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 Vistior, 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

auid	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

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/

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-xxxxxxxx**	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 asssociated 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 asssociated 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

	Name	Description	Lifespan
			minutes
trendemon	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
Microsoft	_clck	This cookie name is associated with Microsoft Clarity	1 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
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
__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