

COOKIE POLICY

O'Neill uses cookies on the e-shop site. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser. In general, cookies are being used to make a website work better.

There are several types of cookies, and some types require your consent in order to be used:

- **Necessary cookies:** this type of cookies make a website user-friendly, for example by providing access to page navigation and secured parts of the website. Without necessary cookies, a website cannot be used properly.
- **Cookies for preferences:** this type of cookies make a website store information that influences a website's behavior and lay-out, such as your preferred language.
- **Cookies for statistics:** this type of cookies tell website owners how their visitors interact with their websites by collecting data. Those data are stored anonymously and are connected to your browser. Examples of data being collected are the device you are using and the location of the internet connection you accessed a website through. As those data are stored anonymously, we cannot link this to any of your personal information.
- **Marketing cookies:** this type of cookies are being used to track people visiting different websites. Your data might be collected by and shared with third parties, like Facebook and Google. By doing this, we can adapt our communications according to your personal profile and browsing history on our website. In this way, we are able to show you relevant offers and ads on other websites on the internet.

At O'Neill we want to give you the best experience and service we possibly can. For that reason, you can choose to agree on one of the levels of consent that are stated below:

- **Allow basic cookies:** by allowing basic cookies, you agree that O'Neill uses the following type of cookies, as explained above:
 - Necessary cookies
 - Cookies for preferences
 - Cookies for statistics
- **Allow all cookies:** by allowing all cookies, you agree that O'Neill uses basic cookies, as explained above, including marketing cookies. To be more specific on marketing cookies, you agree that O'Neill:
 - Collects data about your demographics, interests and preferences through third party websites, such as Facebook and Google. This is also known as 'profiling'. O'Neill stores those data anonymously (as an 'ID'), so we are not able to link this information to any of your personal information, such as your name or email address. Example: we might

know that you are a female person between 25 and 34 years old, with interest in surf activities and brands like Under Armour. This information is connected to the accounts you use at third party websites, like Facebook and Google.

- You agree that O'Neill may use this data to show you relevant ads and offers on those third party websites and other websites on the internet. This is also known as 'remarketing' or 'retargeting'. Our ads can include communications about products you have been viewing on O'Neill's e-shop before, or products or offers that might be relevant to you according to the data gathered through profiling.
- You agree that O'Neill may use this data to create audiences with demographics and interests similar to yours. These audiences are called 'lookalikes' and are being used to serve ads to people who have not visited the O'Neill e-shop before.
- Collects data about the way you interact with the O'Neill e-shops. Your visit to our website might be recorded on video (anonymously) by Hotjar. These recordings track how you scroll and click through our website, but do not store any personal data, such as email addresses, banking information and login credentials. O'Neill uses this information to gather deep-level insights on how visitors interact with our website, so that we can continuously improve the shopping experience you have at our e-shops.