

# G-STAR

## LIST OF COOKIES

### STRICTLY NECESSARY COOKIES

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website.

Without these cookies, services you have asked for, like shopping baskets or e-billing, cannot be provided.

TOOL	NAME	LIFETIME	DESCRIPTION
Akamai	AKA_A2	1 day	Used to speed up content delivery on the website by leveraging Akamai's adaptive acceleration features and caching.
Akamai	PIM-SESSION-ID	Session	This cookie is used for Page integrity manager for Akamai. Solution is used to monitor the integrity of assets loaded on G-STAR website.
Akamai	RT	7 days	Fraud and security prevention.

Akamai	akbot	Session	Akamai fraud detection tool.
Akamai	ipLocale	Session	Fraud and security prevention.
Amazon Web services	AWSALB	7 days	Used to provide load balancing functionality.
Cloudflare	__cf_bm	30 minutes	Bot detection provided by Cloudflare.
Cloudflare	__cflb	1 day	This cookie is used by cloudflare to return an end user to the same customer origin for a specific period of time.
Forter	ftr_blst_1h	1 day	Used to assist with fraud detection on the website.
Forter	forterToken	400 days	This cookie helps prevent identity and internet fraud by identifying the browser between browsing sessions.
G-STAR	abdct	abdct	The Analytics Blocked Detection mechanism concluded that Analytics has been blocked by Consent settings.
G-STAR	_rsu_u2d	11.5 year	This Cookie is used to get user correlation Id For Created Cookie
G-STAR	_rsu	36 months	Allows to recognize a returning visitor, also used in Algolia as usertoken (only in events, not in search requests).
G-STAR	sessionAlive	12 months	This cookie is used to indicate if a user has started the checkout process.

G-STAR	acceleratorSecureGUID	Session	Session security UUID token.
G-STAR	Coco	12 months	Consent cookie which indicates which cookie types are accepted by the visitor.
Paypal	u	12 months	To provide fraud prevention.
Paypal	ts	12 months	To provide fraud prevention.

## FUNCTIONAL COOKIES

These cookies ensure that you can use the basic functionality of the website: they remember your selection and the choices you make to improve your experience on our website. They help make the shopping cart and checkout process possible as well as assist in security issues and conforming to regulations.

TOOL	NAME	LIFETIME	DESCRIPTION
AudioEye	aeatstartmessage	Session	AudioEye supports technology for web browsing for people with disabilities.
AudioEye	_aeaid	11 months	AudioEye supports technology for web browsing for people with disabilities.
AudioEye	aelastsite	13 months	AudioEye supports technology for web browsing for people with disabilities.
AudioEye	aelreadersettings	Session	AudioEye supports technology for web browsing for people with disabilities.

G-STAR	sessionAlive	7 minutes	The cookie is created in the checkout journey to identify whether the customer has visited any checkout pages (e.g. shopping bag) or not.
G-STAR	_rsu	13 months	Cookie used to get user Correlation Id For Created Cookie.
G-STAR	_rsu_u2d	13 months	Cookie used to get user Correlation Id For Created Cookie.
G-STAR	ipLocale	Session	This cookie is used for fraud and security prevention.
G-STAR	userType	Session	This cookie is set to personalize the user experience if _rsu cookie is not there set "new" for the whole session else "returning" (check is done in the code).
PayPal	PAYPAL-CLIENT-METADATA-ID	Session	PayPal anti fraud identifier cookie.
G-STAR	firstName	Session	Stores the first name of the customer for UI purposes.
G-STAR	ROUTE	Session	This cookie temporarily stores a value that refers to which server should fulfill the request. It is related to the JSESSIONID.

Vimeo	__cf_bm	Session	This cookie is a Cloudflare cookie set by Vimeo to identify and mitigate automated traffic to protect your site from bad bots. The __cf_bm cookie is necessary for bot solutions to function properly. The __cf_bm cookie is generated independently by Cloudflare, and does not correspond to any user ID or other identifiers in a customer's web application.
G-STAR	JSESSIONID	Session	This is a general purpose platform session cookie, set by sites running on Java. The cookie is used to maintain an anonymous user session on the server.
Yahoo	A3	Session	Cookie that contains a session identifier used to authenticate the use and deliver different APIs
Zowie	_dd / _dd_r / _dd_test / _dd_s	max 4h	Cookies used to group all events generated from a unique user session across multiple pages. It contains the current session ID, whether the session is excluded due to sampling, and the expiration date of the session.
Zowie	__zlcmid	4h	Help identify a user's Zowie chat session between page loads.

## ANALYTICAL COOKIES

These cookies are used to allow us to further develop and improve the functionality of our website by

TOOL	NAME	LIFETIME	DESCRIPTION
Contentsquare	_cs_c	12 months	Used by ContentSquare to save the user consent to be tracked.
Contentsquare	_cs_id	12 months	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
Contentsquare	_cs_s	30 minutes	Used to identify the frequency of visits and how long the visitor is on the website.
ContentSquare	_cs_mk	30 minutes	This cookie is used for the Google Analytics and Adobe Analytics integrations.
Google Analytics	FPID	13 months	This HTTP cookie is named FPID (First Party Identifier) and stores a value used for setting the Client ID in the request to Google's servers.

Google Analytics	FPLC	20 hours	The FPID cookie is used for in server-side tagging for Google Tag Manager The cookie is an HttpOnly, server-managed ID cookie that's designed to replace the JavaScript-managed _ga cookie used by Google Analytics 4 and Universal Analytics.
Google Analytics	_ga	13 months	Contains a unique identifier used by Google Analytics to determine that two
Google Analytics	_ga_#####	13 months	Used to persist session state.
Google Analytics	_ga_#####	13 months	Used to persist session state.
Google Analytics	_gat_UA-#####-1	1 minute	Google Analytics cookie to throttle the request rate.
Google Analytics	_gat_UA-#####-28	1 minute	Google Analytics cookie to throttle the request rate.
Google Analytics	_gid	1 day	Used to distinguish users.
Google Analytics	pageviewCount	30 minutes	This cookie is placed to measure the the number of visited ages within a session
Google Analytics	Qvisit	Session	This cookie is used to measure if a visitor is longer on a page then 10 seconds of visits more then 2 pages in a session.

Media.net	visitor-id	12 months	This cookie is used to collect information on the visitor. This information will be stored for internal analytics at the website's operator – Internal analytics is used by websites to optimize their domains.
Qubit	qb_generic	12 months	Stores all persistent Qubit data. These cookies allow us to personalise your experience on our website based on your behaviours and also allow us to carry out A/B testing to improve the website experience for everyone.
Qubit	qb_session	1 day	This cookie is planned to store all session data and ultimately replace all other session cookies for personalization purposes.
Qubit	qb_permanent	12 months	Stores all persistent Qubit data. These cookies allow us to personalise your experience on our website based on your behaviours and also allow us to carry out A/B testing to improve the website experience for everyone.
G-STAR	vta	1 year	Track the customer's target audience.



Qubit	_qubitTracker	12 months	AB tests/ experiments, which gives each visitor a specific Qubit ID.
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## SOCIAL MEDIA & MARKETING COOKIES

These cookies are used to offer the possibility to connect you to social networks and share content from our website on social media. Information that we obtain from advertising cookies is used to maintain your personal advertising profile.

TOOL	NAME	LIFETIME	DESCRIPTION
Adobe Audience Manager	demdex	18 days	Demdex cookie used to assign a unique ID to a site visitor and helps Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.
Adobe Audience Manager	dpm	18 days	DPM cookie allows for Data Provider Match. It tells internal, Adobe systems that a call from Audience Manager or the Adobe Experience Cloud ID Service is passing in customer data for synchronization or requesting an ID.
AppNexus	anj	90 days	Ads targeting cookie for AppNexus.

AppNexus	uuid2	3 months	This cookie contains a unique randomly-generated value that enables the Platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the Platform.
AppNexus	receive-cookie-deprecation	400 days	Part of a Google Chrome experiment to identify if a user's browser is in specific test groups within Chrome's Privacy Sandbox initiative. Websites must opt-in to use it. The cookie tracks group participation (e.g., "example_label_1") and it will be discontinued after the experiment.
AppNexus	XANDR_PANID	90 days	To store a unique randomly generated value that enables the Platform to distinguish browsers and devices.
AppNexus	targetcid7	24 months	This cookie is used to to improve advertising for website visitors. It can redirect more relevant advertising to on site visitors.

AudioEye	aeatstartmessage	Session	Session cookie necessary for the functioning of the accessibility features.
AudioEye	_aeaid	11 months after	Cookie needed for the functioning of the accessibility feature used by AudioEye. Their technology helps to make content more accessible and usable for a wider audience. It's a session only cookie.
AudioEye	aelastsite	13 months after	Cookie determines whether or not a user has been to another AudioEye enabled website.
AudioEye	aelreadersettings	Session	Session cookie which stores the state of the toolkit setting of the accessibility feature in order to persist these settings as the user navigates this website.
BidSwitch	tuuid	12 months	This cookie has a unique user ID (randomly created by IPON/Bidswitch) on the basis of which Bidswitch can remember what banners you have seen and if you have visited the website of an advertiser. Bidswitch uses this information only for that specific advertiser to be able to determine when and how often you will see a certain banner.

BidSwitch	c	12 months	Identify the user for our programmatic ads.
BidSwitch	g	12 months	Used in context with the language setting on the website. Facilitates the translation into the preferred language of the visitor.
Bing	MUID	13 months	Used widely by Microsoft Bing as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.
Bing	MR	7 days	Indicates whether to refresh MUID.
Bing	MSPTC	13 months	This cookie aids in user session management, personalization, and tracking behavior on the Bing platform.
Bing	_uetsid	1 day	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.
Bing	_uetvid	3 weeks	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.

casalemedia	CMPS	3 months	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
casalemedia	CMPRO	3 months	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.
casalemedia	CMID	12 months	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
Criteo	cto_bundle	13 months	Presents the user with relevant content and advertisement. The service is provided by thirdparty.
Exponea	__exponea_etc__	36 months	Customer's Exponea generated client-side cookie
Exponea	__exponea_time2__	1 hour	Timestamp offset between browser and server time.
Exponea	xnpe_db54625c-95cb-11ea-9af2-62108279dd27	36 months	Customer's Bloomreach Exponea Engagement generated serverside cookie.

Facebook	_fbp	12 months	This cookie is used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
Google	_GRECAPTCHA	5 months after	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
Google Adwords	_gcl_au	3 months	This cookie is set automatically by Google Adwords to identify and recognize the user. It enables us to use Google Adwords for remarketing and to use the whole functionality of Google services.
Google Doubleclick	ar_debug	Session	Google DoubleClick sets this cookie to store and track conversions.
Google Doubleclick	IDE	18 months	This cookie from Google contains a randomly generated User-ID, which allows Google to recognize you across multiple websites and to serve personalized ads.
Google Tag Manager/ Pinterest	_pin_unauth	12 months	Used by Pinterest to track the usage of service.
Liadm	_li_ss	30 days	This domain is owned by liadm.com. The company provides a range of marketing and advertising services.

liadm	liidid	24 months	Collects data on visitors' behaviour and interaction - This is used to make advertisement on the website more relevant. The cookie also allows the website to detect any referrals from other websites.
LoopMe	viewer_token	3 months	Used to tracks ad traffic for LoopMe.
Media.net	data-c-ts	30 days	This cookie collects data on the user across websites - This data is used to make advertisement more relevant.
Media.net	data-c	30 days	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
Mediavine	mv_tokens	13 days	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.

Mediavine	am_tokens_eu-v1	14 days	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
Mediavine	am_tokens	14 days	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
Mediavine	mv_tokens_eu-v1	13 days	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.
Mediavine	am_tokens_invalidate-verizon-pushes	2 weeks after	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.



Mediavine	mv_tokens_invalidate-verizon-pushes	2 weeks after	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.
Nativo	opt_out	12 months	This cookie is owned by Nativo. The company provides a range of marketing and advertising services.
OmniTag	ayl_visitor	30 days	This cookie is used to track lead success for advertising and analytical purposes.
Outbrain	criteo	29 days	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.
Outbrain	obuid	2 months after	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.

Postrelease	status	365 days	Customizes the user experience.
Postrelease	ver	365 days	This domain is owned by Nativo. The company provides a range of marketing and advertising services.
Postrelease	visitor	365 days	Customizes the user experience
PulsePoint	V	11 months after	This cookie is generally provided by contextweb.com and is used for advertising purposes.
PulsePoint	pb_rtb_ev	11 months after	This cookie is generally provided by contextweb.com and is used for advertising purposes.
PulsePoint	INGRESSCOOKIE	Session	Used by PulsePoint Healthcare Marketing Company.
PulsePoint	pb_rtb_ev_part	12 months	his domain is owned by Pulsepoint (formerly Contextweb). The main business activity is: Digital marketing, real time ad bidding exchange and audience profiling
PulsePoint	VP	12 months	his domain is owned by Pulsepoint (formerly Contextweb). The main business activity is: Digital marketing, real time ad bidding exchange and audience profiling

RTB House	__rtbh.uid	Persistent	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.
RTB House	__rtbh.lid	12 months	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.
RTB House	n360-rtbhouse	89 days	The cookie is used to serve impressions via RTB House to inventory available in the targeted geo. It is used for cookie matching (matching users between SSP Adrenalead and DSP RTB House) to recognize users and be able bid and target them.
RTB House	RTBHUSERCOOKIE	89 days	The cookie is used to serve impressions via RTB House to inventory available in the targeted geo. It is used for cookie matching (matching users between SSP Adrenalead and DSP RTB House) to recognize users and be able bid and target them.

Rakuten	RP	13 months	This cookie is associated with Rakuten. It is used to count visits and traffic sources so we can measure and improve the performance of our site.
Scorecard research	uid	24 months	This cookie is placed by Criteo to collect User-ID for analyses and marketing purposes.
Snapchat	sc_at	13 months	This cookie is used by SnapChat to anonymously identify a visitor across multipless domains for advertising purposes and to track conversions
snapchat	X-AB	1 day	Cookie associated with embedding content from Snapchat.
Snapchat	_scid	13 months	This cookie is used by SnapChat to anonymously identify a visitor across multipless domains for advertising purposes and to track conversions
Snapchat	_sctr	12 months	This cookie is used to determine whether a third party tag will be called in Snap Ads Pixel.

snapchat	_scid_r	1 day	This cookie is associated with Snapchat. It sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertising. This pairing service is provided by third party advertisement hubs, which facilitates realtime bidding for advertisers.
TikTok	_ttp	13 months	We use TikTok to market ourselves using the TikTok cookie that collects data about behaviour and purchases on our website and to measure the effect of our advertising. This tracking is used to evaluate and measure how different campaigns and marketing strategies perform on TikTok. Used to identify a visitor.

TikTok	_tt_enable_cookie	13 months	We use TikTok to market ourselves using the TikTok cookie that collects data about behaviour and purchases on our website and to measure the effect of our advertising. This tracking is used to evaluate and measure how different campaigns and marketing strategies perform on TikTok. Used to identify a visitor.
Tremorhub	tvid	365 days	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
Tremorhub	tv_UICR	30 days	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.
Underdog Media	udmts	12 months	Underdog Media's Publisher monetization products place digital advertising from their Marketing partners on their Publishers' websites via ad placements

Underdog Media	rtbh	3 months	Underdog Media's Publisher monetization products place digital advertising from their Marketing partners on their Publishers' websites via ad placements
Underdog Media	dt	12 months	Underdog Media's Publisher monetization products place digital advertising from their Marketing partners on their Publishers' websites via ad placements

## OTHER TECHNOLOGIES

### Botify

G-STAR uses the **Botify** PageWorkers as described here:

<https://support.botify.com/en/articles/9131625-pageworkers-technical-overview>

**Purpose:** PageWorkers, within the Botify solution, primarily focuses on processing anonymized data for statistical purposes and does not aim to track users over time.

**Function:** PageWorkers automatically updates elements in our site's pages for Search Engine Optimization purposes and displays them to bots, users, or both. It processes limited personal data, such as IP addresses, solely for delivering the tag to the website visitor.

**Lifespan:** No client-side identifiers are stored in the user's browser for any duration.