

OUTBRAIN'S COOKIE TABLE

This Cookie Table provides you with information about the cookies and other similar technologies Outbrain and/or its partners may use, their purpose and the retention period associated with such cookie. Where a third party partner drops a cookie, they determine the purpose for which that cookie is dropped and the relevant retention period.

We may place cookies or similar files such as pixel tags and web beacons on the devices you use to engage with Outbrain for security purposes, to facilitate site navigation and to personalize your experience when you engage with Outbrain as a Site Visitor, a User or a Business Partner. Cookies allow us to collect technical and navigational information, such as browser type, time spent by you engaging with Outbrain and pages visited. Please read the Privacy Policy to further understand how we use data collected by these cookies.

For even more information about cookies, we recommend visiting: <https://cookies.insites.com/about-cookies/>

Users		
Name	Purpose	Expiration
obuid	Holds the anonymous user's ID. Used for tracking user actions, such as clicks on the recommendations	3 months
aid	Holds the advertising ID of the user in mobile devices. Used for tracking user actions, such as clicks on the recommendations	90 days
_ofcap_DOC1	Used for Frequency capping	7 days
recs-{}	Stores the documents we're recommending so that we won't show you the same recommendation on the same page	1 minute or refresh
ref-{}	Stores referring doc info - written by redirect on click	1 minute
spuid	Stores the logged in uuid - for logged in users only	12 months
spv	Signals that this user has visited Sphere before (and is considered a sphere user) - For anonymous users	12 months
sprm	Sphere's "remember-me" cookie - for logged in users only	12 months
SPHERE_JSESSIONID	Session identifier	Session

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Name	Purpose	Expiration
googletagmanager.com <ul style="list-style-type: none"> • <code>_dc_gtm_UA-68780923-1</code> • <code>_dc_gtm_UA-71823982-1</code> 	These cookie's use Google tag manager to execute scripts	< 1 days
onetrust.com <ul style="list-style-type: none"> • <code>OptanonAlertBoxClosed</code> • <code>OptanonConsent</code> 	Consent and privacy platform	1 year
outbrain.com - JSESSIONID	default session cookie that allows login and account functionality	Session
europe	This cookie stores if the user is browsing the site with a European IP address.	1 hour

Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore

anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

obca_vid	stores a uuid for the visitor	13 Months
Unbounce <ul style="list-style-type: none"> • Ubvt • Ubvs • ubpv 	These cookies are associated with software from Canadian company Unbounce. The service allows site owners to test the effectiveness of different versions of web pages, and ensure that visitors consistently see the expected version of a page.	<ul style="list-style-type: none"> • 3 days • 3 days • 5 months
_gat_UA-71823982-1	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	a few seconds
Google Univesral Analytics <ul style="list-style-type: none"> • _ga • _gid 	<ul style="list-style-type: none"> • This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. • This cookie is associated with Google Universal Analytics. No information is available from Google however, it appears to store and update a unique value for each page visited. 	<ul style="list-style-type: none"> • 2 years • a day
_hjIncludedInSample	This cookie is associated with web analytics functionality and services from Hot Jar. It uniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.	Session
_gat_UA-294746-7	This is a pattern type cookie set by	a few seconds

	Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	
Piwik <ul style="list-style-type: none"> • _pk_id* • _pk_ses* 	These cookies are set by Piwiki and are used to help website owners track visitor behaviour and measure site performance. They are a pattern type cookie, where the prefix is followed by a short series of numbers and letters, which is believed to be a reference code for the domain setting the cookie.	<ul style="list-style-type: none"> • 1 year • 24 minutes
Kissmetrics <ul style="list-style-type: none"> • km_lv • km_uq • km_ai 	These cookies are set by Kissmetrics analytics service. They are used to provide site owners with information about how visitors use the site.	5 years
Bing <ul style="list-style-type: none"> • MUIDB • MUID 	This domain is owned by Microsoft - it is the site for the search engine Bing.	a year
JSESSIONID	This domain is controlled by New Relic, which provides a platform for monitoring the performance of web and mobile applications.	Session

Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

_uetsid	Microsoft Bing Ads Universal	24 minutes
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	Event Tracking	
datr	This cookie identifies the browser connecting to Facebook. It is not directly tied to individual Facebook the user. Facebook reports that it is used to help with security and suspicious login activity, especially around detection of bots trying to access the service. Facebook also say the behavioural profile associated with each datr cookie is deleted after 10 days. This cookie is also read via Like and other Facebook buttons and tags placed on many different websites.	a year
obuid	This cookie is used to hold an anonymous user's ID. IT is used for tracking user actions.	3 months
c	This domain is owned by IPONWEB and is used to provide a real time bidding platform for online advertising.	1 year
SID	This cookie is used by Google in combination with HSID to verify a Google user account and most recent login time.	1 year
TheTradeDesk <ul style="list-style-type: none"> • TDID • TDCPM 	This domain is owned by TheTradeDesk. The main business activity is: Ad Serving Platform	1 year
_uv_id	This domain is owned by LinkedIn. It is used to provide services for embedding slide presentations into	2 years

	websites. Information collected via cookies on this domain can also be used for targeted advertising purposes.	
<p>YouTube</p> <ul style="list-style-type: none"> • HSID • Demographics • VISITOR_INFO01_LIVE • PREF • LOGIN_INFO • GPS • YSC 	<p>YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors. These cookies are:</p> <ul style="list-style-type: none"> • Used by Google in combination with SID to verify Google user account and most recent login time • Used for demographic profiling and targeting for advertising • This cookie is used as a unique identifier to track viewing of videos • Stores user preference, can be used to personalise ads on google searches • Used for targeted advertising to web visitors across a broad range of their own and other websites. 	<ul style="list-style-type: none"> • 1 year • 1 year • 1 month • 5 years • 2 years • a month • Session
<p>Linkedin</p> <ul style="list-style-type: none"> • BizoID • Lidc • __utmv • __utmz • __utmb • __utmt • Bcookie • Lang • __utma • SERVERID • language 	<p>These cookies are associated with Linkedin It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active Linkedin profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.</p>	<ul style="list-style-type: none"> • 30 days • 1 month • 8 months • 6 months • 21 minutes • a few seconds • 8 months • Session • 2 years • Session • Session

<ul style="list-style-type: none"> • bscookie__qca • __qca • __utm • UserMatchHistory • visit 		<ul style="list-style-type: none"> • 8 months • 2 months • Session • 2 days • 8 months
<p>Facebook</p> <ul style="list-style-type: none"> • datr • fr • lu 	<p>These cookies are owned by Facebook:</p> <ul style="list-style-type: none"> • It is not directly tied to individual Facebook the user. It is used to help with security and suspicious login activity, especially around detection of bots trying to access the service. This cookie is also read via Like and other Facebook buttons and tags placed on many different websites. • This is used to serve targeted advertising to its users when logged into its services. In 2014 it also started serving up behaviourally targeted advertising on other websites, similar to most dedicated online marketing companies. Contains browser and user unique ID combination, used for targeted advertising. • This is used to serve targeted advertising to its users when logged into its services. In 2014 it also started serving up behaviourally targeted advertising on other websites, similar to most dedicated online marketing companies. Contains browser and user unique ID combination, used for targeted advertising 	<ul style="list-style-type: none"> • 1 year • 3 months • 1 year
<p>Twitter</p> <ul style="list-style-type: none"> • auth_token • twll • secure_session • guest_id • personalization_id 	<p>This domain is owned by Twitter. The main business activity is: Social Networking Services. Where twitter acts as a third party host, it collects data through a range of plug-ins and integrations, that is primarily used for tracking and targeting.</p>	<ul style="list-style-type: none"> • 15 years • 5 years • 15 years • a year • 2 years • 5 years

<ul style="list-style-type: none"> remember_checked remember_checked_on lang 		<ul style="list-style-type: none"> 4 years session
<p>Google</p> <ul style="list-style-type: none"> APISID SSID NID SAPISID 	<p>This cookies are owned by Google Inc. It uses the data gathered from most of these services to profile the interests of web users and sell advertising space to organisations based on such interest profiles as well as aligning adverts to the content on the pages where its customer's adverts appear.</p>	<ul style="list-style-type: none"> 2 years 8 months 5 months 2 years
AA003	<p>This domain is owned by Atlas Solutions which is in turn owned by Facebook. Atlas is an online advertising business, targeting users through tracking their web activity. From September 2014 the company re-launched under the ownership of Facebook, promising the ability to reach known users and target adverts based on profiles generated using Facebook's user data.</p>	2 months
u	<p>This domain is owned by Aggregate Knowledge, which has been acquired by Neustar Inc. Aggregate Knowledge provides a data management platform which enables real time targeting and consumer profiling functionality.</p>	a month
__cfduid	<p>This domain is owned by AddToAny. The main business activity is: Social Sharing Services and Tracking</p>	1 year
rlas3	<p>This domain is owned by Live Ramp Inc, providers of a platform for targeted marketing and profiling.</p>	1 year
<p>Bluekai</p> <ul style="list-style-type: none"> bku bkdc 	<p>This domain is owned by Blue Kai. The main business activity is: Advertising/Audience Targeting</p>	5 months

<ul style="list-style-type: none"> • bkpa 		
d	This domain is owned by Quantcast. The main business activity is: Market and Audience Segmentation, Targeted advertising services	2 months
Adobe Audience Manager <ul style="list-style-type: none"> • demdex • dpm 	This domain is owned by Adobe - Audience Manager. The main business activity is: Online profiling for targeted marketing This cookie helps Adobe Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.	<ul style="list-style-type: none"> • 6 months • 5 months
tuuid_lu	This domain is owned by IPONWEB and is used to provide a real time bidding platform for online advertising.	1 year
Amazon <ul style="list-style-type: none"> • ad-id • ad-privacy 	This domain is owned by online retailer Amazon and is used as part of its affiliate marketing programme.	<ul style="list-style-type: none"> • 8 months • 8 months
DoubleClick <ul style="list-style-type: none"> • id • IDE 	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	<ul style="list-style-type: none"> • 8 months • 2 years
OnAudience <ul style="list-style-type: none"> • cookie • done_redirects161 	This domain is owned by OnAudience. The company provides a range of marketing and advertising services.	<ul style="list-style-type: none"> • a year • a month
uuid2	This domain is owned by AppNexus Inc. The company provides a range of online advertising technology and services.	2 months
pxcr	This domain is owned by Live Ramp Inc, providers of a platform for targeted marketing and profiling.	a month

MediaMath <ul style="list-style-type: none"> • uuidc • uuid 	This domain is owned by MediaMath Inc. a US based digital advertising business.	a year
comScore <ul style="list-style-type: none"> • UID • UIDR 	This domain is owned by ScorecardResearch (comScore). The main business activity is: Advertising. The cookies in this domain have lifespans of 2 years.	<ul style="list-style-type: none"> • a month • 2 years
ruds	This domain is owned by Rocketfuel. The main business activity is: Advertising	Session
ab	This domain is owned by Aggregate Knowledge, which has been acquired by Neustar Inc. Aggregate Knowledge provides a data management platform which enables real time targeting and consumer profiling functionality.	Session
ATN	This domain is owned by Atlas Solutions which is in turn owned by Facebook. Atlas is an online advertising business, targeting users through tracking their web activity. From September 2014 the company re-launched under the ownership of Facebook, promising the ability to reach known users and target adverts based on profiles generated using Facebook's user data.	2 years
uvc	This domain is owned by AddToAny. The main business activity is: Social Sharing Services and Tracking	a month
custom_data	This domain is owned by BidSwitch. The company provides a range of marketing and advertising services.	10+ years
eud	This domain is owned by Rocketfuel. The main business activity is: Advertising	a year

EE	This domain is owned by Exelate. The main business activity is: Advertising Data Aggregation	3 months
kuid	This domain is owned by Krux Digital, a US company providing a data management platform which enables real time profiling of visitor interests.	5 months
pi	This domain appears to be connected to a company called Bombora, a USA based audience targeting and intelligence business.	a year
uid	This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.	a month
ud	This domain is owned by Exelate. The main business activity is: Advertising Data Aggregation	3 months
tuuid	This domain is owned by IPONWEB and is used to provide a real time bidding platform for online advertising.	a year
Quantcast <ul style="list-style-type: none"> • mc • d 	This domain is owned by Quantcast. The main business activity is: Market and Audience Segmentation, Targeted advertising services	2 months

Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.

recs_XXXXXXXXXXXXXXXXXXXXXXXXXXXX	This is a pattern type cookie with the root being recs_ and the rest of the name being a unique, 32-length alphanumeric string. This cookie is	1 minute or refresh
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	used to store recommended documents so that the same document isn't recommended twice.	
__distillery	This cookie may be set by the website itself, or by Wistia, to support video functionality that may be found throughout the website. In addition to keeping track of the website visitor's position in a video should playback be interrupted, this cookie also notes user behavior regarding the video itself.	1 year
Vimeo <ul style="list-style-type: none"> • player • vuid 	This domain is owned by Vimeo. The main business activity is: Video Hosting/Sharing	<ul style="list-style-type: none"> • 1 year • 2 years

Business Partners



Name	Purpose	Expiration
__utmt	This cookie is set by Google Analytics. According to their documentation it is used to throttle the request rate for the service - limiting the collection of data on high traffic sites. It expires after 10 minutes	a few seconds
__utmz	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour measure of site performance. This cookie identifies the source of traffic to the site - so Google Analytics can tell site owners where visitors came from when arriving on the site. The cookie has a life span of 6 months and is updated every time data is sent to Google Analytics.	6 months
km_ai	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years
_uetsid	Microsoft Bing Ads Universal Event Tracking	24 minutes
km_vs	Kissmetrics	24 minutes
Kvcd	Kissmetrics	Session

Fr	Contains browser and user unique ID combinaton, used for targeted advertising.	3 months
demographics	Most likely used for demographic profiling and targeting for advertising	a year