COOKIE POLICY

The website https://realplaycoalition.com/ (hereinafter, the "**Website**") is managed by the Real Play Coalition, which can be contacted at the following e-mail address info@realplaycoalition.com.

In particular, the Real Play Coalition is composed by:

- ▪ **The Walt Disney Company Ltd.**, a company according to the laws of England, registered under no. 530051 and with legal head office at 3 Queen Caroline Street, Hammersmith, London W6 9PE, England (hereinafter, "**Disney**");
- ▪ **Ingka Services BV,** a company according to the laws of the Netherlands, registered in the Netherlands under no. 33 17 37 51 and with registered legal head office at Bargelaan 20, 2333 CT Leiden, The Netherlands (hereinafter "**IKEA**");
- ▪ **LEGO Fonden**, a Foundation according to the laws of Denmark, registered under no. 12458339 and with legal head office at Højmarksvej 8, st., 7190 Billund, Denmark (hereinafter,"**LEGO**"); and
- ▪ **Ove Arup & Partners International Ltd**, a company according to the laws of England, registered under no. 952468 and with legal head office at 8 Fitzroy Street, London, W1T 4BJ, United Kingdom (hereinafter "**ARUP**").

DISNEY, IKEA, LEGO and ARUP are the founding members of the Real Play Coalition (collectively referred to as the "**Real Play Coalition**" or "**we**") which act as joint controllers of the data collected through the Website.

Through this Cookie Policy, we provide you with information regarding the use of cookies on the Website, their purposes thereof, your rights and the option available to manage cookies.

This Cookie Policy may be subject to changes, also as a consequence of possible regulatory amendments and/or integrations. In any case, changes will be notified in advance, and you can always consult the text of this Cookie Policy constantly updated on the Website, as well as view any relevant information in the ***Privacy Policy*** [*https://realplaycoalition.com/wp-content/uploads/2022/06/rpc_privacy_policy.pdf*] available on the Website.

WHAT ARE COOKIES?

Cookies are small text strings that a website sends to the user's terminal (e.g., computer, smartphone, tablet), where they are stored and then sent back to the same website the next time the same user visits it.

WHAT ARE COOKIES USED FOR?

The use of cookies offers several advantages when providing information society services, including: (i) facilitating the user's browsing on the Website and access to the multiple services offered; (ii) avoiding the need for the user to set up the general characteristics each time he/she accesses the Website; (iii) promoting the improvement of the services provided through the Website, as a result of the corresponding analysis of the information obtained through the cookies installed; (iv) fostering personalized commercial initiatives based on the choices made by the user.

WHICH CATEGORIES OF COOKIES ARE USED ON THIS WEBSITE?

The cookies used on this Website may be distinguished by the following criteria:

a) **based on who manages cookies:**

- ▪ **first party cookies:** these are cookies installed directly by the Real Play Coalition (or processors acting on its behalf) through the Website. The Real Play Coalition processes the data collected from the first party cookies for its own purposes, regardless of whether it programmed the cookie itself or has implemented the cookie of another legal entity (see the list of processors which cookies are used on the Website in the table above **TECHNICAL COOKIES (FIRST PARTY AND THIRD PARTY)**);
- ▪ **third party cookies:** these are cookies installed through the Website by third parties other than the Real Play Coalition and processed by such third parties for purposes they solely determine. In particular,

such cookies are controlled in their entirety by the relevant third party as set out in their respective privacy and cookie policies. Third parties use the cookies to track user behavior on the Website and across other third-party websites (especially for user-specific advertising). For the full list of third-party partners that use third-party cookies on the Website, and more information on the purpose of such cookies and settings to accept or refuse such cookies, please refer to their privacy policy by clicking in the table above **PERFORMANCE COOKIES (first party's and third party's)**;

b) **based on the time they remain enabled:**

- **session cookies**: these cookies store the necessary information during the browsing session and are deleted immediately after the session expires, e.g., when the browser is closed;
- **persistent cookies**: these cookies are stored on the user's hard disk and the Website reads them each time the user visits the Website. A persistent cookie has a specific expiry date, after which it will stop working;

c) **based on the purpose:**

- **technical cookies**: these cookies are necessary to allow the user to browse the Website and to benefit from its functionalities. If strictly necessary for the use of the Website, these cookies do not require the user's prior consent and cannot be switched off. In this case, technical cookies are also named "**strictly necessary cookies**". Instead, where technical cookies enable certain functionalities and services, enhancing the Website, they are called "**functional cookies**". In any case, without these cookies some services or functions could not be provided and the browsing of the Website would not be easy and functional;
- **analytics cookies**: these cookies are used to obtain statistical information, in an aggregate manner or not, on the number of users accessing the Website and about how the Website is used. For this reason, analytics are also known as "**performance cookies**" since they assess the overall performance and liking of the Website by users. Where required by the applicable laws, if the user does not consent to these types of cookies, the Real Play Coalition will not be able to improve the Website based on information from the user's visit;
- **profiling** or **targeting cookies**: these cookies are used to trace the user's profile in order to display advertisements on the Website target on the basis of the user's interests, tastes and consumption habits. If the user does not consent to these types of cookies, he/she will experience less targeted advertising (but not less advertising overall).

The Website uses technical – both strictly necessary and functional – cookies as well as analytics.

HOW TO MANAGE COOKIES?

Except for strictly necessary cookies which are needed for the functioning of the Website, we will only use cookies with your prior consent. In principle, it is possible to use the Website without cookies, but it may alter the functioning or availability of the Website. If you wish to make use of the full Website features, you should accept cookies that enable to use certain features or make it more convenient for you to do so. You can exercise your choice per cookie purpose as provided below.

In particular, pursuant to the applicable data protection laws, the installation of functional (i.e., technical cookies other than strictly necessary, as explained above), analytics and third-party profiling cookies requires the user's prior consent. For this reason, when you access the Website, a banner is displayed, informing you that (i) analytics cookies are used on the Website and that (ii) by clicking on the cookie acceptance button, you consent to their use. Otherwise, you can decide which cookies to install on the Website by clicking on the appropriate cookie management section and selecting your preferences. If you consent to the installation of cookies, we will track your consent by means of a technical cookie. Thus, the cookie banner will not be shown to you in case of subsequent visits to the Website.

You can object to the use of cookies at any time with effect for the future by using the "Cookie Policy" link available from the footer of the Website pages, without compromising the ability to visit the Website and enjoy its contents.

Please note that you can also exercise your regarding the personal data that are collected by way of cookies, as described in the ***Privacy Policy*** [*https://realplaycoalition.com/wp-content/uploads/2022/06/rpc_privacy_policy.pdf*] or in the Real Play Coalition's partners' privacy notices, as provided in the tables below.

In addition to giving the specific consent to the use of certain or all cookies, other than strictly necessary cookies, upon first access to the Website or when we introduce new cookies on our Website, by modifying the settings of the browser used, you can also decide to generally subject the installation of any type of cookie to your acceptance or to generally prevent it. Each browser's setup is different and it is described in the "Help" menu of the browser itself. In order to understand how to set the cookies, you can consult the instructions provided by the providers of the most popular browsers, which are available at the following links:

Google Chrome
Mozilla Firefox
Internet Explorer
Opera
Safari

Where you utilize a different browser, we recommend to check the manual of the specific browser used in order to understand how to configure the cookie management.

Furthermore, with specific reference to third party cookies, you are free to block the installation of all or some of these cookies or to withdraw your consent at any time, without compromising the ability to visit the Website and enjoy its contents. In order to proceed with the deactivation or to find out how to do it, please also read carefully the third-party cookie information notices following the links in the table above. You can also manage your preferences on third party cookies by visiting the website **Your Online Choices** or **All About Computer Cookies** and following the instructions provided there.

WHICH COOKIES DOES THE WEBSITE USE?

Technical Cookies

Technical cookies are those that we use for the sole purpose of allowing you to visit the Website and enjoy it. They can be further divided into:

- **browser cookies:** these cookies guarantee the common browsing and use of the Website, allowing, for instance, to authenticate for accessing reserved areas. Therefore, they are strictly necessary for the browsing and use of the Website and, thus, do not require the user's consent. These are generally session cookies, which are automatically deleted when closing the browser;
- **functionality cookies:** these cookies allow the user to browse the Website according to a set of selected criteria (for instance, the language or country of origin) in order to improve the service provided on the Website. Therefore, without the user's consent, some of the services and functionalities provided on the Website may not function properly. These are persistent cookies, which remain on the computer in use even after the browser is closed, until the expiry date provided for each cookie (typically from two months to two years) or the user deletes them.

The following technical cookies, bot strictly necessary and functional, are currently used on the Website:

TECHNICAL COOKIES (FIRST PARTY AND THIRD PARTY)					
Name of the party placing the cookie	**Cookie name**	**Cookie purpose**	**Cookie retention**	**Link**	**Disable/ Enable**
Btob.es	cookielawinfo -checkbox- necessary	This cookie determines if the visitor has accepted the cookie consent box.	1 year	https://www.btob.es/	
Btob.es	cookielawinfo -checkbox- non- necessary	This cookie determines if the visitor has accepted the cookie consent box.	1 year	https://www.btob.es/	

Btob.es	elementor	This cookie allows the web owner to develop or change the web content in real time.	Session	https://www.btob.es/	
Btob.es	_ga	This cookie records a unique identification that is used to generate data about how the visitor uses the Website.	2 years	https://www.btob.es/	
Btob.es	_gat	This cookie is used by Google Analytics to control the requests rates.	1 day	https://www.btob.es/	
Btob.es	_gid	It records a unique identification that is used to generate data about how the visitor uses the Website.	1 day	https://www.btob.es/	

Other than as per the general browser settings (as explained above), you can generally deactivate first party technical cookies that are strictly necessary (*i.e.,* not requiring the user's consent) by clicking on the relevant *links* listed above or, in case of third-party cookies, by accessing the respective privacy information notices and, where relevant, consent forms. However, by deleting or blocking these cookies, the Website (or its functionalities) may not work properly or efficiently.

Analytics or Performance Cookie

Analytics cookies are used on the Website to collect statistical information, in an aggregate or individual manner, on the number of users accessing the Website and about how they visit the Website. Without your consent, we will not be able to improve the Website based on information from your visit.

The following performance cookies, including third party analytics cookies, are installed on the Website:

PERFORMANCE COOKIES (first party's and third party's)					
Name of the party placing the cookie	**Cookie name**	**Cookie purpose**	**Cookie retention**	**Link**	**Disable/Enable**
Google.com	rc::a	This cookie is used to differentiate between humans and bots.	Session	https://support.google.com/analytics/answer/6004245?hl=en#zippy	

Google.com	rc::c	This cookie is used to differentiate between humans and bots.	Session	https://support.google.com/analytics/answer/6004245?hl=en#zippy	
Google.com	collect	This cookie is used to send data to Google Analytics regarding the user device and behaviour.	Session	https://support.google.com/analytics/answer/6004245?hl=en#zippy	
Google.com	Nid	This cookie records a unique identification which identify the user's devices that comes back to visit again the Website.	6 months	https://support.google.com/analytics/answer/6004245?hl=en#zippy	

The Website also provides for "**social buttons**", i.e., plug-ins for interaction with social networks, which allow users to be re-directed to the Real Play Coalition's official page. We have ensured that such interaction with social networks only happens if you have specifically requested that. In any case, no personal data will be collected nor processed for such interaction by us. On the other hand, you can consult the information on the data management carried out by the relevant social network at the following links:

Instagram [https://www.instagram.com/realplaycoalition/]

Twitter [https://twitter.com/official_rpc]

ARE DATA TRANSFERRED ABROAD?

The data processing carried out in the context of this Cookie Policy may entail to transfer to third countries outside the European Economic Area which do not benefit from a decision of adequacy by the European Commission and do not offer the same level of data protection as in the European Union, including the United States of America as well as the non-EU countries where the Real Play Coalition operates or where the third parties managing the cookies are located. For information on the countries where (i) the Real Play Coalition operates or (ii) the third parties are located, please contact us as per the modalities indicated below. In such case, we have implemented appropriate safeguards, including the stipulation of standard contractual clauses approved by the European Commission and/or additional contractual measures to ensure the protection of the personal data transferred. Such safeguards are available by reading the **Privacy Policy** [*https://realplaycoalition.com/wp-content/uploads/2022/06/rpc_privacy_policy.pdf*] or reaching out to us at the contact details below.

With specific reference to the information collected by means of the third-party cookies used in the Website, instead, such third-party cookies may entail the transfer of your personal data by the corresponding third parties (as identified above in this Cookie Policy) to countries outside the European Economic Area. These international transfers of data (if any) are controlled in its entirety by the relevant third party as set out in their respective privacy and cookie policies available at the links provided above.

HOW TO CONTACT US?

For further information, including on privacy rights and how to exercise them, please read the **Privacy Policy** [*https://realplaycoalition.com/wp-content/uploads/2022/06/rpc_privacy_policy.pdf*] available on the Website or contact the Real Play Coalition at the following e-mail address info@realplaycoalition.com.