

## Category: Marketing

Cookie Name	Provider	Type	Expiration	Description
__ab12#	sharethis.com	HTTP	1 year	Unclassified
__ab12#	trekamerica.co.uk	HTTP	1 year	Unclassified
__hsrc	trekamerica.co.uk	HTTP	Session	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.
__ptq.gif	hubspot.com	Pixel	Session	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
__cc_aud	crwdcntrl.net	HTTP	269 days	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and

Category: Marketing

				marketing agencies to structure and understand their target groups to enable customised online advertising.
_cc_cc	crwdcntrl.net	HTTP	Session	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.
_cc_dc	crwdcntrl.net	HTTP	269 days	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to

## Category: Marketing

				enable customised online advertising.
_cc_id	crwdcntrl.net	HTTP	269 days	Collects statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.
_fbp	trekamerica.co.uk	HTTP	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
3pi	id5-sync.com	HTTP	3 months	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.
ABTastyGeoloc	trekamerica.co.uk	HTML	Session	Used to track visitors on multiple websites, in order to present relevant advertisement

## Category: Marketing

				based on the visitor's preferences.
ABTastyUA	trekamerica.co.uk	HTML	Session	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
adnxs	sharethis.com	Pixel	Session	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
ads/ga-audiences	google.com	Pixel	Session	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.
adscores/r.pixel	agkn.com	Pixel	Session	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
AFFICHE_W	weborama.fr	HTTP	3 months	Used by the advertising platform Weborama to determine the visitor's interests based on pages visits, content clicked and other actions on the website.
bkdc	bluekai.com	HTTP	179 days	Registers user data, such as IP address,

## Category: Marketing

				geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
bkpa	bluekai.com	HTTP	179 days	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
bku	bluekai.com	HTTP	179 days	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
callback	id5-sync.com	HTTP	1 day	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that the visitor is shown the same advertisement.

## Category: Marketing

car	id5-sync.com	HTTP	1 day	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
cf	id5-sync.com	HTTP	1 day	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.
cip	id5-sync.com	HTTP	1 day	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
ck	go.affec.tv	HTTP	1 year	Collects data on user visits to the website, such as what pages have been accessed. The registered data is used to categorise the user's interest and demographic profiles in terms of resales for targeted marketing.
ck	map.go.affec.tv	HTTP	Session	Collects data on visitors' behaviour and interaction - This is used to optimize the

## Category: Marketing

				website and make advertisement on the website more relevant.
cm	rfihub.com	Pixel	Session	Identifies if the cookie-data needs to be updated in the visitor's browser - This is determined through third-party ad-serving-companies
cnac	id5-sync.com	HTTP	1 day	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
csync.ashx	m314.com	Pixel	Session	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
embed/v3/counters.gif	forms.hsforms.com	Pixel	Session	Collects information on user preferences and interaction with web-campaign content
eud	rfihub.com	HTTP	1 year	Registers user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.

## Category: Marketing

euds	rfihub.com	HTTP	Session	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
eyeota	sharethis.com	Pixel	Session	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
fifid	fiftyt.com	HTTP	1 year	Registers the visitor's preferences and navigation across multiple social media platforms. This is used to present the visitor with relevant advertisement.
fifty	sharethis.com	Pixel	Session	Registers the visitor's preferences and navigation across multiple social media platforms. This is used to present the visitor with relevant advertisement.
fm	fiftyt.com	HTTP	6 days	Registers the visitor's behaviour on social media - can be used to optimize ad-relevance and general targeting.



## Category: Marketing

fr	facebook.com	HTTP	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
GPS	youtube.com	HTTP	1 day	
hubspotutk	trekamerica.co.uk	HTTP	1 year	Keeps track of a visitor's identity. This cookie is passed to the marketing platform HubSpot on form submission and used when de-duplicating contacts.
id5	id5-sync.com	HTTP	1 day	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
IDE	doubleclick.net	HTTP	1 year	Used by Google DoubleClick to register and report the website user's actions after view in go r clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
idsync/ex/receive/check	tapad.com	Pixel	Session	This cookie is set by the audience manager of the website to determine the time and frequencies of visitor data synchronization - cookie data

## Category: Marketing

				synchronization is used to synchronize and gather visitor data from several websites.
int/lotame	sharethis.com	Pixel	Session	Facilitates the sharing function on the website - The cookie also allows websites to track and target the user with advertisement based on the user's likes and shares.
mako_uid	eyeota.net	HTTP	1 year	Collects data on user visits to the website, such as what pages have been accessed. The registered data is used to categorise the user's interest and demographic profiles in terms of resales for targeted marketing.
mediamath	sharethis.com	Pixel	Session	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
NID	google.com	HTTP	6 months	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
ONPLFTRH	eyeota.net	HTTP	Session	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
oo	go.affec.tv	HTTP	1 year	Unclassified

## Category: Marketing

pagead/1p-user-list/#	google.com	Pixel	Session	Unclassified
pi	ml314.com	HTTP	1 year	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.
PREF	youtube.com	HTTP	8 months	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.
pt	go.affec.tv	HTTP	1 year	Collects data on user visits to the website, such as what pages have been accessed. The registered data is used to categorise the user's interest and demographic profiles in terms of resales for targeted marketing.
pxcelBcnLcy	sharethis.com	HTTP	Session	Facilitates the sharing function on the website - The cookie also allows websites to track and target the user with advertisement based on the user's likes and shares.
pxcelPage_c010	sharethis.com	HTTP	6 days	Facilitates the sharing function on the website - The cookie also allows websites to track and target the user with advertisement based on the user's likes and shares.
pxrc	rlcdn.com	HTTP	2 months	This cookie registers data on the visitor. The information is used to optimize

## Category: Marketing

				advertisement relevance.
rud	rfihub.com	HTTP	1 year	Registers user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on web sites that use the same ad network.
ruds	rfihub.com	HTTP	Session	Registers user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on web sites that use the same ad network.
sharethis/1/info2	uipglob.semasio.net	Pixel	Session	Enables the visitor to share content from the website on to social media platforms or websites.
site/#	bluekai.com	Pixel	Session	Unclassified
smd	rfihub.com	HTTP	1 year	Used to present the visitor with relevant content and advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
TapAd_DID	tapad.com	HTTP	2 months	Used to determine what type of devices (smartphones,

## Category: Marketing

				tablets, computers, TVs etc.) is used by a user.
TapAd_TS	tapad.com	HTTP	2 months	Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user.
TDCPM	adsvr.org	HTTP	1 year	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
TDID	adsvr.org	HTTP	1 year	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
test_cookie	doubleclick.net	HTTP	1 day	Used to check if the user's browser supports cookies.
tr	facebook.com	Pixel	Session	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
ttd	sharethis.com	Pixel	Session	Facilitates the sharing function on the website – The cookie also allows websites to track and target the user with advertisement based on the user's likes and shares.
uuid	avocet.io	HTTP	1 year	This cookie is used to optimize ad relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by a third-party data-center

## Category: Marketing

Uuid	mathtag.com	HTTP	1 year	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads.
uuid2	adnxs.com	HTTP	3 months	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
uuidc	mathtag.com	HTTP	1 year	Collects data on the user's visits to the website, such as what pages have been loaded. The registered data is used for targeted ads.
VISITOR_INFO1_LIVE	youtube.com	HTTP	179 days	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
wam-sync	weborama.com	HTTP	6 days	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
YSC	youtube.com	HTTP	Session	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
yt-remote-cast-installed	youtube.com	HTML	Session	Stores the user's video player preferences using embedded YouTube video
yt-remote-connected-devices	youtube.com	HTML	Persistent	Stores the user's video player preferences using embedded YouTube video

## Category: Marketing

yt-remote-device-id	youtube.com	HTML	Persistent	Stores the user's video player preferences using embedded YouTube video
yt-remote-fast-check-period	youtube.com	HTML	Session	Stores the user's video player preferences using embedded YouTube video
yt-remote-session-app	youtube.com	HTML	Session	Stores the user's video player preferences using embedded YouTube video
yt-remote-session-name	youtube.com	HTML	Session	Stores the user's video player preferences using embedded YouTube video
zc	zeotap.com	HTTP	10 years	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.