

Cookie Policy

British American Tobacco UK (company number 02346565) with our registered office is at One Eton Street, Richmond Upon Thames, London, TW9 1EF ("**BAT**" or "**us**") operates this website. Please also see our [Privacy Notice](#) for further details about the ways in which we collect and use your personal data.

'Cookies' are small data files that are sent to your browser from a web server and stored on your device's hard drive. References in these conditions of use to 'cookies' also include other means of automatically accessing or storing information on your device.

When you accessed the website, you were presented with a message that notified you of the use of cookies on this website. We had to use a cookie to present you with that notice. If you continue to use this website, further cookies will be placed on your device as described in the table below. By continuing to use this website after we present that notice to you, you are agreeing to the use of the cookies described in this Cookie Policy.

We may use web beacons, which are transparent image files on web pages and are used to monitor your journey around British American Tobacco Group websites.

Otherwise, we do not ourselves use cookies on this website. However, some of the tools and content in the 'Media' and 'Investors' sections of our website are delivered by (and in some cases also hosted by) third party content providers. When you access this content, these third party providers may set cookies on your computer or mobile device.

We allow third parties to set the following cookies on this website:

Cookie / technology	
Google Analytics	
Purpose	These cookies are used to collect information about how you and other visitors use our website, which we use to help improve it. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they have visited.
How to disable enable this cookie	/ To opt out of being tracked by Google Analytics across all websites, please visit: Google Analytics Opt-out Browser Add-on
Name	Expiry
_ga	Persistent cookie: 2 years from set/update
_gat	Persistent cookie: 10 minutes from set/update
_utma	Persistent cookie: 2 years from set/update
_utmb	Persistent cookie: 30 minutes from set/update
_utmc	Session cookie: end of user browser session
_utmz	Persistent cookie: 6 months from set/update
Cookie / technology	
Hemscott System	
Purpose	This cookie is used to remember, during a user session only, a user's email alert preferences after he/she has registered or logged in to the relevant area of the website to change those preferences.
How to disable enable this cookie	/ This cookie is used to remember, during a user session only, a user's email alert preferences after he/she has registered or logged in to the relevant area of the website to change those preferences. Disable cookies coming from the 'hsprod.investis.com' domain in browser. Please visit How to disable cookies in your browser for further information regarding disabling this cookie.
Name	Expiry
hsid	Session cookie: end of user browser session
Cookie / technology	
This website	

Error! Unknown document property name.

Cookie / technology		Google Analytics
Purpose	This cookie is used to store if a user has seen the cookie notification message on this website.	
How to disable enable this cookie	/ Disable cookies coming from the 'www.bat.com' domain in browser.	
Name	Expiry	
cookieMessage	Persistent cookie: 2 years from set/update	

For more information about cookies, including how to set your internet browser to reject cookies, please visit www.allaboutcookies.org .

Google Analytics

This website uses Google Analytics, a Web Analytics service from Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files which are stored on users' computers and which allow an analysis of the use of the website by them. The information generated by the cookie about the use of this website by the users is usually transferred to a server of Google in the USA where it is stored. IP anonymization has been activated on this website, so that the IP address of the users of Google is shortened in advance for those Member States of the European Union or European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the United States and shortened there. On behalf of the operator of this website, Google will use this information to evaluate the use of the website by the users, to compile reports on the website activities and for further purposes related to the use of the website and Internet use to provide services to the website operator.

The IP address submitted by your browser as part of Google Analytics will not be merged with other Google data. Information that BAT collects through Google Analytics are: Number of visitors, URLs from which visitors come and reputable sites.

You can also prevent Google from collecting the data generated by these cookies by setting a so-called "opt-out cookie" on your computer – [here](#) you can find out how to implement it. Find out more about Google Analytics privacy policy [here](#).