

Table 2 – Consolidated List of Cookies

Cookie Name	Session/Persistent Cookies and Lifespan (Days)	Purpose	First Party / Third Party Cookie - If Third Party, Legal Name of Third Party and URL For Cookie Policy
Necessary Cookies			
AWSALB	6	These cookies are used for load balancing.	Amazon Web Services https://aws.amazon.com/privacy/
AWSALBCORS	6		
JSESSIONID	Session	Preserves users states across page requests.	New Relic Inc. https://newrelic.com/termsandconditions/privacy
___utmvc	Session	Collects information on user behavior across websites. This information is used in order to optimize the relevance of advertisement on the website.	Imperva https://www.imperva.com/legal/cookie-policy/
incap_ses_459_1888993	Session		
incap_ses_459_1767631	Session	Preserves users states across page requests.	
nlbi_1888993	Session		
visid_incap_1888993	Session		
visid_incap_1767631	364		
	364		


Functional Cookies			
__dc_gtm_UA-2240080-7	Session	These cookies are used to collect information about how visitors use our site, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. We use the information to compile reports and to help us improve the site.	Google http://www.google.com/policies/privacy/
_ga	729		
_gcl_a	89		
_gid	Session	The gtm cookie is used to throttle request rate when Google Analytics is deployed via Google Tag Manager.	
NID	182		
SIDCC	365	The NID cookie contains a unique ID Google uses to remember your preferences and other information such as your preferred language. Google also uses SIDCC, a security cookie, to authenticate users, prevent fraudulent use of login credentials and protect user data from unauthorized parties.	

Advertising Cookies			
_cc_aud	269	Collects statistical data related to users' website visits, such as the number of visits, average time spent on the website and what pages have been loaded with the purpose of presenting users with relevant advertisements.	Lotame Solutions, Inc. https://www.lotame.com/about-lotame/privacy/
_cc_cc	Session		
_cc_dc	269		
_cc_id	269		
kuid	179	Register a unique ID that identifies the user's device for return visits with the purpose of presenting users with relevant advertisements.	Salesforce DMP https://www.salesforce.com/company/privacy/full-privacy/
_li_ss	29	The _li_ss cookie sets a unique ID for the visitor whereas the lidid cookie collects data on visitor's behavior and interaction for the purpose of presenting users with relevant advertisements. The lidid cookie also allows tracking of referrals from other websites.	Liveintent Inc. https://www.liveintent.com/services-privacy-policy/
lidid	729		
_ljtrtb_3	364	Used by Sovrn to store their partner's ID in a separate cookie and then consolidate these IDs into the ljtrtb cookie when it's available. The ljt_reader cookie recognizes returning users.	Sovrn Holdings, Inc. https://www.sovrn.com/privacy-policy/
ljt_reader	364		
_stid	729	Track visitors' website navigation and preferences.	ShareThis, Inc. https://sharethis.com/privacy/
uid	364	The _uid cookie is used by FreeWheel to generate statistics to show how many people may have seen a particular ad. Whereas the other cookies recognize returning users for the purpose of presenting users with relevant advertisements.	FreeWheel https://www.freewheel.com/privacy-policy
sessionId	Session		
UID	29		
uid-bp-717	29		
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uid-bp-45, uid-bp-159, uid-bp-529, uid-bp-617, uid-bp-892, uid-bp-951, uid-bp-35873, uid-bp-35889	59		
A3	365	Collects and maintains information about your interests based on your web surfing activity.	Yahoo https://policies.yahoo.com/xa/en/yahoo/privacy/index.htm
B	364		
ab	364	This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.	Neustar, Inc. https://www.home.neustar/privacy
audience	365	Used by SpotX to detect user preferences and to ensure that the user is not shown the same ad more times than intended.	SpotX, Inc. https://www.spotx.tv/privacy-policy/
bkdc	179	Registers user data such as IP address, geographical location, websites the user has visited on the same ad network, ads the user has clicked on etc. with the purpose of presenting users with content and advertisements that are of higher relevance.	Oracle Data Cloud https://www.oracle.com/legal/privacy/privacy-policy.html
bkpa	179		
bku	179		
c	364	The c cookie regulates synchronization of user identification and exchange of user data between various ad services.	IPONWEB GmbH https://www.iponweb.com/privacy-policy/
tuuid		The tuuid cookie registers whether or not the user has consented to the use of cookies.	
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tuuid_lu		The tuuid_lu cookie contains a unique visitor ID, which allows Bidswitch.com to track the visitor across multiple websites. This allows Bidswitch to improve the relevance of advertisements presented to visitors and ensures that visitors do not see the same ad multiple times.	
c	729	The tuuid cookie registers whether or not the user has consented to the use of cookies.	Converge Digital https://converge-digital.com/privacy-policy/
tuuid	729	The tuuid_lu and um2 cookies contain a unique user ID to track visitors across multiple websites to present users with relevant advertisements.	
tuuid_lu	729		
um2	729		
CMID	364	These cookies collect data related to your website visits, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of presenting you with relevant advertisements.	Index Exchange, Inc. https://www.indexexchange.com/privacy/
CMPRO	89		
CMPS	89		
CMRUM3	364		
CMST	0		
csync	395	The csync cookie tracks user behavior to serve ads that are of higher relevance. The TestIfCookieP cookie identifies a new user and generates a unique user ID whereas the pid cookie identifies returning users.	Smart AdServer https://smartadserver.com/corporate-privacy-policy/
TestIfCookieP	395		
pid	395		

demdex	179	The demdex cookie is used by Adobe to perform basic functions such as user identification, ID synchronization, segmentation, modelling, reporting, etc.	Adobe Marketing Cloud https://www.adobe.com/sea/privacy/policy.html
dpm	179		
everest_g_v2	364		
dsps%3Aaa4e7548-789b-4df8-a72f-d951a5b206eb%3A1d5c5e8e-b3a8-4800-9b8b-6972220bc3b6%5BY1dafokb-iUiLJ_-Wj1PZ6uk8cxvuzr7vM05DRLPxG0%3D%5D	4	These cookies register data on the visitor. The information is used to improve the relevance of advertisements presented to visitors.	PowerLinks Media Limited http://www.powerlinks.com/privacy-policy/
dsps%3Aaa4e7548-789b-4df8-a72f-d951a5b206eb%3A3ed15e8e-bb67-4500-9b81-6d2d694255c7%5BA6CrLnzPD7aliw8FIkxPg8faTZO_K10N6VIDG__pEY0%3D%5D			
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<p><i>(continued from previous page)</i></p> <p>dsps%3Aaa4e7548-789b-4df8-a72f-d951a5b206eb%3A6aaf5e8e-b3e3-4c00-94bd-41717a2f9098%5BuMZZuA-RXBsA0xJt3T9pluwo9LvtBkuh_EkLs1DQZo%3D%5D</p> <p>dsps%3Aaa4e7548-789b-4df8-a72f-d951a5b206eb%3A8b715e8e-b36d-4500-9a4b-b983a9d2ae0f%5Btq2SsuD2K2Eyf2_XSNc3agQIMnSY8wtRSUTeWmcu9OQ%3D%5D</p> <p>dsps%3Aaa4e7548-789b-4df8-a72f-d951a5b206eb%3Aa2405e8e-bb2a-4000-a5a0-b398654a08d2%5ByzR39BMdEec8m_prW6MjXXUloGWF_CI3KUtV1FYckkE%3D%5D</p> <p>pl_user_id 89</p> <p>sync_917a4813-f4e0-43b6-a0a7-80027d9ef834 0</p>			
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EE ud	119 119	These cookies collect data related to your website visits, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of presenting you with relevant advertisements.	Nielsen Marketing Cloud https://www.nielsen.com/us/en/legal/privacy-statement/
DigiTrust.v1.identity	402	DigiTrust is a neutral, non-profit, industry-wide collaboration of ad tech platforms and premium publishers utilizing a standardized user token in order to improve the consumer online experience. Used to encode the anonymous DigiTrust identifier and associated data.	DigiTrust / IAB Tech Lab https://www.digitrust.com/privacy-policy/
_fbp fr	89 89	These cookies are used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Facebook Inc. https://www.facebook.com/about/privacy/update
i	364	Registers user data such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of improving the relevance of advertisements presented to users based on their movement across websites that use the same ad network.	OpenX Software Ltd. and its affiliates https://www.openx.com/legal/privacy-policy/
IDE test_cookie	389 Session	The IDE cookie is used by Google to deliver relevant advertisements to users. This cookie is set by DoubleClick (which is owned by Google) to determine if website visitors' browsers supports cookies.	Google http://www.google.com/policies/privacy/

KRTBCOOKIE_27	29	The KRTIBCOOKIE_27 and PugT cookies register a unique ID that identifies the user's device during return visits across websites that use the same ad network, so as to present users with relevant advertisements. The PUBMDCID cookie is used to optimize the website's server efficiency.	PubMatic, Inc. https://pubmatic.com/legal/privacy/
PugT	29		
PUBMDCID	89		
mt_misc	29	The mt_misc and mt_mop cookies data on visitors' website behavior and interaction to optimize the website and make advertisements on the website more relevant.	MediaMath, Inc. https://www.mediamath.com/privacy-policy/
mt_mop	29		
uuid	392		
uuidc	392		
pxrc	59	These cookies are used to deliver ads that are more relevant to you and your interest. The rlas3 cookie also collects data related to your visits to the website with the purpose of presenting you with relevant advertisements.	LiveRamp https://liveramp.com/privacy/service-privacy-policy/
rlas3	364		
SEUNCY	364	Registers a unique ID that identifies the user's device for return visits.	Semasio GmbH https://www.semasio.com/privacy
TapAd_3WAY_SYNC	59	Used to determine what type of devices (smartphones, tablets, computers, TVs etc.) is used by a user.	Tapad, Inc. https://www.tapad.com/privacy
TapAd_DID	59		
TapAd_TS	59		

TDCPM	364	Registers a unique ID that identifies a returning user's device, with the purpose of presenting users with relevant advertisements.	The Trade Desk https://www.thetradedesk.com/general/privacy
TDID	364		
t_gid	364	Assigns a unique User ID that Taboola uses for attribution and reporting purposes.	Taboola Europe Limited https://www.taboola.com/privacy-policy
tu	29	Used to deliver relevant advertisements to the user by registering the user's movements across websites that use the same ad network.	Ströer SSP GmbH https://www.stroeer.de/service/datenschutz.html
uu	362		
uid	59	Registers a unique user ID that recognizes the user's browser when visiting websites that use the same ad network. The purpose is to improve the relevance of advertisements presented to the user based on the user's movements and various ad providers' bids for displaying user ads.	Adform A/S https://site.adform.com/privacy-center/overview
uuid2	89	Registers a unique ID to identify a returning user's device for the purpose of presenting users with relevant advertisements.	AppNexus Inc. https://www.xandr.com/privacy/platform-privacy-policy/
zc	3649	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	zeotap GmbH https://zeotap.com/privacy_policy
zc1	3649		

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