

Privacy in Every Match: The Quaker Oats Company (“Quaker”) Global Privacy Notice

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1. Your Privacy, our Goal

We know privacy matters to you - and just like in football, protecting your personal information is all about strong defense. Whenever you engage with our Food brands, we’re committed to keeping your data safe on and off the pitch.

“Personal Information” refers to information that (alone or when used in combination with other information) is capable of being associated with or could reasonably be associated with an individual. Personal Information, sometimes referred to as “personal data”, may also have specific meanings under different privacy laws.

In this Privacy Notice, we explain how we collect, use, and protect your Personal Information - and how you can stay in control. The details below provide the full picture -think of it as the post-match analysis - so you understand exactly how we play.

2. Our Team: Who We Are

When you engage with Quaker and its Food Affiliates, Subsidiaries, or Joint Ventures - whether on our websites, applications or through other promotional activities we make available to you - we may collect, use, and share your Personal Information.

In this Privacy Notice, references to “we” or “us” mean Quaker together with its Food Affiliates, Subsidiaries or Joint Ventures.

Where Quaker acts as a controller under applicable laws and collects information directly from you, the relevant controller is the entity named as the promoter in the applicable terms and conditions you accept or otherwise identified to you at the point of collection. For global campaigns, we ensure processing aligns with applicable regional laws

3. Your Player Profile: What Personal Information Do We Collect About You?

Depending on how you interact with us, we may collect different categories of Personal Information. This may happen directly from you, automatically through your use of our websites, applications, or promotions, or from a third-party source:

- **Identifiers and contact details:** name, last name, username, email address, postal address, postcode, telephone number, gender, age, date of birth.
- **Government-issued identification** (where legally required).
- **Proof of purchase:** such as a supermarket ticket or receipt.

- **Social media data:** profile information, user ID associated with your account, and any other information you allow the social network to share with third parties.
- **Marketing preferences:** your choices about direct marketing notifications and online advertising.
- **User-generated content:** comments, opinions, votes, chats, voice recordings, photos, and videos shared on our websites, apps, or social media pages.
- **Dietary requirements or health information:** such as allergies.
- **Demographic information and information about your interests:** information such as your gender and age, household or lifestyle information, and your zip code.
- **Internet and electronic network activity information, such as device and usage information:** information about the browser you are using, and we may look at what site you came from, or what site you visit when you leave us. We may also collect information about your operating system, Internet Service Provider (ISP) information and IP addresses and other device identifiers, such as mobile device identifiers. In addition, we may collect information about your use of our Services, including through use of tracking technologies such as cookies, pixel tags, and similar technologies
- **Geolocation data:** such as the general physical location of your device
- **Inferences:** such as insights we may draw to better understand your preferences, characteristics, or interests
- **Biometric data:** In certain app features or events (e.g., facial scans for interactive fan experiences), with your explicit consent.

4. Where the Ball Comes From: Sources of Personal Information

Personal Information we collect directly from you. We collect Personal Information when you contact us, register on our websites or apps, take part in promotions or in-store events, engage with our content, request a reimbursement or accept an incentive, subscribe to communications, make purchases, participate in surveys, or otherwise choose to share information with us.

Personal Information we collect through social networks. We collect Personal Information when you engage with us through messaging platforms (such as our branded WhatsApp bot) or social networks (such as other Meta platforms). This may include details about your interaction with us and any Personal Information you choose to share—for example, questions, comments, or messages you send.

Personal Information we collect from other users. If you invite someone to join an activity with us—for example, by sending an invitation to watch a match—we may receive Personal Information about that person, such as their name, email address, or account username. We process this information only to send the invitation and enable the activity.

Personal Information we collect from other sources. We may receive Personal Information about you from service providers, business partners, or other external sources. In doing so, we may process primarily contact, demographic, and lifestyle information to deliver tailored online advertising. For example, we may identify groups of individuals more likely to purchase a specific product brand by analysing their online browsing and buying behaviours. We may also combine this information with Personal Information you provide to us.

5. Our Game Plan: How Do We Use Your Personal Information?

We may use your personal information to:

Purpose	Legal Basis for Processing (where required under applicable law)
Consumer Support: Responding to your inquiries and requests.	Meeting our legal obligations, or our legitimate interest in responding to your questions.
Quality control and training purposes: For example, recording consumer interactions such as emails, helpline telephone calls, and logs.	Our legitimate interests, where the law allows.
Authenticating the identity of individuals contacting us by telephone or other electronic means.	Our legitimate interests, where the law allows.
Account and program management: Creating and managing accounts on our websites or applications.	To fulfill a contract to which you are a party.
Promotions and contests: Enabling participation in promotions, sweepstakes, contests, or in-store events such as <i>Fan of the Match</i> selection (including processing fan votes, social engagement metrics, and algorithmic scoring) for contest administration.	To fulfill a contract to which you are a party.

<p>Loyalty & rewards programs: Managing participation, benefits, and communications in loyalty programs.</p>	<p>To fulfill a contract to which you are a party.</p>
<p>Incentives and reimbursements: Processing requests for cashback, vouchers, coupons, or reimbursements.</p>	<p>To fulfill a contract to which you are a party.</p>
<p>Communications: Sending newsletters, service/legal updates, and notifications.</p>	<p>Consent, or where the law allows, contract or legal obligation</p>
<p>Direct Marketing & Online Advertising: Based on your choices, deliver marketing communications, personalized offers, and interest-based ads to you.</p>	<p>Consent, except in places where the law allows us to rely on our legitimate interests</p>
<p>Personalization: Tailoring digital experiences, recommendations, and content to individual preferences.</p>	<p>Consent, except in places where the law allows us to rely on our legitimate interests</p>
<p>Feedback and insights: Collecting input through surveys or other feedback channels.</p>	<p>Consent, or where the law allows, our legitimate interests.</p>
<p>Insights: Assessing consumer trends and creating consumer profiles to improve our website, apps, products, and services, and to develop new offerings.</p>	<p>Consent, except in places where the law allows us to rely on our legitimate interests.</p>
<p>Technical support. For example, in the event of technical website and application malfunction to find the cause and remediation.</p>	<p>Our legitimate interests, where the law allows.</p>
<p>Security purposes. For example, detecting threats and protecting against malicious or fraudulent activity.</p>	<p>Our legitimate interests, where the law allows.</p>
<p>Regulatory compliance: Using data to comply with applicable laws, regulations, and legal processes.</p>	<p>Meeting our legal obligations, or our legitimate interest, where the law allows.</p>

Responding to legal requests: Sharing data when required by courts, regulators, or authorities.	Meeting our legal obligations, or our legitimate interest, where the law allows.
Fraud prevention: Monitoring unusual patterns to prevent fraud or misuse	Meeting our legal obligations, or our legitimate interest, where the law allows.
Personalization: Tailoring digital experiences, recommendations, and content to individual preferences.	Consent, except in places where the law allows us to rely on our legitimate interests.

6. Passing the Ball: Who will your Personal Information be shared with?

We may share information within the Frito Lay family of companies and brands. This includes current and future Quaker subsidiaries, affiliates, and joint venture partners. We may also share information with third parties with which we have an ownership interest or commercial relationship, such as companies whose products we distribute.

We may share information with third-party vendors. We may share information with companies who serve as our vendors or third parties who perform services on our behalf. They may help us deliver products or services to you. For example, we may share information with companies who operate our sites and apps or who run our promotions.

We may share information with select business partners. We do not sell Personal Information, but may share it for targeted advertising with your consent where required by law. This may include sharing Personal Information with third-party partners in connection with joint promotions; if you register for a joint promotion, your information may be collected and used by both us and the third-party partner (which may include retailers) to administer the promotion and deliver relevant advertising consistent with the consent you provided. We limit such sharing to the information necessary and require partners to safeguard your data under strict security measures.

We work with analytics and advertising partners. Our online Services may use analytics, advertising and other third-party content or functionality through which our partners may collect internet and electronic network activity information, such as device and usage information.

We will share information if we think we must in order to comply with the law or to protect our company. For example, we will share information to respond to a court order or subpoena. We may share information if a government agency or investigatory body requests it. This includes law enforcement or regulatory authorities. We may also share information if we are investigating potential fraud.

We may share information with any successor to all or part of our business. For example, if part of our business is sold we may include your information as part of that transaction.

7. Playing Across Borders: Do we transfer your Personal Information Internationally?

We operate as a global business, which means your Personal Information may be transferred to and stored in countries outside the one where it was collected. These countries may not have the same privacy or data protection laws as your home country.

Transfers of Personal Information will comply with applicable law and be subject to suitable safeguards to ensure an adequate level of protection. For example, when transferring Personal Information outside of the European Economic Area or the UK, we use mechanisms such as Standard Contractual Clauses approved by Data Protection Authorities, which require each party to ensure that Personal Information receives an adequate and consistent level of protection. When required by applicable law, we will also obtain your explicit consent before transferring your Personal Information internationally.

Please contact us using the details provided under the Contact Us section if you would like more information about our international transfers and the steps, we take to protect your Personal Information when it is sent across borders.

8. Keeping Time: How long do you keep your Personal Information for?

We will keep your Personal Information for as long as it is reasonably necessary for the purposes for which it was collected, or as required or permitted by law.

For example:

- If you provide Personal Information to enter a promotion, we generally keep it only for as long as needed to administer that promotion.
- If you sign up for marketing communications, we keep your information until you withdraw consent or it expires under our policies.

In deciding how long to retain Personal Information, we consider:

- the need to manage our operations and our relationship with you,
- whether the information is required to fulfill the purpose it was collected for, or another compatible purpose disclosed to you,
- record-keeping requirements for analysis, audits, or legal obligations,
- whether retention is needed to protect or defend our rights or property,

- the need to handle complaints, and
- whether we are required or permitted to retain it by law.

9. Our Defensive Line: How Do We Protect your Personal Information?

We implement physical, technical, and organizational measures designed to safeguard personal information. These measures are aimed at protecting the personal information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction.

Our measures include implementing appropriate access controls, investing in information security to safeguard the IT systems we use, and ensuring we encrypt, pseudonymise and anonymise personal data wherever possible.

Access to your Personal Information is limited to employees and agents who need it to perform their duties, and when shared with third parties, it is subject to strict contractual confidentiality obligations.

10. Protecting the Young Players: Children and Minors

It is not our intention to knowingly collect personal information from children under age 13, or from minors under the age of 16 or 18 where applicable data privacy laws impose higher standards. If you are a parent or legal guardian and think that your child or teenager has given us information, please contact us using the details provided under the Contact Us section so that we can take appropriate action.

11. The Team Captain How Can You Control Your Personal Information?

Direct marketing communications

Via email

You can ask us to stop emailing you marketing and promotional communications by clicking on the “unsubscribe” link provided in all such communications.

Via SMS & WhatsApp

You can ask us to stop sending you marketing and promotional communications by SMS and WhatsApp by replying “STOP” to any such message.

Mobile Apps

Via your mobile settings you may control:

- Geolocation tracking, by turning off location services.
- Photo, video, and voice recording, by turning off the access to camera.
- Push notification, by turning off ‘allow notifications’

More information about mobile privacy controls available to you via the links below:

- [iOS](#)
- [Android](#)

Cookies and other similar technologies

Most browsers allow you to set an alert each time a cookie is placed on your computer, block and/or disable existing cookies. Generally, you can do this via the browser settings and preferences. More information can be found via the links below:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Internet explorer](#)
- [Safari](#)
- [Opera](#)

Alternatively, you can manage cookies anytime through our floating cookie banner (icon) at the bottom of our websites. Please note that:

- Blocking or disabling cookies may impact your user experience resulting in website features not functioning as originally designed.
- Opting out from advertising and functional cookies means that our websites will not track your online behaviour. However this won't always result in you seeing less Quaker advertising, only that the advertising you receive will not be tailored to your interests and preferences.

Web storage objects (also known as Flash cookies) are a web storage mechanism that allows the storing of data on a client's browsers. The data may persist after you navigate away from the website.

Please note that:

- Deleting cookies does not automatically delete web storage objects. To manage Flash Cookies, you need to use the settings manager on Adobe's website.
- Disabling web storage objects may result in you not being able to use certain website/application features and information.

Internet based advertising

There are various standards available to allow you to opt out from internet-based advertising, as web browsers can transmit signals that indicate a user does not wish to be tracked. More information about available standards can be found via the links below:

- [NAI - Network Advertising Initiative](#)
- [DAA – Digital Advertising Alliance](#)

- [Your Online Choices](#)
- [DNT – Do Not Track](#)

Please note that:

No standard is universally accepted for explaining web browsers signals.

For the opt outs to be effective, you may need to:

- Opt out on each browser or device you wish to use.
- Set your browser to accept cookies

Your rights over your personal information

Depending on where you live, you may have certain additional rights, as described below. We only honor these rights where required by law. These may include the right to:

- Access the personal information we hold about you
- Delete your personal information
- Correct or update your personal information
- Move, copy or have your personal information transmitted electronically in a structured format to another service
- Restrict processing of your personal information
- Withdraw any consent you have given in relation to your personal information
- Object to certain types of processing (e.g. for example, request that we stop sending you marketing emails, and opt out of profiling and targeted advertising in accordance with applicable privacy laws)

12. Reach out to our Team: How Can you Contact Us?

If you wish to exercise any of the rights above, or have questions about how your personal information is handled, or live in the EEA/UK and wish to contact our Data Protection Officer, you can submit a request through the webform available via this [link](#).

* If you are Brazilian, please click [here](#).

Cookie Notice

1.What are cookies and similar technologies?

Cookies and web storage objects are pieces of information, consisting of letters and numbers downloaded by your web browser and placed on a computer's hard drive. Cookies transmit information from you to us (or vice versa), or from you to another party acting on our behalf. For example, we may want to track how you interact with Quaker ads on social media platforms, and whether you visited our website after seeing our ad.

2. Why do we use cookies and similar technologies?

We may use cookies for a few purposes:

- To provide you with tailored advertising:
 - Advertising cookies: These cookies are used to show you ads that are more relevant to you. We may share this information with advertisers or use it to better understand your interests. For example, Advertising Cookies may be used to share data with advertisers so that the ads you see are more relevant to you, allow you to share certain pages with social networks, or allow you to post comments on our site.
- To improve your website experience:
 - Functionality cookies: These cookies allow us to analyze your use of the site to evaluate and improve our performance. They may also be used to provide better experience on this site. For example, remembering your log-in details, saving what is in your shopping cart, or providing us information about how our site is used.
- To provide you with essential website features:
 - Required cookies: These cookies are necessary to enable the basic features of this site to function, such as providing secure log-in, remembering how far you are through an order or providing you with security measures to protect you against spam.

3.How do you exercise your cookie choices?

You are in control. There are number of ways for you to be alerted of cookies, disable, and block them. For more information see our "How can you control your information section".

4.Quaker Cookies and Similar Technologies

Cookie Name	Company	Description	Category	Duration (days)
AEC	Google	This cookie ensures that requests within a browsing session are made by the user, and not by other sites. This cookie prevent malicious sites from acting on behalf of a user without that user's knowledge.	Essential	138
__Secure-BUCKET	Google	This cookie is used to securely store session or user-related information, ensuring data integrity and security for user interactions on the website.	Essential	166
__privaci_latest_published_version	SECURITI.ai	SECURITI.ai cookies are required to support core functionality of the SECURITI.ai consent solution. The cookies help maintain and honor consent preferences submitted by the user.	Essential	365
__privaci_cookie_consent	SECURITI.ai	SECURITI.ai cookies are required to support core functionality of the SECURITI.ai consent solution. The cookies help maintain and honor consent preferences submitted by the user.	Essential	365
__privaci_cookie_consent_generated	SECURITI.ai	SECURITI.ai cookies are required to support core functionality of the SECURITI.ai consent solution. The cookies help maintain and honor consent preferences submitted by the user.	Essential	365
AWSALB	AWS	This is an application load balance generator cookie.	Essential	7
AWSALBAuthNonce	Amazon	The AWSALBAuthNonce cookie is added to the request header after the user authenticates at the IdP. This does not change how the Application Load Balancer processes redirect requests from the IdP.	Essential	0

AWSALBCORS	AWS	This is an application load balance generator cookie with cross-origin resource sharing (CORS) requests.	Essential	7
AWSALBAuthSessionCookie-0	AWS	This cookie maintains an authenticated user session between the client (e.g., a browser) and the ALB after successful authentication with the IdP.	Essential	7
_ga	Google	Used to distinguish users.	Analytics & Customization	396
ga*	Google	This cookie is used to persist session state.	Analytics & Customization	383
_ga	Google	Used to distinguish users.	Analytics & Customization	400
ga*	Google	Used to distinguish users.	Analytics & Customization	400
_ga	Google	Used to distinguish users.	Analytics & Customization	383
ga*	Google	Used to persist session state.	Analytics & Customization	396
NID	Google	This cookie is used for purposes to show ads in services for signed-out users.	Analytics & Customization	183
_gcl*	Google	This cookie measures data regarding advertisement clicks, official actions ,conversions.	Advertising	48
SSID	Google	This cookie is used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	Advertising	387

HSID	Google	Contains encrypted entries of your Google account and the last login time to protect against attacks and data theft from form entries.	Advertising	387
APISID	Google	This cookie is used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	Advertising	387
SIDCC	Google	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Advertising	365
SAPISID	Google	This cookie is used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	Advertising	387
__Secure-1PAPISID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Advertising	387
__Secure-1PSID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Advertising	387
__Secure-1PSIDCC	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Advertising	365
__Secure-1PSIDTS	Google	This cookie is used to collect information about your interactions with website services and ads. It contains a unique identifier.	Advertising	365

_Secure-3PAPISID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Advertising	387
_Secure-3PSID	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Advertising	387
_Secure-3PSIDCC	Google	Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising.	Advertising	365
_gcl_au	Google	This cookie is used by advertisers to measure user activity and the performance of their ad campaigns.	Advertising	73
_pr*	Powerreviews	The social measurement cookie is set in a user's browser so that when dozens of beacons across multiple pages on a client's website are sent to our reporting applications, they all contain a unique and persistent ID tying them all to a single user.	Advertising	365
SID	Google	This cookie stores a session ID for user interactions on the website.	Performance & Functionality	387
SOCS	Google	This cookie is used to store a user's state regarding their cookies choices.	Performance & Functionality	353
SSESS*	Drupal	This cookie is used by Drupal to link a user to a session so that information about their visit can be stored on the server as they move from one page to the next.	Performance & Functionality	23
_Secure-3PSIDTS	Google	This cookie is used to collect information about your interactions with website services and ads. This cookie is used to measure the effectiveness of advertising and	Advertising	365

		offer content personalized to your interests. The cookie contains a unique identifier.		
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