

Cookie and Ads Policy

Last Modified: January 27, 2025

In this Cookie Policy (**Policy**), references to "we", "us", "our", and "Yum! Brands" are references to Yum! Brands, Inc., its global subsidiaries and affiliate "**Brands**" (including, but not limited to, KFC Corporation, Pizza Hut, LLC, Taco Bell Corp., The Habit Restaurants, LLC, Yum Connect and Yum! Restaurant Services Group, LLC, which includes entities that you interact with under other names including Collider Labs, TicTuk, and Dragontail).

We use Tracking Technologies

When you visit Yum! Brands' websites or mobile apps (our "**Sites**") and access or use our services, read our emails, or otherwise engage with us through a computer or mobile device, we and our carefully selected third-party partners, automatically collect information about how you access and use the service and information about the device you use to access the service. We and our third-party partners collect such information using cookies and other tracking technologies (as detailed below).

Please note that, for ease of reference, we use the term 'cookies' but we mean all relevant tracking technologies deployed, including pixels and device fingerprinting.

❖ For what purposes do we use information collected via cookies?

This information allows us to improve your customer experience. For example, we or third-party partners we work with use cookies:

- To recognize new or current customers.
- To store your password if you are registered on our Sites.
- To improve our service.
- To serve you with interest-based or targeted advertising (see below for more on interest-based advertising).
- To observe your behaviors and browsing activities over time across multiple websites or other platforms.
- To better understand the interests of our customers and Site visitors.

❖ How long do our cookies remain on your device?

The length of time for which cookies remain on your device depends on the type of cookie. Some cookies, such as session cookies, are temporary and remain on your device until you leave the relevant Site or close your browser. Other cookies, such as persistent cookies, remain on your device for a period defined by the cookie. Persistent cookies remain on your device for a fixed period to enable the Site to recognise your device when you return to the Site.

You can find out more about the expiry date of individual cookies we use by checking the cookie banner that is displayed on each of our Sites.

❖ What types of cookies do we use?

The cookies we use fall into the following categories:

- **Strictly necessary cookies** – These technologies are used because they are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, loading images or site features, logging in, or filling in forms. You can set your browser to block or alert you about these technologies, but some parts of the Site will no longer work. This category of technologies cannot be disabled in our cookie banner.
- **Performance cookies** – These technologies facilitate measurement and analytics for improved browsing and customer experience. They may be set by us or by third-party providers whose services we have added to our pages. If you disable these technologies, it will impact our ability to measure activity, conduct analytics, optimize site functionality and performance, know which pages are most and least popular, and see how visitors interact with the relevant Site, application, or platform.
- **Functional cookies** – These technologies provide enhanced functionality and personalization which are not vital for website function (e.g. preferred language or timezone). They may be set by us or by third-party providers whose services we have added to our pages. If you disable these technologies, some or all of these services may not function properly.
- **Targeting cookies** – These technologies are set by a range of social media platforms and our advertising partners. Targeting technologies may be used by us and third-party partners to understand your behavior across websites, build a profile of your interests and show you relevant advertisement on other websites. They store uniquely identifying browser, device, and internet information and may be shared with advertising platforms to assist with targeted advertising. This includes external video content from third-party partners that is embedded on our pages. If you do not allow these technologies, your browsing habits will not be used by us for targeted advertising.

You can find out more about the purposes of individual cookies we use by checking the cookie banner that is displayed on each of our Sites. We elaborate on the purposes for which we use cookies and similar tracking technologies below.

If you have any questions about our use of cookies, please contact our Privacy team at globalprivacy@yum.com.

Third-party data collection and interest-based advertising

Our targeting cookies also involve interest-based advertising and use third-party advertising companies to serve you targeted advertisements based on your browsing history. We permit third-party online advertising networks, social media companies and other third-party services, to collect information about your use of our Sites, including our mobile apps, over time so that they may play or display ads on our service, on other websites, mobile apps or services you may use, and on other devices you may use. Typically, though not always, the information used for interest-based advertising is collected through tracking technologies, such as cookies, Flash objects, web beacons, embedded scripts, mobile SDKs, location-identifying technologies, and similar technology, which recognize the device you are using and collect information, including click stream information, browser type, time and date you visited the site, device ID or AdID, precise geolocation and other information. A common account identifier (such as a hashed email address or user ID) is shared with our third-party advertising partners to help identify you across

devices. We and our third-party partners use this information to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics and market research.

See **Your Ad Choices** below, to learn more about interest-based advertising.

Social media widgets and advertising

Our service includes social media features, such as the Facebook Like button, LinkedIn, Snapchat, Instagram, X, or other widgets. These social media companies could recognize you and collect information about your visit to our service by use of cookies or employing other tracking technologies. Your interactions with those features are governed by the privacy policies of those companies.

We display targeted advertising to you through social media platforms, such as Facebook, X, Instagram, Snapchat, LinkedIn and other social media forums. These companies have interest-based advertising programs that allow us to direct advertisements to users who have shown interest in our service while those users are on the social media platform, or to groups of other users who share similar traits, such as likely commercial interests and demographics. We share a unique identifier, such as a user ID or hashed email address, with these platform providers or they collect information from our website visitors and app visitors through a first-party pixel, in order to direct targeted advertising to you or to a custom audience on the social media platform. These advertisements are governed by the privacy policies of those social media companies that provide them. If you do not want to receive targeted ads on your social networks, you may be able to adjust your advertising preferences through your settings on those networks. You may learn more about advertising preferences by clicking on the links provided below. Please note that these links are provided for your convenience only, and we do not control the content or features that may be available on these third-party services.

- **Facebook.** [Learn more about your advertising preferences](#) on Facebook.
- **Instagram.** [Learn more about your advertising preferences](#) for your Instagram account.
- **X.** [Learn more about privacy controls](#) for personalized ads on X.
- **Snapchat.** [Learn more about privacy settings](#) for personalized ads on Snapchat.
- **LinkedIn.** [Learn more about your advertising preferences](#) on LinkedIn.

Cross-device linking

We, or our third-party partners, may link your various devices so that content you see on one device can result in relevant advertising on another device. We do this by collecting information about each device you use when you are logged in to our service. We may also work with third-party partners who employ tracking technologies, or the application of statistical modeling tools, to determine if two or more devices are linked to a single user or household. We share a common account identifier (such as a hashed email address or user ID) with third-party advertising partners to help recognize you across devices. We, and our third-party partners, can use this cross-device linkage to serve interest-based advertising and other personalized content to you across your devices, to perform analytics and to measure the performance of our advertising campaigns.

Third-party partners

We work with third-party service partners to provide cross-device linking and/or online advertising services. When your personal data is shared with our third-party partners, they process your personal data for the reasons set out below. For more details and a complete list of purposes, please visit the cookie banner pop-up that is displayed on each of our Sites.

- We use analytics to recognize you and link the devices you use when you visit our Site or service on your browser or mobile device, log in to your account on our service, or otherwise engage with us. We share a unique identifier, like a user ID or hashed email address, with our third-party partners to facilitate the service. Our third-party partners allow us to better understand how our users interact with our service and to tailor our advertisements and content to you.
- We also use certain forms of display advertising and other advanced features. These features enable us to use first-party cookies and third-party cookies (as set out in our cookie banner pop-up). These cookies together inform, optimize, and display ads based on your past visits to the service. You can control your advertising preferences or opt-out of this processing activity at any time by revisiting your cookie settings or by visiting the Network Advertising Initiative's online resources at <https://www.networkadvertising.org/choices>.
- We use data matching services to help us measure advertising effectiveness and analytics and to create data for personalized advertising purposes.
- We provide custom offers from other brands on our Sites.

Your Ad Choices

❖ Controlling cookies, tracking technologies and Flash cookies

You can change your cookie preferences at any time by clicking on "Cookie Settings" on our Sites and adjusting your preferences.

Most browsers allow you to adjust your browser settings to: (i) notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies.

Please be aware that blocking, rejecting, or deleting cookies could negatively impact your user experience using our services, as some features and services may not work properly.

You can set your email options to prevent the automatic downloading of images that contain technologies that would allow us to know whether you viewed or engaged with our emails.

❖ Interest-based advertising

To learn more about interest-based advertising and how you can exercise your user choices, please visit the Digital Advertising Alliance resources at www.aboutads.info/choices. However, please note that these opt-out choices may not affect online advertising that is not cookie-based. You must also perform the opt-out on each browser or device you use.