

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



Strictly Necessary Cookies

These cookies are necessary for the effective functioning of our services and cannot be switched off in our systems. They cookies track fraudulent activity and behaviour.

| Name | Purpose | Expiration |
|---------|--|---|
| Cheq | Fraud detection | https://www.cheq.ai/privacy |
| recs-{} | Stores the documents we're recommending so that we won't show the same recommendation on the same page | 1 minute or refresh |
| ref-{} | Stores referring doc info - written by redirect on click | 1 minute |

Functional Cookies

These cookies allow us to do such things as deliver content and remember choices you have made so as to provide a more personalised and enhanced user experience. If you disable these cookies you will have a less personalised experience.

| 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 |
|-----|---|---------|

Analytical Cookies

These cookies are used for statistical and analytical purposes.

| Name | Purpose | Expiration |
|-----------------------|--|---|
| Scorecardresearch.com | ComScore is a web market research, analytics and measurement provider. ScorecardResearch conducts research by collecting Internet web browsing data and then uses that data to help show how people use the Internet, what they like about it, and what they don't. Surveys and web tags used do not collect personal information. | 2 years |
| Double Verify | Advertising Verification | https://www.doubleverify.com/privacy |
| Integral Ad Science | Advertising Verification | https://integralads.com/cookie-policy/ |
| Moat (Oracle) | Advertising Verification | https://www.oracle.com/legal/privacy/services-privacy-policy.html |

Partner Targeting Cookies

We may use these partners to build a profile of your interests and show you relevant adverts. If you do not allow the cookies dropped by these partners, you will experience less targeted advertising. For information on the expiry of each cookie, please refer to the partner's Privacy Policy, linked below.

| Name | Purpose | Expiration |
|---------|--------------------------|---|
| Adobe | Data Management Platform | https://www.adobe.com/privacy/cookies.html |
| Bluekai | Data Management Platform | https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html#11 |
| Bombora | Data Management Platform | https://bombora.com/privacy/cookie-statement/ |
| Eyeota | Data Management Platform | https://www.eyeota.com/privacy-policy |
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|---------------|--------------------------|---|
| Geistm | Data Management Platform | https://i.geistm.com/forgetMe |
| Krux | Data Management Platform | https://www.salesforce.com/products/marketing-cloud/sfmc/audience-studio-privacy/ |
| Liveramp | Data Management Platform | https://liveramp.com/privacy/service-privacy-policy/ |
| Lotame | Data Management Platform | https://www.lotame.com/about-lotame/privacy/privacy-manager-opt-out/ |
| Navegg | Data Management Platform | https://www.navegg.com/en/privacy-policy/ |
| Neustar | Data Management Platform | https://www.home.neustar/privacy/privacy-policy |
| Nielsen | Data Management Platform | https://www.nielsen.com/us/en/legal/privacy-statement/exelate-privacy-policy/nielsen-marketing-cloud-privacy-notice/ |
| Adition | Demand Side Platform | https://www.adition.com/en/privacy/ |
| AppNexus | Demand Side Platform | https://www.appnexus.com/cookie-policy |
| Bidtellect | Demand Side Platform | https://bidtellect.com/privacy-policy/ |
| Bidswitch | Demand Side Platform | https://www.bidswitch.com/cookie-statement/ |
| Criteo | Demand Side Platform | https://www.criteo.com/privacy/ |
| Google DV360 | Demand Side Platform | https://policies.google.com/technologies/ads?hl=en-US&hl=en_US |
| Powerlinks | Demand Side Platform | https://www.powerlinks.com/privacy-policy/ |
| The Tradedesk | Demand Side Platform | https://www.thetradedesk.com/general/privacy |
| Zemanta | Demand Side Platform | http://www.zemanta.com/legal/privacy/ |
| Aniview | Video Partner | https://www.aniview.com/privacy-policy/ |
| Oath | Video Partner | https://policies.oath.com/us/en/oath/privacy/index.html |
| OpenX | Video Partner | https://www.openx.com/legal/privacy-policy/ |
| Rubicon | Video Partner | https://rubiconproject.com/rubicon-project-advertising-technology-privacy-policy/ |
| SpotX | Video Partner | https://www.spotx.tv/privacy-policy/ |
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|---------|---------------|---|
| Teads | Video Partner | https://www.teads.com/privacy-policy/ |
| Vidazoo | Video Partner | https://www.vidazoo.com/privacy_policy |

Site Visitors



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 | Description | Lifespan |
|--------------------|------------------------------------|---|---------------|
| Google Tag Manager | _dc_gtm_UA-xxxxxxx | This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account. | a few seconds |
| OneTrust | OptanonConsent | This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor. | a year |
| Outbrain | europe | Stores if the user is from Europe | an hour |

Performance

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.

| | Name | Description | Lifespan |
|--|----------------------|---|----------|
| | ubvt | This cookie name is 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 | 3 years |

| | | | |
|----------------------------|-------------------------------------|--|----------|
| | | see the expected version of a page. | |
| Unbounce | ubvt | This cookie name is 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. | 3 days |
| | ubvs | This cookie name is 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. | 6 months |
| | ubpv | This cookie name is 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. | 6 months |
| Google Universal Analytics | _ga | This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. 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. By default it is set to expire after 2 years, although this is customisable by website owners. | 2 years |
| | _gid | This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited. | a day |
| | _ga_NTFSE0FZ9Y | Google Analytics: App + Web Configuration | 2 years |
| hotjar | _hjIncludedInSample | This cookie is associated with web analytics functionality and services from Hot Jar, a Malta based company. It uniquely identifies a visitor during a single browser session and indicates they are included in an audience sample. | Session |
| | _hjid | Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID. | a year |
| kissmetrics | km_lv | Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site. | 5 years |
| | km_ai | Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site. | 5 years |
| | trd_sid | trendemon | 30 |

| | | | |
|-----------|---------------------------------|-------------------------------|------------|
| trendemon | | | minutes |
| | trd_first_visit | trendemon | a year |
| | trd_pws | trendemon | 30 minutes |
| | trd_cid | trendemon | a year |
| | cisession | stores the user session | 2 hours |
| | trd_pw | trendemon | a year |
| Outbrain | obca_vid | stores a uuid for the visitor | a year |
| | obca_sid | stores a uuid for the session | 30 minutes |
| | obca_data | stores a data for the visitor | a year |
| | | | |

Targeting/Advertising

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.

| | Name | Description | Lifespan |
|----------------|-------------------------|---|------------|
| Facebook | _fbp | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers | 3 months |
| Google AdSense | _gcl_au | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services | 3 months |
| kissmetrics | kvcd | Social Media sharing tracking cookie. | Session |
| | km_vs | Social Media sharing tracking cookie. | 30 minutes |
| | | | |
| | Name | Description | Lifespan |
| | | | |

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|-------------|----------------------------------|---|------------|
| LinkedIn | lang | This domain is owned by LinkedIn, the business networking platform. This sub-domain is connected with LinkedIn's marketing services that enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targetng. | Session |
| | lidc | This domain is owned by LinkedIn, the business networking platform. 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. | a day |
| | bcookie | This domain is owned by LinkedIn, the business networking platform. 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. | 2 years |
| | UserMatchHistory | This domain is owned by LinkedIn, the business networking platform. 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. | a month |
| Bing | MUID | This domain is owned by Microsoft - it is the site for the search engine Bing. | a year |
| | MUIDB | This domain is owned by Microsoft - it is the site for the search engine Bing. | a year |
| DoubleClick | test_cookie | This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange | 15 minutes |
| Quora | m-b | This cookie is associated with Quora which uses cookies to distinguish users of the Quora Platform. | 2 years |

Business Partners



| Name | Purpose | Expiration |
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|------|---------|------------|

| | | |
|--------------|--|---------------|
| __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 |