also note that if you delete all cookies, use a different browser, or buy a new computer, you will need to renew your opt-out choices. Opt-out must be done on a browser-by-browser basis and a device-by-device basis as cookies disabled on one device or browser will not be disabled on another device or browser.

7.2 Please also note that if you choose to reject or remove cookies, doing so may prevent certain features or services of Red Bull Sites from working properly and therefore affect your experience while on Red Bull Sites. Areas of Red Bull Sites that can potentially incorporate content from third parties, and which therefore place third-party cookies, will not be available to you. If that is the case you will be informed accordingly.

8 Unique Identifiers (IDs) used in our Apps

8.1 We collect information automatically through the use of IDs. An ID is a specific string of numbers and letters (a "character string") which is assigned to your device, but does not name you. The ID allows us and our selected third parties to track your behaviour when you use the App. Almost every App uses ID technology. IDs serve a number of purposes such as remembering your preferences, and generally improving your user experience.

8.2 IDs may tell us, for example, whether you have used our Apps before or whether you are a new user. They can also help to ensure that adverts you see through the Apps are more relevant to you and your interests. This functionality makes IDs extremely useful to improve your user experience.

What types of IDs do we use?

8.3 We use different categories of IDs (such as Adverting IDs and Analytics IDs) which fulfil important functions within the App. You may disable these IDs via your mobile device settings or by using the links provided in the list below, however, there are two broad categories of IDs. IDs that are essential for the operation of Apps, also known as Strictly Necessary IDs, enable features without which you would not be able to use Apps as intended. Your consent is not required for the use of Strictly Necessary IDs, which is why Strictly Necessary IDs cannot be disabled using the features of or the links on App. However, you have the option to completely disable IDs in your device at any time. The other category of IDs are IDs which, in strictly legal terms, are not essential to use the Apps. Nevertheless, these IDs do still fulfil important functions. You may disable any of these IDs via your mobile device settings or by using the links provided in the list below. However, if you do so this may prevent certain features or services of the Apps from working properly and therefore affect your experience whilst using the Apps. The list below shows the full range of IDs we may use with our Apps, however most of our Apps will not use all of these IDs. Whether or not an ID is used in each App will be based on developer preferences.

8.4 The specific types of IDs and other technologies that may be served through the Apps are described below:

Type of ID	Who serves them	Click on the following links to block the IDs
Strictly Necessary IDs		
These IDs are necessary to provide you with services available through Apps and to use some of its features, such as access to secure areas. Without these IDs, services you have asked for, like a personalised App function, would not be possible.	Red Bull	Not applicable.
Advertising IDs.		
These IDs are used to make advertising messages more relevant to you. They perform functions like preventing the same advertisements from continuously reappearing, ensuring that ads are properly displayed, and in some cases selecting advertisements that are based on your interests.	Vungle	http://vungle.com/privacy/
	Double Click for Publishers	http://www.google.com/policies/technologies/ads/
	Upsight	http://www.upsight.com/pricing/privacy-policy/
	Unity Ads	http://unity3d.com/legal/privacy-policy
	Fyber	https://www.fyber.com/privacypolicy-en.html
	MediaBrix	https://mediabrix.com/ad-services-privacy-policy/
	AppLovin	https://www.applovin.com/privacy
	InMobi	http://www.inmobi.com/privacy-policy/
	Facebook Exchange	https://www.facebook.com/business/a/online-sales/facebook-exchange
	Bidswitch	http://www.bidswitch.com/

Analytics IDs.		
<p>These IDs collect information that is used, either in aggregate form to help us understand how the Apps are being used or how effective our marketing campaigns are, or, to help us customize the Apps for you. This information will not be stored on your device. It will also be used for the purpose of evaluating your use of the Apps, compiling reports on Apps activity for Red Bull App operators and providing them other services relating to App activity and usage.</p>	Flurry	http://www.flurry.com/legal-privacy/terms-service/flurry-analytics-terms-service
	AppsFlyer	https://www.appsflyer.com/optout
	AppsFigures	https://appfigures.com/privacy
	Urbanairship	http://urbanairship.com/legal/privacy-policy
	Webtrekk	http://www.webtrekk.com/en/index/dataprivacy.html
	Google Analytics	http://support.google.com/analytics/answer/6004245?hl=en
	Localytics	http://www.localytics.com/privacy-policy/
	Upsight	http://www.upsight.com/pricing/privacy-policy/
	Crashlytics	https://try.crashlytics.com/terms/
	Leanplum	https://www.leanplum.com/privacy
	Braze	https://www.braze.com/privacy/
Social Media Plug-ins.		
<p>On some parts of the Apps, third parties that provide applications through our Apps may insert their own technology ("plug-ins") in order to track the success of their applications or customize applications for you. For example, when you share a game score using a social media sharing button on an App (e.g., Facebook, Twitter, or Google Plus), the social network that has created the button will record that you have done this. Because of how these plug-ins work, we cannot access this technology, nor can the third parties access the data in the IDs used by us. Some parts of our Apps may also contain embedded content, such as video content from YouTube, and these sites may set their own IDs or plug-ins.</p>	Facebook	<p>If you want to prevent this, you must first log out of your Facebook account before activating the Facebook plug-in, or alternatively disable all Facebook settings on your device when using the App.</p> <p>https://www.facebook.com/policy.php</p>
	Twitter	<p>Log out of your Twitter account before activating the Twitter plug-ins, or alternatively and then disable all Twitter settings on your device when using the App.</p> <p>http://twitter.com/privacy</p>
	Google+	<p>Do not log in to the App using your Google+ or Google account.</p> <p>http://www.google.com/intl/policies/policies/privacy/</p>

8.5 You can also refuse advertising IDs in the settings of your respective operating system. If you need assistance with this, please email us at privacy@redbull.com. Since your ID and plug-in opt-out preferences can be stored on your device, please also note that if you use a different device, you will need to renew your opt-out choices.

9 Changes to the Policy

9.1 This Policy was last updated on **May 23, 2018**. A notice will be posted for 30 days whenever this Policy is changed in a material way. By continuing to use our Website or App, you confirm your acceptance of the relevant changes.