

Hasbro Cookie Policy

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The term "we", "us" or "our" in this Cookie Notice refers to Hasbro, Inc. and any of its affiliate companies, collectively "Hasbro"). This Cookie Notice applies to information we may collect when you use our websites and other online products and services where this Cookie Notice is posted (collectively, the "Website" or "Websites").

We are committed to protecting the privacy of your personal information in accordance with applicable privacy and data protection laws. Further information about how Hasbro uses your personal information can be found in our [Privacy Notice](#). This Cookie Notice sets out the practices in relation to the cookies used by Hasbro on the Website. If you do not agree to such use, please see the [Managing Your Cookies](#) section for details on how to adjust your settings or stop using the Website.

[1. What are cookies?](#)

The Website uses cookies or other similar technologies to collect information about your access to the Website.

We use the term "cookies" to refer to pieces of information that are sent to your browser and stored on your computer or device to store and sometimes track information about you. Cookies help us provide you with a better Website, by enabling us to monitor which pages you find useful and which you do not, and by gathering and remembering information about your preferences. A number of cookies the Website uses last only for the duration of your session on the Website and expire when you close your browser. Other cookies are used to remember you when you return to the Website and will last for longer.

When you visit a page on the Website it may generate any of the following types of cookies:

[Strictly Necessary Cookies](#)

These cookies enable us to provide you with services you have specifically asked for and are essential for you to move around the Website and use its features, such as accessing secure areas of the Website. Without these cookies, services you have asked for, such as placing items in a shopping basket, cannot be provided to you. Because these cookies are strictly necessary to deliver the Websites to you, you cannot refuse them.

You can block or delete them by changing your browser settings however, as described below.

Functionality Cookies

These cookies remember choices you make on the Website (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect is anonymised and they cannot track your browsing activity on other Websites.

Performance Cookies

These cookies collect information about how you use the Website, for instance which pages you visit most often, and if you get error messages from such web pages. These cookies do not collect information that identifies you. All information these cookies collect is aggregated on an anonymous basis and is only used to improve how the Website works.

Advertising/Targeting Cookies

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaign. They remember that you have visited a Website and this information is shared with other organisations such as advertisers. Quite often targeting or advertising cookies will be linked to Website

functionality provided by the third party organisation. These cookies collect information about your browsing habits in order to make advertising relevant to you and your interests. To opt out of the use of tracking/targeting cookies, please visit www.youronlinechoices.eu

Most web browsers automatically accept cookies but, if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set - please refer to ['Managing your cookies'](#) for further information.

You can also learn more about cookies by visiting www.allaboutcookies.org which includes additional useful information on cookies and how to block cookies using different types of browsers. Please note, however, that blocking or deleting cookies used on the Website may affect the availability and functionality of the Website.

[What about other tracking technologies, like web beacons?](#)

Cookies are not the only way to recognise or track visitors to a Website. We may use other, similar technologies from time to time, like clear GIFs (sometimes called "tracking pixels" or "web beacons"). In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

[Clear GIFs:](#) Clear GIFs (or "web beacons") are small electronic images that are placed on a web page or in an email message. We use clear GIFs to monitor user behavior, deliver cookies, collect information, count visits, understand usage and campaign effectiveness, and to tell if a recipient has opened and acted upon an email.

[Log Files:](#) Log files record Website activity on our services and enable us to gather statistics about our users' browsing habits. These entries help Hasbro determine (among other things) how many and how often users have accessed or used our Website, which pages of our Website they've visited, and other similar data.

[Do Not Track \(DNT\) Signals:](#) Your browser may allow you to set a Do Not Track (DNT) signal indicating that you do not wish your online activity to be tracked. Currently, our system does not support and cannot act on DNT signal headers that we may receive. However, the choices that we provide you concerning collection and use of your personal information will continue to operate as described in this [Privacy Notice](#).

[2. How does Hasbro use cookies?](#)

We use cookies on the Website to:

- **Recognise the operating system on your device or computer and the type of tablet or smartphone you are using to access the Website**
- **Monitor Website performance and improve Website services**
- **Remember that you have visited us before; this means we can identify the number of unique visitors we receive. This allows us to make sure we have enough capacity for the number of users that visit the Website.**
- **Customise elements of the layout and/or content of the Website**
- **Monitor use of features and services, traffic and demographic trends, and browser versions**
- **Collect anonymous statistical information about how you use the Website (including how long you spend on the Website and the pages you visit within the Website) and where you have come to the Website from, so that we can improve the Website and learn which parts of the Website are most popular with visitors.**

We may share this anonymous statistical information with carefully selected third parties such as our digital agencies.

Further information on the specific cookies used on this Website can be found under the ['Hasbro Cookies'](#) sections of this Notice. Some of the cookies used on the Website are set by us ("first party cookies") and some are set by third parties ("third party cookies") who are delivering services on our behalf.

3. Hasbro Cookies

We use the following cookies listed in the table below on the Website.

What are Strictly Necessary Cookies?

These cookies are strictly necessary to provide you with services available through our Website and to use some of its features, such as access to secure areas, quick page loading time, and shopping and checkout information.

How to refuse / withdraw Strictly Necessary Cookies?

Because these cookies are strictly necessary to deliver the Website to you, you cannot refuse them. You can block or delete them by changing your browser settings as described below under the heading "Managing your cookies".

Strictly Necessary Cookies Cookie Name	Description	Duration
OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users	365 Days
OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	365 Days
PHPSESSID	PHP session cookie associated with embedded content from this domain.	Session
incap_ses_*	Incapsula DDoS Protection and Web Application Firewall: cookie for linking HTTP requests to a certain session (AKA visit). Re-opening the browser and accessing same site are registered as different visits. In order to maintain existing sessions (ie, session cookie)	Session
visid_incap_XXXXXX	Incapsula DDoS Protection and Web Application Firewall: cookie for linking certain sessions to a specific visitor (visitor representing a specific computer). In order to identify clients that have already visited Incapsula. The only cookie that is persistent for the duration of 12 months.	365 Days
nbi_XXXXXX	N/A	Session

What are Performance & Analytic Cookies?

These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective are marketing campaigns are, or to help us customise our Websites for you. . These cookies collect information that is used either in aggregate form to help us understand how our Websites are being used or how effective are marketing campaigns are, or to help us customise our Websites for you.

How to refuse / withdraw Performance & Analytic Cookies?

To refuse these cookies, please follow the instructions below under the heading "Managing Your Cookies"

Performance & Analytic Cookies Cookie Name	Description	Duration
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's	730 Days
_gid	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as	1 Day
_gat_UA-58778567-2	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to (Container ID). Used to persist session state	2 Years

4. Managing your cookies

You have different options to manage the cookies on your computer or device. You can change your browser settings to prevent cookies from being accepted, or, depending on which browser you are using, you might be able to receive an alert when a Website is trying to place one on your browser.

If you change your cookie preferences, you will still be able to browse around the Website, but certain functions will not be available.

Your browsers 'help' menu should tell you how to block cookies or change your cookie settings. How you adjust your browser will depend on the browser you are using.

You can **delete cookies** stored in your browser by using a function in your browser. Whilst this does not mean you won't collect cookies in the future, it gives you freedom to delete your cookies after you have been online. This function is often known as 'clearing cookies'. Clearing your cookies on one browser or one device does not automatically clear them on another. You need to clear all browsers on all channels independently.

You can also learn more about cookies by visiting www.allaboutcookies.org which includes additional useful information on cookies and how to block cookies using different types of browsers. To opt out of the use of third party tracking/targeting cookies, please visit <http://www.youronlinechoices.eu/>

5. How often will we update this Cookie Notice?

We may update this Cookie Notice from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Notice regularly to stay informed about our use of cookies and related technologies.

The date at the top of this Cookie Notice indicates when it was last updated.

6. Where can I get further information?

If you have any questions about our use of cookies or other technologies, please contact us at:

Email: askhasbro@hasbro.co.uk

Free phone: 00800 2242 72 76

Or write to us at:

Hasbro Consumer Affairs Department

PO Box 43

Newport

Gwent NP19 4YH