

About our cookies policy

Thank you for your virtual visit. This site is operated by British American Tobacco Romania Trading S.R.L (**BAT**).

Like any online platform, this website (www.bat25.ro) may use cookies to develop statistics referring to its performance. For instance, some cookies provide useful information related to how visitors use our website, allowing us to make it more responsive to their needs; other cookies show us how many visitors access our website in a certain period.

As we like transparency, please see below details ref the cookies used on this website and the available options to active/deactivate them. Like many other websites, our platform uses this kind of technology to function optimally and to improve the quality of navigation experience.

What is a cookie?

Cookies are usually referred to as Internet cookies, browser cookies or HTTP cookies. These are different names for the same technology usually known as cookie.

A cookie is a text fragment (letters and numbers) of small dimensions, that will be stored on the user's computer, mobile devices, or other equipment when accessing an Internet website. Cookies consist of two main parts: their name and content (value).

What are cookies for?

With the help of cookies, the sites retain information about the visit of the users, such as: preferred language, username and password (so that it is not necessary to re-register each time you visit the site), the type of device used (computer, mobile phone etc.) to access the site. Cookies simplify the experience of browsing a site, and site owners have the opportunity to provide more relevant information to users, according to their needs.

Cookies help keep the Internet running smoothly and result in user-friendly and personalized browsing. Without them, Internet sites would be much more unpleasant or boring.

Moreover, cookies help site owners to develop them continuously. Cookies can gain valuable information about how the website is used by visitors, so that they can be provided with better browsing experiences.

What are the main types of cookies?

Depending on how you delete it, there are cookies that are deleted as soon as you close your Internet browser (these are also called session cookies) and cookies that are stored on your device for use, including for your next visits to the site (these are also called persistent cookies, although despite the name, they expire after a period of time). Persistent cookies are reactivated when you visit the site that placed them on your device again.

Depending on the person who places them on your device, there are our own cookies (which we place on your device) or cookies placed by others (these are also called third-party cookies).

What is the lifespan of a cookie?

The lifespan of cookies depends very much on the case, depending on the purpose of each cookie. As noted above, some cookies are used for a single browsing session, while others persist for a set period of time after you leave the site. Regardless of the type of cookies, you can always delete or deactivate them.

Are cookies risky to my device?

Cookies are harmless. They do not contain any harmful programs, viruses, or other files, and they cannot access the information on the user's device. Because cookies are installed at the request of an Internet browser (its web server), only the web server that sent them can access them again when the user returns to the site associated with that web server.

However, cookies can be used for negative purposes, as a form of spyware. Many anti-spyware products mark cookies to be deleted during anti-virus / anti-spyware removal / scanning procedures.

Browsers generally have privacy settings that provide different levels of acceptance of cookies, validity period and automatic deletion after the user has visited a website.

Is my cookie approval required?

For the types of cookies that we place on this platform, your consent is required, ie you need to check ON on the button regarding the Analysis and Measurement cookies or click on the Accept All button.

Do cookies have anything to do with my personal data?

Some cookies collect anonymous information that says nothing about you. Others collect information that can identify you. The cookies on this platform do not collect data about you. This means that these cookies will not retain your personal data, so you will remain anonymous.

OK. But does this site use cookies?

Any site uses cookies. Without them, the Internet would not be what it is today.

In short, our platform uses its own and third-party cookies to provide visitors with a superior browsing experience and pleasant, useful services tailored to their specific needs.

Our cookies

In many cases, cookies do not retrieve information associated with a person we have identified or which we can identify. This means that those cookies will not retain your personal data, so you will remain anonymous.

Name	Scope and retained information	Lifespan
ARRAffinity	This cookie is set by websites running on the Microsoft Azure cloud platform (which hosts our site). The purpose is to manage the communication between the server and the web pages accessed by the user.	Session

Third party cookies

There are situations where certain parts of other sites may appear on our site. Think, for example, of a Facebook Like button or a video on Youtube (these are just examples) - nowadays, these options are present on almost any site. When these items appear on our site, it means that we have allowed the companies that own those platforms to place cookies on it.

We allow some third-party cookies on our site, but with respect of certain criteria. Third-party cookies are used primarily to provide you with a more useful experience, to compile statistics about the number of visitors and on how they use our site.

We do not control these cookies from third parties or the information they may collect, so please consult the policies of those providers if you wish to learn more. Because these are sites operated by other people, the cookies that allow the placement of their content on our site come from their operators, and not from us.

Third parties may use cookies for their own purposes. For information about these third-party cookies, please see their cookie policies.

Google Analytics. Google Analytics is a web analytics tool that tracks and reports on how the site is being used, helping us to improve it. Google Analytics cookies collect information about the number of visitors to the site, the pages visited, the time spent on the site. This information is collected anonymously (aggregated), without reference to your identity. These cookies give us anonymous information about what you do on our site and how you got to it. They also allow us to know the problems that visitors may encounter when trying to access our site. This type of cookie is placed only on the basis of your agreement offered when accessing the site www.bat25.ro.

Name	Scope and retained information	Lifespan
_gat	Used by Google Analytics to restrict the rate of requests coming from the site, which means that it limits the collection of data on high traffic sites.	10 minutes
_gid	The data collected, including the number of visitors, the source they came from, and the pages they visit are stored in an anonymous form.	1 day

Deactivation/declining cookies in your Internet browser settings

All modern browsers offer the ability to change cookie settings. Access the "help" option of the browser for more details. Blocking cookies can lead to incorrect display of Internet pages.

Internet Explorer:

- Open Internet Explorer.
- Click Tools, then Internet Options
- Click Confidentiality, and then, under Settings, move the slider to the top to lock all cookies or at the bottom to allow all cookies, then click OK.

Firefox

- At the top of the Firefox window, click the Firefox button (Tools menu in Windows XP) and then click Options.
- Select the Privacy panel.
- Click Use custom settings for history. Check the Accept cookies from sites checkbox to enable cookies and uncheck them to disable them.
- Click OK to close the Options window.

Chrome

- Click the Chrome menu in the browser toolbar.
- Select Settings;
- Click Show advanced settings;
- In the Privacy section, click the Content Settings button.
- In the Cookies section, you can change the following settings for cookies: deleting cookies; default blocking of cookies; default cookie setting; default storage of cookies until the browser is closed; setting exceptions for certain cookies sites.

Safari

- Choose Preference from the Safari menu, then click Privacy.

- In the Block cookies section, specify whether and when Safari accepts cookies from sites.
- If you want to know which sites store cookies on your computer, click Details.

Deactivation/declinig cookies in the platform



By clicking on the symbol  on the platform at any time, you can access the initial settings from the moment you first access the platform and change them.

I want to know more about cookies

If you want to know more about cookies in general, including how you can disable or delete them, a useful source is www.allaboutcookies.org.

If you want to know more about our cookies on this site (own cookies), you can ask at any time using our contact details below.

If you are interested in third-party cookies placed on this site, please see the section above or, if applicable, contact the entities to which those cookies belong to.

Our contact details

If you have any comments, suggestions, questions or concerns regarding the cookies on this site, please do not hesitate to contact us at the e-mail address date_personale@bat.com or by phone 0800.080.900.

We will try to respond to your request in a timely manner.