

| Name | Info | Purpose | Category | Access to information |
|----------------------|----------------------|---|-------------|-----------------------|
| __gads | 3rd Party Cookie (-) | This cookie is associated with the DoubleClick for Publishers service from Google. Its purpose is to do with the showing of adverts on the site, for which the owner may earn some revenue. | Advertising | |
| __rmco | 3rd Party Cookie (-) | Internal cookie | Advertising | |
| __Secure-3PSIDCC | 3rd Party Cookie (-) | Used by for targeting purposes to build a profile of the website visitor's interests in order to show relevant & personalised Google advertising. | Advertising | |
| __utma | 1st Party Cookie (-) | ID used to identify users and sessions | Analytical | |
| _abck | 3rd Party Cookie (-) | This cookie is used to analyse traffic to determine if it is automated traffic generated by IT systems or a human user | Essential | |
| _dc_gtm_UA-4866101-2 | 3rd Party Cookie (-) | Internal cookie | Analytical | |
| _derived_epik | 1st Party | Internal cookie | Analytical | |

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| | Cookie (-) | | | |
| _fbc | 3rd Party Cookie (-) | When a user clicks on an ad on Facebook, the link sometimes includes a fbclid query parameter. When the user lands on the target website, if the website has a Facebook pixel that uses first-party cookies, the pixel automatically saves the fbclid query parameter to an _fbc cookie for that website domain. | Advertising | |
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| _fbp | 3rd Party Cookie (-) | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers | Advertising | |
| _ga | 3rd Party Cookie (-) | ID used to identify users | Analytical | |
| _gali | 1st Party Cookie (-) | Internal cookie | Analytical | |
| _gat_UA-4866101-2 | 1st Party Cookie (-) | Internal cookie | Analytical | |

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| _gat_UA-4866101-7 | 1st Party Cookie (-) | Internal cookie | Analytical | |
| _gcl_au | 3rd Party Cookie (-) | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services. | Advertising | |
| _gid | 3rd Party Cookie (-) | ID used to identify users for 24 hours after last activity | Analytical | |
| _HPVN | 3rd Party Cookie (-) | Bing advertising | Advertising | |
| _mibhv | 3rd Party Cookie (-) | This cookie powers Moveable Ink Analytics, which allows us to measure effectiveness of our Advertising emails. | Analytical | |
| _pin_unauth | 1st Party Cookie (-) | Registers a unique ID that identifies and recognizes the user. Is used for targeted advertising. | Advertising | |
| _qst | 3rd Party Cookie (-) | This cookie is used by Qubit to collect nonpersonally identifiable information, for example on visitor behaviour or how they react to Advertising communications. | Advertising | |

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| _qst_s | 3rd Party Cookie (-) | This cookie is used by Qubit to collect nonpersonally identifiable information, for example on visitor behaviour or how they react to Advertising communications. | Advertising | |
| _qubit... | 3rd Party Cookie (-) | Internal cookie | Advertising | |

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| _scid | 3rd Party Cookie (-) | Used to help identify a visitor. | Analytical | |
| _uetsid | 3rd Party Cookie (-) | This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site. | Advertising | |
| _uetsid_exp | 3rd Party Cookie (-) | Internal cookie | Advertising | |
| _uetvid | 3rd Party Cookie (-) | This is a cookie utilised by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website. | Advertising | |
| _uetvid_exp | 1st Party | Internal cookie | Advertising | |

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| | Cookie (-) | | | |
| _ym_d | 3rd Party Cookie (-) | Yandex Metrica tracking cookie | Advertising | |
| _ym_isad | 3rd Party Cookie (-) | Yandex Metrica tracking cookie | Advertising | |
| _ym_retryReqs | 3rd Party Cookie (-) | Internal cookie | Advertising | |
| _ym_uid | 3rd Party Cookie (-) | Yandex Metrica tracking cookie | Advertising | |
| _ym40537285_lsid | 3rd Party Cookie (-) | Internal cookie | Advertising | |
| _ym40537285_reqNum | 3rd Party Cookie (-) | Internal cookie | Advertising | |
| 1P_JAR | 3rd Party Cookie (-) | These cookies are set via embedded YouTube-videos. They register anonymous statistical data on for example how many times the video is displayed and what settings are used for playback. | Advertising | |

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| ajs_group_id | 3rd Party Cookie (-) | Track visitor usage and events within the website | Advertising | |
| AKA_A2 | 3rd Party Cookie (-) | Akamai Advanced Acceleration (A2) indicator cookie (confidence 1.0) | Essential | |
| akacd_PIM-prod_to_staging_or_devmirroring | 1st Party Cookie (-) | Internal Cookie | Essential | |

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| ANID | 3rd Party Cookie (-) | Google uses these cookies to make advertising more engaging to users and more valuable to publishers and advertisers | Advertising | |
| ANON | 3rd Party Cookie (-) | Contains the ANID, a unique identifier derived from your Microsoft account, which is used for advertising, personalization, and operational purposes. It is also used to preserve your choice to opt out of interestbased advertising from Microsoft if you have chosen to associate the opt-out with your Microsoft account. | Advertising | |

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| AWSELB | 3rd Party Cookie (-) | This cookie name is associated with the Amazon Web Services Elastic Load Balancing functionality for routing client request on the server. | Advertising | |
| BFB | 3rd Party Cookie (-) | Bing advertising | Advertising | |
| bm_mi | 1st Party Cookie (-) | This cookie is used to analyse traffic to determine if it is automated traffic generated by IT systems or a human user. | Essential | |
| bm_sz | 1st Party Cookie (-) | This cookie is used to analyse traffic to determine if it is automated traffic generated by IT systems or a human user. | Essential | |
| channel | 1st Party Cookie (-) | Internal cookie | Essential | |
| ClarityFlagLoaded_5203004 | 1st Party Cookie (-) | Internal cookie | Essential | |
| ClarityFlagLoaded_5203004_exp | 1st Party | Internal cookie | Essential | |
| | Cookie (-) | | | |

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| CONSENT | 3rd Party Cookie (-) | Google cookie consent tracker | Essential | |
| Conversion | 3rd Party Cookie (-) | Google Ads | Advertising | |

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| cookiePolicyViewed | 1st Party Cookie (-) | Internal cookie | Essential | |
| cookiePrivacyPolicy | 1st Party Cookie (-) | Internal cookie | Essential | |
| country_iso | 1st Party Cookie (-) | Internal cookie | Essential | |
| deviceType | 3rd Party Cookie (-) | Internal cookie | Essential | |
| dpr | 3rd Party Cookie (-) | This cookie is used by Facebook** for performance. | Advertising | |

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| DV | 3rd Party Cookie (-) | This cookie is used to collect website statistics and track conversion rates and Google ad personalisation | Advertising | |
| fr | 3rd Party Cookie (-) | Contains a unique browser and user ID, used for targeted advertising. | Advertising | |
| gadsTest | 1st Party Cookie (-) | Internal cookie for testing | Essential | |
| gdpr | 3rd Party Cookie (-) | Yandex.Metrics service analytics cookie. | Analytical | |
| geoIP | 1st Party Cookie (-) | This cookie is used to redirect user for the locale store. | Essential | |
| INTL_CUSTOMER_DATA | 1st Party Cookie (-) | Internal cookie | Essential | |

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| is_gdpr_b | 3rd Party Cookie (-) | Yandex.Metrics service analytics cookie. | Analytical | |
| JSESSIONID_AM | 1st Party Cookie (-) | Internal cookie | Essential | |
| JSESSIONID_INTL | 1st Party Cookie (-) | Internal cookie | Essential | |
| L | 3rd Party Cookie (-) | Yandex.Metrics service analytics cookie. | Analytical | |
| lang_iso | 3rd Party Cookie (-) | Internal cookie | Essential | |
| lpLastVisit-73583570 | 1st Party Cookie (-) | Internal cookie | Essential | |
| LPSessionID | 3rd Party Cookie (-) | Live Person - current active (or last) monitoring session. | Essential | |
| LPSID-73583570 | 3rd Party Cookie (-) | Internal cookie | Essential | |

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| lpTabId | 1st Party Cookie (-) | Internal cookie | Essential | |
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| LPVID | 3rd Party Cookie (-) | This cookie name is associated with software from Live Person, which enables website owners to add online chat functionality to communicate directly with visitors. This cookie is believed to be a unique visitor identifier. | Essential | |
| LPVisitorID | 1st Party Cookie (-) | Live Person - visitor ID as identified in Live Person. Identifies a browser as long as cookie is not deleted. | Essential | |
| mda | 3rd Party Cookie (-) | yandex.ru | Analytical | |
| metrika_enabled | 1st Party Cookie (-) | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences. | Advertising | |

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| MUID | 3rd Party Cookie (-) | Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes. | Advertising | |
| MUIDB | 3rd Party Cookie (-) | Identifies unique web browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes. | Advertising | |
| NAP | 3rd Party Cookie (-) | Contains an encrypted version of your country, postal code, age, gender, language and occupation, if known, based on your Microsoft account profile. | Analytical | |
| NAPfindingMethod... | 1st Party Cookie (-) | Internal cookie | Analytical | |
| OGP | 3rd Party | Cookie is generated/managed by Google. | Essential | |
| | Cookie (-) | | | |

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| OGPC | 3rd Party Cookie (-) | Cookie is generated/managed by Google. | Essential | |
| OIDI | 3rd Party Cookie (-) | This is set by a third party service Bing for advertisement tracking purposes. | Advertising | |
| OIDR | 3rd Party Cookie (-) | Microsoft Bing Ads | Advertising | |
| opt_fs_visitorId | 1st Party Cookie (-) | Internal cookie | Essential | |
| OptanonAlertBoxClosed | 3rd Party Cookie (-) | This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information. | Essential | |
| optimizely... | 3rd Party Cookie (-) | Internal cookie | Essential | |

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| optly_gdpr | 3rd Party Cookie (-) | Optimizely enables you to uniquely identify visitors, track their actions, and deliver consistent experiences across page loads via persistent visitor-level cookies | Essential | |
| optlyAccountID | 3rd Party Cookie (-) | Optimizely enables you to uniquely identify visitors, track their actions, and deliver consistent experiences across page loads via persistent visitor-level cookies | Essential | |
| OTZ | 3rd Party Cookie (-) | Aggregate analysis of website visitors | Analytical | |
| ph_siteID | 3rd Party Cookie (-) | Internal cookie | Essential | |
| presence | 3rd Party Cookie (-) | The presence cookie is used to contain the user's chat state. | Advertising | |

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| prevPage | 1st Party Cookie (-) | Internal cookie | Essential | |
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| Q_INTER | 1st Party Cookie (-) | Internal cookie | Essential | |
| qb_generic | 3rd Party Cookie (-) | Qubit is a personalisation software that uses cookies that are session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. They are used by Qubit to improve the user experience. | Advertising | |
| qb_permanent | 3rd Party Cookie (-) | Qubit is a personalisation software that uses cookies that are session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. They are used by Qubit to improve the user experience. | Advertising | |
| qb_session | 3rd Party Cookie (-) | Qubit is a personalisation software that uses cookies that are session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. They are used by Qubit to improve the user experience. | Advertising | |
| QSI_... | 3rd Party Cookie (-) | Internal cookie | Analytical | |

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| Queue That - Active Queue | 1st Party Cookie (-) | Internal cookie | Essential | |
| raygun4js-sid | 1st Party Cookie (-) | Internal cookie | Essential | |

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| raygun4js-userid | 1st Party Cookie (-) | Internal cookie | Essential | |
| rCookie | 1st Party Cookie (-) | Internal cookie | Analytical | |
| remembered_7070 | 1st Party Cookie (-) | Internal cookie | Essential | |
| rmStore | 1st Party Cookie (-) | Internal cookie | Essential | |
| RT | 3rd Party | Internal cookie | Essential | |

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| | Cookie (-) | | | |
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| s_cc | 3rd Party Cookie (-) | Used to determine if browser of user accepts cookies or not | Essential | |
| s_ev6 | 3rd Party Cookie (-) | Internal cookie | Advertising | |
| s_fid | 3rd Party Cookie (-) | Alternative cookie with unique user ID / timestamp when the s_vi cookie cannot be set for technical reasons | Essential | |
| s_invisit | 1st Party Cookie (-) | Internal cookie | Analytical | |
| s_nr | 1st Party Cookie (-) | Internal cookie | Analytical | |
| s_ppv | 1st Party Cookie (-) | Stores information on the percentage of the page displayed | Analytical | |
| s_sq | 1st Party Cookie (-) | Used to register the previous link clicked by the user | Essential | |

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| s_tagEnv | 1st Party Cookie (-) | Internal cookie | Analytical | |
| s_vi | 3rd Party Cookie (-) | Contains a unique ID to identify a user | Analytical | |
| s_vnum | 1st Party Cookie (-) | Internal cookie | Analytical | |
| sb | 3rd Party Cookie (-) | Facebook browser identification, authentication, Advertising, and other Facebook-specific function cookies. | Advertising | |
| se - Active Queue | 1st Party Cookie (-) | Internal cookie | Essential | |
| se_q - Active Queue | 1st Party Cookie (-) | Internal cookie | Essential | |
| se_t - Active Queue | 1st Party Cookie (-) | Internal cookie | Essential | |

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| SEARCH_SAMESITE | 3rd Party Cookie (-) | SameSite prevents the browser from sending this cookie along with crosssite requests. The main goal is mitigate the risk of cross-origin information leakage. It also provides some protection against cross-site request forgery attacks. | Essential | |
| Session_id | 3rd Party Cookie (-) | Yandex Metrica tracking cookie | Essential | |
| sessionid2 | 3rd Party Cookie (-) | Yandex Metrica tracking cookie | Advertising | |
| sessionredirectcheck | 1st Party Cookie (-) | Internal cookie | Essential | |
| Shipment | 1st Party Cookie (-) | Internal cookie | Essential | |
| shopping_basket | 1st Party | Internal cookie | Essential | |
| | Cookie (-) | | | |

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| SID | 3rd Party Cookie (-) | Download certain Google Tools and save certain preferences, for example the number of search results per page or activation of the SafeSearch Filter. Adjusts the ads that appear in Google Search. | Advertising | |
| SIDCC | 3rd Party Cookie (-) | Download certain Google Tools and save certain preferences, for example the number of search results per page or activation of the SafeSearch Filter. Adjusts the ads that appear in Google Search. | Advertising | |
| spin | 3rd Party Cookie (-) | Cookie description: Facebook advertiser cookies are used for reporting on social campaigns, troubleshooting campaign set up and building aggregated pools of audiences for targeting based on behaviour trends on and off the nouryon campaign sites. | Advertising | |

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| SRCHD | | This cookie is an analytics service that | Analytical | |
| | 3rd Party Cookie (-) | connects data from the Bing advertising network with actions performed on the website. | | |

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| SRCHUID | 3rd Party Cookie (-) | This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website. | Analytical | |
| SRCHUSR | 3rd Party Cookie (-) | This cookie is an analytics service that connects data from the Bing advertising network with actions performed on the website. | Advertising | |
| SSID | 3rd Party Cookie (-) | Download certain Google Tools and save certain preferences, for example the number of search results per page or activation of the SafeSearch Filter. Adjusts the ads that appear in Google Search. | Advertising | |
| stc120230 | 1st Party Cookie (-) | Internal cookie | Essential | |

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| sync_cookie_csrf | 3rd Party Cookie (-) | The cookie for web analytics contains a unique identifier that is assigned to each browser to track user interaction with the website. Removal or blocking does not affect the use of the site and its functionality. | Analytical | |
| tc_idNL | 1st Party Cookie (-) | Internal cookie | Analytical | |
| TC_PRIVACY | 3rd Party Cookie (-) | Privacy: optin/optout user, privacy version and optin categories. | Essential | |
| TC_PRIVACY_CENTER | 3rd Party Cookie (-) | Privacy optin categories. | Essential | |
| TCPID | 3rd Party Cookie (-) | Used to identify the user exposed to the privacy banner (not encoded contrary to TCID, so user can be | Essential | |

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| | | retrieved in the Privacy raw data export). | | |
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| thx_global_guid | 3rd Party Cookie (-) | Allows unique identification of a device (PC, telephone, etc.) used to place orders on this website for subsequent analysis. | Essential | |
| thx_guid | 3rd Party Cookie (-) | Allows unique identification of a device (PC, telephone, etc.) used to place orders on this website for subsequent analysis. | Essential | |
| wcs_bt | 1st Party Cookie (-) | Internal cookie | Essential | |
| wd | 3rd Party Cookie (-) | This cookie stores the browser window dimensions and is used by Facebook to optimise the rendering of the page. | Essential | |
| WebAn_navigation.previousPage | 1st Party Cookie (-) | Internal cookie | Essential | |
| X-AK-PIM-INJECT | 3rd Party Cookie (-) | Internal cookie | Essential | |

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| xs | 3rd Party Cookie (-) | Used in conjunction with the c_user cookie to authenticate your identity to Facebook. Contents: Session ID, creation time, authentication value, secure session state, caching group ID | Advertising | |
| Y-City | 1st Party Cookie (-) | Tracking | Essential | |
| yabs-sid | 3rd Party Cookie (-) | Yandex Metrica tracking cookie | Advertising | |
| YEDGESESSION | 1st Party Cookie (-) | Tracking | Essential | |
| ymex | 3rd Party Cookie (-) | Registers data on visitors' website behaviour. This is used for internal analysis and website optimization. | Analytical | |
| yORBaccount | 3rd Party Cookie (-) | Internal cookie | Analytical | |

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| yOrbRD | 3rd Party Cookie (-) | Collect real time event cross device. | Analytical | |
| yp | 3rd Party Cookie (-) | Yandex.Metrics service analytics cookie. | Analytical | |
| ph_time_entered | 1st Party Cookie (-) | Internal cookie | Essential | |
| ak_bmsc | 3rd Party Cookie (-) | Akamai. Used to improve website performance | Essential | |
| NAPfindingMethod666467151988468 | 1st Party Cookie (-) | Internal cookie | Essential | |
| ubertoken | 1st Party Cookie (-) | Internal cookie | Essential | |
| lastRskxRun | 1st Party Cookie (-) | Riskified user session cookie | Essential | |
| rskxRunCookie | 1st Party Cookie (-) | Internal cookie | Essential | |

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| CCX_Lightbox | 3rd Party Cookie (-) | Available soon | Essential | |
| s_cm_sp | 3rd Party Cookie (-) | Available soon | Advertising | |
| TS01351945 | 3rd Party Cookie (-) | Randomic number not used by the application | Essential | |
| TS016d9db0 | 3rd Party Cookie (-) | Randomic number not used by the application | Essential | |
| _gat_UA-28712068-5 | 3rd Party Cookie (-) | Google Analytics | Analytical | |
| optimizelyEndUserId | 3rd Party Cookie (-) | Internal cookie | Essential | |
| bm_sv | 1st Party Cookie (-) | This cookie is used to analyse traffic to determine if it is automated traffic generated by IT systems or a human user. | Essential | |
| QSI_HistorySession | 3rd Party Cookie (-) | This is a session cookie that stores what pages a visitor has visited for the current session | Essential | |

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| ab.storage.userId.[your-api-key] | 3 rd Party Cookie | Used to determine whether the currently logged-in user has changed and to associate events with the current user. | Advertising | |
| ab.storage.sessionId.[your-api-key] | 3 rd Party Cookie | Randomly-generated string used to determine whether the user is starting a new or existing session to sync messages and calculate session analytics. | Advertising | |
| ab.storage.deviceId.[your-api-key] | 3 rd Party Cookie | Randomly-generated string used to identify anonymous users, and to differentiate users' devices and enables device-based messaging. | Advertising | |
| ab.optOut | 3 rd Party Cookie | Used to store a user's opt-out preference when disableSDK is called | Advertising | |
| ab._gd | 3 rd Party Cookie | Temporarily created (and then deleted) to determine the root-level cookie domain, which allows the SDK to work properly across sub-domains. | Advertising | |
| ab.storage.userId.[your-api-key] | 3 rd Party Cookie | Used to determine whether the currently logged-in user has changed and to associate events with the current user. | Advertising | |

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| ab.storage.sessionId.[api-key], ab.storage.deviceId.[api-key], ab._gd (temporary) | 3 rd Party Cookie | Technical prerequisite for all SDK functions; must take place on page load | Advertising | |
| ab.storage.deviceId.[api-key], ab._gd (temporary; deleted after root domain determination) | 3 rd Party Cookie | Device recognition across sessions and subdomains; basis for anonymous user identification | Advertising | |
| ab.storage.sessionId.[api-key] | 3 rd Party Cookie | Distinguishing new and existing sessions; basis for message eligibility, synchronisation, and session analyses | Advertising | |
| ab.optOut | 3 rd Party Cookie | Storage of the opt-out preference when the SDK is disabled (disableSDK); prevents further tracking after consent withdrawal | Advertising | |
| Service Worker registration (server- side); ab.storage.deviceId.[api-key] | 3 rd Party Cookie | Delivery of transactional web push notifications (requires separate browser permission; no consent required under ePrivacy if strictly necessary) | Advertising | |
| ab.storage.deviceId.[api-key] | 3 rd Party Cookie | Compatibility targeting, display optimisation, and troubleshooting | Advertising | |

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| ab.storage.sessionId.[api-key] | 3 rd Party Cookie | Distinguishing new and existing sessions; basis for message eligibility; no profile building | Advertising | |
| ab.storage.sessionId.[api-key] | 3 rd Party Cookie | Collection of page views during navigation (Braze Minimum Integration – not configurable; required for core platform operation according to Braze documentation); basis for session analysis and message eligibility | Advertising | |
| ab.storage.sessionId.[api-key] | 3 rd Party Cookie | Quality control, delivery confirmation, and prevention of duplicate sends (Braze Minimum Integration -- not configurable; required for core platform operation according to Braze documentation) | Advertising | |
| (localStorage; no cookie) | 3 rd Party Cookie | Technically strictly required client-side intermediate storage for core SDK operation: device identification, session management, server configuration, network rate-limiting, and message eligibility. No marketing content; no user ID. | Advertising | |
| ab.storage.sessionId.[api-key], ab.storage.deviceId.[api-key] | 3 rd Party Cookie | Delivery of order confirmations, service notifications, and non-personalised messages | Advertising | |
| ab.storage.userId.[api-key] | 3 rd Party Cookie | Linking the anonymous browser session to the logged-in user profile after consent has been granted; enables cross-channel identity resolution and attribution of events to a known user profile. | Advertising | |

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| ab.storage.sessionId.[api-key], ab.storage.userId.[api-key] | 3 rd Party Cookie | Detailed analysis of web usage behaviour; triggering of marketing messages based on user actions for marketing purposes | Advertising | |
| ab.storage.userId.[api-key] | 3 rd Party Cookie | Building personalised user profiles (demographics, preferences, browsing behaviour) for segmentation and campaigns | Advertising | |
| ab.storage.userId.[api-key] | 3 rd Party Cookie | Collection of page-specific user events (e.g. product views, basket actions, searches) for marketing segmentation | Advertising | |
| ab.storage.userId.[api-key] | 3 rd Party Cookie | Collection of online purchase events for marketing analysis, product recommendations, and campaign optimisation | Advertising | |
| ab.storage.userId.[api-key], ab.storage.sessionId.[api-key] | 3 rd Party Cookie | Display of personalised marketing messages based on user profile, purchase history, and behaviour | Advertising | |
| ab.storage.userId.[api-key], ab.storage.sessionId.[api-key] | 3 rd Party Cookie | Display of personalised offers and recommendations (e.g. wishlist updates, back-in-stock, loyalty programme) | Advertising | |

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| Service Worker registration; ab.storage.userId.[api-key] | 3 rd Party Cookie | Sending of personalised marketing push messages (requires browser permission and marketing consent) | Advertising | |
| ab.storage.userId.[api-key] | 3 rd Party Cookie | Creation of audience segments based on collected events and attributes for targeted campaigns | Advertising | |
| (localStorage; no cookie) | 3 rd Party Cookie | Client-side intermediate storage of marketing content and user-related data: complete IAM/trigger configuration incl. message HTML, campaign IDs, and trigger conditions; history of trigger activations per campaign; user ID; outgoing event queue. Only populated after consent has been granted and changeUser() has been called. | Advertising | |
| App Storage (no browser cookies) | 3 rd Party Cookie | Technical prerequisite for all SDK functions; must take place at app launch | Advertising | |
| App Storage | 3 rd Party Cookie | Unique device identification for message delivery, session management, and user differentiation | Advertising | |

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| Push token stored server-side at Braze | 3 rd Party Cookie | Delivery of push notifications to the user's device. Prerequisite for all push channels | Advertising | |
| App Storage | 3 rd Party Cookie | Distinguishing new and existing sessions; basis for message eligibility and engagement analysis | Advertising | |
| App Storage | 3 rd Party Cookie | Compatibility targeting, troubleshooting, and app optimisation | Advertising | |
| - | 3 rd Party Cookie | Quality control, delivery confirmation, and prevention of duplicate sends (Braze Minimum Integration -- not configurable; required for core platform operation according to Braze documentation) | Advertising | |
| - | 3 rd Party Cookie | Delivery of order confirmations, service notifications, and non-personalised messages | Advertising | |
| - | 3 rd Party Cookie | Display of general, non-personalised content without user profile reference | Advertising | |

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| App Storage | 3 rd Party Cookie | Linking the anonymous device session to the logged-in user profile after consent has been granted; enables cross-channel identity resolution and attribution of events to a known user profile. | Advertising | |
| - | 3 rd Party Cookie | Display of personalised marketing messages based on user profile, purchase history, and behaviour | Advertising | |
| - | 3 rd Party Cookie | Display of personalised offers and recommendations (e.g. wishlist updates, back-in-stock, loyalty programme) | Advertising | |
| App Storage | 3 rd Party Cookie | Analysis of app usage; triggering of marketing messages based on user actions and behaviour | Advertising | |
| - | 3 rd Party Cookie | Building personalised user profiles (demographics, preferences, behavioural characteristics) for segmentation and campaigns | Advertising | |
| - | 3 rd Party Cookie | Collection of company-specific user events (e.g. product views, basket actions) for marketing segmentation and campaigns | Advertising | |

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| - | 3 rd Party Cookie | Collection of purchase events for marketing analysis, product recommendations, and campaign optimisation | Advertising | |
| (Push token server-side) | 3 rd Party Cookie | Sending of personalised marketing push messages (additionally requires OS-level push permission from the user) | Advertising | |
| - | 3 rd Party Cookie | Storage and synchronisation of consent status to control SDK functionality and correct campaign segmentation | Advertising | |