



# Outbrains Cookie-Tabelle

In dieser Cookie-Tabelle erhalten Sie verständliche und umfassende Informationen über die Cookies und ähnliche Technologien, die wir verwenden.

Gegebenenfalls setzen wir auf den Geräten, die Sie zur Interaktion mit Outbrain verwenden, Cookies oder ähnliche Dateien wie Pixel-Tags und Web-Beacons, und zwar aus Sicherheitsgründen, zur leichteren Website-Navigation und zur Personalisierung Ihrer Erfahrung bei der Interaktion mit Outbrain als Websitebesucher, Nutzer oder Geschäftspartner. Cookies ermöglichen uns, technische oder für die Navigation erforderliche Informationen zu erfassen, beispielsweise Browsertyp, die Zeit, die Sie mit der Interaktion mit Outbrain verbracht haben, oder die besuchten Seiten. Bitte lesen Sie die Datenschutzbestimmungen, damit Sie genauer verstehen, wie wir Daten verwenden.

Nutzer 		
Name	Purpose	Expiration
obuid	Holds the anonymous user's ID. Used for tracking user actions, such as clicks on the recommendations	3 months
auid	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	1 minute or refresh
ref-{}	Stores refering 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

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

## 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	Performance
obca_sid	stores a uuid for the session	30 minutes	Performance
obca_data	stores the visitors source based on referral data and UTMs	13 Months	Performance
_vwo_uuid_v2	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie ensures a visitor always sees the same version of a page and is used to track behaviour to measure the performance of different page versions.	a year	Performance
_ceg.u	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	3 months	Performance
_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 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.	a few seconds	Performance
_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	2 years	Performance

	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.		
_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	Performance
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	Performance
_ceg.s	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	3 months	Performance
_vis_opt_s	This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie distinguishes between new and returning visitors.	3 months	Performance
__utmt	This cookie is set by Google Analytics.	a few	Performance

	<p>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</p>	seconds	
_gat_UA-294746-7	<p>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 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.</p>	a few seconds	Performance
__utmz	<p>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.</p>	6 months	Performance
__utmb	<p>This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie determines new sessions and visits and expires after 30 minutes. The cookie is updated every time data is sent to Google Analytics. Any activity by a user within the 30 minute life span will count as a single visit, even if the user leaves and then returns to the site. A return after 30 minutes will count as a new visit, but a returning visitor.</p>	21 minutes	Performance

_ceg.s	This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.	3 months	Performance
__utma	This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics. The lifespan of the cookie can be customised by website owners.	2 years	Performance
km_lv	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years	Performance
km_uq	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years	Performance
_pk_ses*	This cookie name is associated with the Piwik open source web analytics platform. It is used to help website owners track visitor behaviour and measure site performance. It is a pattern type cookie, where the prefix _pk_ses is followed by a short series of numbers and letters, which is believed to be a reference code for the domain setting the cookie.	24 minutes	Performance
_pk_id*	This cookie name is associated with the Piwik open source web analytics platform. It is used to help website owners track visitor behaviour and measure site performance. It is a pattern	a year	Performance

	<p>type cookie, where the prefix <code>_pk_id</code> is followed by a short series of numbers and letters, which is believed to be a reference code for the domain setting the cookie.</p>		
<code>km_ai</code>	<p>Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.</p>	5 years	Performance
<code>__utmc</code>	<p>This is one of the four main cookies set by the Google Analytics service which enables website owners to track visitor behaviour and measure site performance. It is not used in most sites but is set to enable interoperability with the older version of Google Analytics code known as Urchin. In this older versions this was used in combination with the <code>__utmb</code> cookie to identify new sessions/visits for returning visitors.</p> <p>When used by Google Analytics this is always a Session cookie which is destroyed when the user closes their browser. Where it is seen as a Persistent cookie it is therefore likely to be a different technology setting the cookie.</p>	Session	Performance
<code>_ceg.u</code>	<p>This cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site.</p>	3 months	Performance
<code>_vis_opt_test_cookie</code>	<p>This cookie name is associated with the product Visual Website Optimiser, by USA based Wingify. The tool helps site owners measure the performance of different versions of web pages. This cookie tests if the browser is set to allow cookies.</p>	Session	Performance

km_vs	Kissmetrics	24 minutes	Performance
kvcd	Kissmetrics	Session	Performance
VISITOR_INFO1_LIVE	This cookie is used as a unique identifier to track viewing of videos	a month	Performance

### 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 Event Tracking	24 minutes	Targeting
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	Targeting
SID	This cookie is used by Google in combination with HSID to verify a Google user account and most recent login time.	a year	Targeting
HSID	Used by Google in combination with SID to verify Google user account and most recent	a year	Targeting



	login time		
fr	Contains browser and user unique ID combinaton, used for targeted advertising.	3 months	Targeting
auth_token	Twitter does not currently provide information on the use of specific cookies.	15 years	Targeting
demographics	Most likely used for demographic profiling and targeting for advertising	a year	Targeting
lu	Used to manage the login process, remembers user on return visit if they choose to stay logged in.	a year	Targeting
demdex	This cookie helps Adobe Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.	6 months	Targeting
PREF	This is a common Google cookie, used across several of their services. Stores user preference and can be used to personalise ads on google searches	5 years	Targeting
twll	Twitter does not currently provide information on the use of specific cookies.	5 years	Targeting
secure_session	Twitter does not currently provide information on the use of specific cookies.	15 years	Targeting
guest_id	Twitter does not currently provide information on the use of specific cookies.	a year	Targeting
SID	This cookie is used by Google in combination with HSID to verify a Google user account and	a year	Targeting

	most recent login time.		
remember_checked	Twitter does not currently provide information on the use of specific cookies.	5 years	Targeting
HSID	Used by Google in combination with SID to verify Google user account and most recent login time	a year	Targeting
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	Targeting

### 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.

__smScrollBoxShown	Sumome	30 years	Functional
__smToken	Sumome	a year	Functional
__smVID	Sumome	a month	Functional
_hjIncludedInSample	This cookie is associated with web analytics functionality and services from Hot Jar, a	Session	Functional

Malta based company. It uniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.

## Geschäftspartner



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