

# Cookie Policy

## Introduction

### About Cookies

Most websites you visit will use cookies in order to improve your user experience by enabling that website to 'remember' you, either for the duration of your visit (using a 'session cookie') or for repeat visits (using a 'persistent cookie').

Cookies do lots of different jobs, like letting you navigate between pages efficiently, storing your preferences, and generally improving your experience of a website. Cookies make the interaction between you and the website faster and easier. If a website doesn't use cookies, it will think you are a new visitor every time you move to a new page on the site – for example, when you enter your login details and move to another page it won't recognise you and it won't be able to keep you logged in.

Some websites will also use cookies to enable them to target their advertising or marketing messages based for example, on your location and/or browsing habits.

Cookies may be set by the website you are visiting ('first party cookies') or they may be set by other websites who run content on the page you are viewing ('third party cookies'). Find out more.

### What is in a cookie?

A cookie is a simple text file that is stored on your computer or mobile device by a website's server and only that server will be able to retrieve or read the contents of that cookie. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier and the site name and some digits and numbers. It allows a website to remember things like your preferences or what's in your shopping basket.

### What to do if you don't want cookies to be set

Some people find the idea of a website storing information on their computer or mobile device a bit intrusive, particularly when this information is stored and used by a third party without them knowing. Although this is generally quite harmless you may not, for example, want to see advertising that has been targeted to your interests. If you prefer, it is possible to block some or all cookies, or even to delete cookies that have already been set; but you need to be aware that you might lose some functions of that website.

## How CNH Industrial uses Cookies

Cookies enable us to identify your device, or you when you have logged in. We use cookies that are strictly necessary to enable you to move around the site or to provide certain basic features. We use cookies to enhance the functionality of the website by storing your preferences, for example. We also use cookies to help us to improve the performance of our website to provide you with a better user experience.

Below we have provided you more information about each of these categories of cookies along with main cookies set by the CNH Industrial websites.

<b>Strictly necessary cookies</b>	<i>Some cookies are strictly necessary in order to enable you to move around the website and use its features. Without these cookies, we will not be able to determine the number of unique users of the site or provide certain features, such as automatic sign in to the CNH Industrial services.</i>	
	<b>Strictly necessary cookies set by the CNH Industrial</b>	
	Cookie name	Purpose
<b>Functionality cookies</b>	<i>Functionality cookies record information about choices you've made and allow us to tailor the website to you. For example, if you set your location on the CNH Industrial homepage in order to receive your local news and weather forecast, we use cookies to save your location preference. Functionality cookies may also take the form of Flash cookies, which are stored in your Adobe Flash Player rather than your browser. These are used to provide features such as auto-resume, by remembering the point to which you played a programme, and for saving preferences such as your volume setting.</i>	
	<b>Functionality cookies set by the CNH Industrial</b>	
	Cookie name	Purpose
	<i>myDealerId</i>	Store the favourite dealer identifier
	<i>myDealerLastUpdate</i>	This cookie update the favourite dealer selected by the visitor
<i>myDealerDateDelete</i>	This cookie delete the favorite dealer by the visitor	

<b>Security cookies</b>	<p>We use security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties. For example, we could use cookies which contain digitally signed and encrypted records of a user and/or sign-in time. The combination of these two cookies allows us to block many types of attack, such as attempts to steal the content of forms that you complete on web pages.</p>	
	<b>Security cookies set by the CNH Industrial</b>	
	<b>Cookie name</b>	<b>Purpose</b>
<b>Performance cookies</b>	<p>We use Performance cookies across CNH Industrial websites for internal purposes to help us to provide you with a better user experience. Information supplied by cookies helps us to understand how our visitors use CNH Industrial websites so that we can improve how we present our content to you. They also allow us to test different design ideas for particular pages, such as the CNH Industrial Homepage. We generally contract with independent measurement and research companies to perform these services for us and when this is the case, these cookies may be set by a third party company (third party cookies).</p>	
	<b>Performance cookies set by the CNH Industrial</b>	
	<b>Cookie name</b>	<b>Purpose</b>
	<i>Google Analytics</i>	<i>From time to time some CNH Industrial online services, including mobile apps, use Google Analytics. This is a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate use of those services and compile a report for us</i>

<b>Online behavioural advertising</b>	<p><i>CNH Industrial websites, with advertising features, are tailored to the individual user. We use cookies to determine which advertising might be most relevant to you based on the areas you view on our sites and your IP address geo-location. The table below provides links to the individual ad serving partners' opt-out mechanisms.</i></p> <p><i>You can choose whether or not to allow these cookies to be set in cookie settings. If you would like to opt-out of an individual organisation's cookies, please use the links below.</i></p>	
	<b>Online behavioural advertising cookies</b>	
	<b>Cookie name</b>	<b>Purpose</b>

**Third party cookies and embedded content**

*Third Party cookies*

We use a number of Third Parties who may also set cookies on their websites' on its behalf to support features of our websites (for example Flickr, YouTube, Facebook, etc). CNH Industrial does not control the dissemination of these cookies. You should check the third party websites for more information about these.

Third party cookies are identified in the list below, together with information as to how you can opt out of receiving them.

<b>Third party cookies</b>	<p>Pages with this embedded content may present cookies from these websites. Similarly, when you use one of the share buttons on a CNH Industrial website, a cookie may be set by the service you have chosen to share content through. CNH Industrial does not control the dissemination of these cookies and this tool will not block cookies from those websites. You should check the relevant third party website for more information about these.</p> <p><i>You can choose whether or not to allow these cookies to be set in cookie settings. If you would like to opt-out of an individual organisation's cookies, please use the links below.</i></p>	
	<b>Third party cookies</b>	
	<b>Cookie name</b>	<b>Third party link</b>
	<a href="#">_ga</a>	<a href="http://www.google.com/analytics/">http://www.google.com/analytics/</a>
	<a href="#">_gat</a>	<a href="http://www.google.com/analytics/">http://www.google.com/analytics/</a>
	<a href="#">NID</a>	<a href="http://www.google.com">http://www.google.com</a>
	<a href="#">PREF</a>	<a href="http://www.google.com">http://www.google.com</a>

### *Embedded content*

You will also see embedded 'share' buttons on CNH Industrial web pages; these enable users to easily share content with their friends through a number of popular social networks. When you click on one of these buttons, a cookie may be set by the service you have chosen to share content through. Again, CNH Industrial does not control the dissemination of these cookies.

### **Disclosure**

We don't sell the information collected by our cookies, nor do we disclose the information to third parties, except where required by law (for example to government bodies and law enforcement agencies).

If you wish to control what cookies are set on your device through the CNH Industrial website then you can find out how to do this in *Third party cookies*.

### **Behavioural Marketing**

Behavioural Marketing technology gives users and advertisers a more valuable and unique experience by delivering advertising and content that is more relevant to the user.

The system we are using is a type of "onsite behavioural marketing" which uses cookies to discover general information about which pages on our sites you visit. It also could look at IP addresses to add general information about the country, city or region in which you are located, along with your domain name (e.g. what internet service provider you use). This information enables you to be grouped with other people of similar interests and places you in a "market segment". We may then display advertisements which we believe people in your market segment will find relevant. We believe this makes the advertising more interesting and useful to you, and also helps us increase the value we get out of the site and from our advertisers, and therefore ultimately gives us a greater ability to invest in great content for the benefit of all our users.

### *Aggregated Information*

It is important to note that at no time will we or our service providers attempt to identify you individually, and at no time do we know who you are or what pages you individually have been looking at - we simply aggregate the relevant information to create the market segments of groups of people. Our "onsite behavioural marketing" functionality is different from other forms of behavioural targeting in that we only look at your journey across the CNH Industrial website and we do not use or share data with or from other websites.

## **1.1 Managing cookies**

### Web browser cookies

If you don't want to receive cookies, you can modify your browser so that it notifies you when cookies are sent to it or you can refuse cookies altogether. You can also delete cookies that have already been set.

If you wish to restrict or block web browser cookies which are set on your device then you can do this through your browser settings; the Help function within your browser should tell you how. Alternatively, you may wish to visit [www.aboutcookies.org](http://www.aboutcookies.org), which contains comprehensive information on how to do this on a wide variety of desktop browsers.

Most CNH Industrial websites do work without cookies, but you will lose some features and functionality if you choose to disable cookies. For example, you won't be able to set the weather to your chosen city.

### Cookies settings

If you don't want to receive certain categories of cookies on the CNH Industrial website, you can use the following tool to opt-out of them. We will need to set a cookie so that we can remember

your choices when you next visit the website from the same browser. At the present time it is not technically possible for us to allow you to carry your settings with you between your browsers and devices so you will need to change these settings from each browser you use.

Please also be aware that we make every effort to respect your choices, however, there is the possibility that not all cookies will be captured. If this is a concern then we would recommend you change your cookie settings via your browser; your browser help function will tell you how.