Cookies Policy

Mobox a brand service from Bridgestone Mobility Solutions BV (BMS) uses cookies to continuously improve its website visitors' experience. First of all, cookies can directly enhance such experience, e.g. by remembering the choice of language or other specific settings. In addition, certain cookies provide BMS with statistical information about the use of its website, thus indirectly allowing it to better meet visitor preferences by adapting accordingly. Finally, cookies may allow you to use certain additional features, e.g. 'like' something on Facebook, 'tweet" something via Twitter, etc.

What exactly are cookies?

Cookies are small text files that your browser installs on your computer and that enable the Website to recognize you upon your visit. It consists of a unique number and can hence distinguish you from other visitors, but does not contain any personal details. This means that BMS cannot identify you personally on the basis of such cookies, nor identify you when you visit third-party websites.

Thanks to cookies, BMS can for example make sure that the information appearing on your screen during your next visit to its website is tuned in to your preferences. With the help of cookies, BMS can also identify the most popular sections of its website, since they allow BMS to know which pages are visited and how much time visitors spend browsing the same. On the basis of these aggregated data, BMS can adjust its website to better reflect visitor preferences and offer a more customer-oriented experience. Finally, cookies may facilitate certain third-party applications such as social media network connections.

What types of cookies do we use?

We use two types of cookies on our websites - "session cookies" and "persistent cookies". Session cookies are temporary and remain on your computer only as long as you browse the webpage. Persistent cookies remain on your device also after your browsing session is over.

We use session cookies to:

- help us maintain security and verify your details whilst you use the website as you navigate from page to page, which enables you to avoid having to re-enter your details each time you enter a new page.

We use persistent cookies to:

- help us recognize you as a unique user when you return to our website so that you do not have to input your details multiple times as you move between our pages or services.

- remember how you have customized your use of the website, such as your preferred language.

- collect and compile anonymous, aggregated information for statistical and evaluation purposes to help us understand how users use the website and help us improve the structure of our website.

For the functional division of the cookies we use please see the chart below.

Type of Cookie	What are they for?	How do they affect your privacy?
Necessary	These cookies are necessary for the website to function properly. They make it possible to navigate on our websites and use its features. For example, this type of cookies makes it possible for the website to remember previous actions when navigating back to a page in the same session.	These cookies do not identify you.. The information is collected and processed anonymously. If you do not accept these cookies, it may affect the performance of the website, or parts of it.
Performance	These cookies help us to improve the performance of the websites. They collect information about how visitors use the Website, i.e. which pages they visit most often and if they get error messages…	These cookies do not identify you. The information is collected and processed anonymously.
Functionality	These cookies register choices made by you (such as user name, language or the region the user is in). These cookies can also be used to remember	The information these cookies collect may include personally identifiable information that you have disclosed, such as your username or profile picture. We

the changes you make, e.g. to text size, fonts and to other parts of the Website that can be customized. Data compiled by cookies may be used by us to track the behavior of users and

to make content available).

shall always be transparent with you about what information we collect, what we do with it and with whom we share it.

If you do not accept these cookies, it may restrict access to some functions on the website.

For detailed list of cookies used on our websites and their functions please see the "Cookie Summary" below.

How we obtain your informed consent

Upon entering BMS's website for the first time, you will be prompted to allow or refuse the use of cookies and you will be shown a link to this cookies policy for further information. The notification banner will no longer appear on your screen on future visits to the website, but the option to remove cookies or withdraw your consent to use cookies altogether will remain open to you via the settings of your internet browser (see below under 'objection').

Objection

You can change your browser settings to delete or prevent cookies from being stored on your computer or mobile device without your explicit consent. The 'help' section in your browser should provide information on how to manage your cookie settings. Find out how this works for your browser here:

Internet Explorer: http://support.microsoft.com/gp/cookies/en

Mozilla Firefox: http://support.mozilla.com/en-US/kb/Cookies

Google Chrome: http://www.google.com/support/chrome/bin/answer.py?hl=en&answer=95647

Safari: http://support.apple.com/kb/PH5042

Opera: http://www.opera.com/browser/tutorials/security/privacy/

Adobe (plug-in for flash cookies): http://www.adobe.com/security/flashplayer/articles/lso/

If you do not want that we collect your data with Google Analytics, you can install the Google Analytics opt-out browser add-on. This prohibits the Google Analytics JavaScript running on our website to send information about you to Google Analytics. To opt-out of Analytics for the web, visit

the Google Analytics opt-out page and install the add-on for your browser. For more details on installing and uninstalling the add-on, please see the relevant help resources for your specific browser.

You may also withdraw your consent by sending an email to contact@mymobox.eu in this regard.

Note, however that disabling cookies may sometimes prevent you from having an optimal use of the website – please see above under "What cookies do we use" section. BMS doesn't exchange cookies with websites of third parties or external supplier of data, with the exception of third parties working directly with BMS to provide website services.

For more information on the protection of your personal data, please see our privacy policy.

What data are gathered for which purposes ?

When you visit the website, BMS can automatically collect the following technical information (which cannot identify you) : your operating system and browser type, the domain name of another website that you used to get access to the website, the time and duration of your visit, which pages you have visited, your age, gender and interests etc.

These data will strictly be used for internal purposes, namely in order for BMS to study overall demographic data, behavior and interests. It will allow BMS to better tailor the website and its applications to the various needs and wishes of its visitors for it can thus better :

- estimate its audience size and usage pattern;

- store information about preferences and individual interests;

- speed up searches; and
- recognize you (anonymously) when you return to our site.

It is important to stress that, aside from remembering your settings on its website, BMS uses the gathered data exclusively for web statistics in Google Analytics, which means that the data is only used in an aggregated manner and strictly for internal purposes. BMS does not collect any personal information about its visitors and cannot identify you personally based on the gathered data.

What if this Privacy Policy changes?

BMS may update this policy at any time. If we do this, it will be highlighted on our website and/or brand pages, so that you are aware of the need to check it again.

Cookie Summary

Name	Type	Domain	Content and purpose	Valid
ASP.NET_SessionId	ASP.NET	www.mymobox.eu	Identifies the user session	Session
BIGipServerpool_auto.bridgestone.eu	LOAD BALANCING	www.mymobox.eu	load balancer (system) cookie	Session
CookieAccepted	Custom Cookie	www.mymobox.eu	Saves user's selection whether cookies are accepted	1 year
SC_ANALYTICS_GLOBAL_COOKIE	Sitecore	www.mymobox.eu	identifies repeat visits from a single user	10 years
SC_ANALYTICS_SESSION_COOKIE	Sitecore	www.mymobox.eu	identifies sequence of one user's HTTP requests	session
__atuvc	Google Analytics	www.mymobox.eu	(GA) Shows updated count if user shares a page	2 years
__utma	Google Analytics	www.mymobox.eu	(GA) distinguishes users and sessions	2 years
__utmz	Google Analytics	www.mymobox.eu	(GA) Stores the traffic source or campaign	6 months
_ga	Google Analytics	www.mymobox.eu	(GA) Used to distinguish users	2 years
_gat	Google Analytics	www.mymobox.eu	(GA) Used to throttle request rate	10 minutes
di2	AddThis.com	.addthis.com	Maintenance cookies that help manage expiration for other cookies	2 years
dt	AddThis.com	.addthis.com	Maintenance cookies that help manage expiration for other cookies	9 weeks

loc	AddThis.com	.addthis.com	Geolocation, used to help publishers know approximately where people sharing information are located. (State level)	2 years
mc.lp	Custom Cookie	www.mymobox.eu	stores last viewed products	1 year
sc_pview_shuser	Sitecore	www.mymobox.eu	Sitecore system cookie	session
ssc	AddThis.com	.addthis.com	These cookies are used in recording user sharing and social activity	2 years
ssh	AddThis.com	.addthis.com	Used for optimizing sharing settings for the user	2 years
sshs	AddThis.com	.addthis.com	Used for optimizing sharing settings for the user	2 years

uid	AddThis.com	.addthis.com	tracks user id and login time	2 years
uit	AddThis.com	.addthis.com	tracks user id and login time	1 day
bs_conversiontracking	Custom Cookie	www.mymobox.eu	Used for conversion tracking with Google Tag Manager	Session
psr_lastsearch	Custom Cookie	www.mymobox.eu	Stores user's last search parameters for prefill	2 weeks
psr.lp	Custom Cookie	www.mymobox.eu	stores last viewed products	2 weeks
psr_langsel	Custom Cookie	www.mymobox.eu	Stores language selection	Session

PSRUsageAccepted	Custom Cookie	www.mymobox.eu	Saves user's selection whether cookies are accepted	1 year
chp_langsel	Custom Cookie	www.mymobox.eu	Stores language selection	Session
dl_search_filter	Custom Cookie	www.mymobox.eu	Stores dealer locator search values	Session
dl_search_latitude	Custom Cookie	www.mymobox.eu	Stores dealer locator last searched location latitude	Session
dl_search_longitude	Custom Cookie	www.mymobox.eu	Stores dealer locator last searched location longitude	Session
dl_search_selectedDealer	Custom Cookie	www.mymobox.eu	Stores dealer locator last selected dealer	Session
dl_search_placeholder	Custom Cookie	www.mymobox.eu	Stores dealer locator last search value tekst	Session
dl_search_selectedTab	Custom Cookie	www.mymobox.eu	Stores dealer locator last selected tab in search results list	Session
dl_visible_all	Custom Cookie	www.mymobox.eu	Stores dealer locator last selected tab in search results list	Session
dl_visible_recommended	Custom Cookie	www.mymobox.eu	Stores dealer locator last selected tab in search results list	Session
DisplaySurvey	Custom Cookie	www.mymobox.eu	Stores if we already showed a survey or not	Session