

# 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, such as tracking fraudulent activity and behaviour. Accordin cannot be switched off in our systems, unless our Business Partner has requested a cookieless solution.

Name of the Controller/Cookie	Purpose	Expiration	Link to Privacy Notice
Cheq	Fraud detection	Session	<a href="https://www.cheq.ai/privacy">https://www.cheq.ai/privacy</a>

### 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 personalis enhanced user experience. If you disable these cookies you will have a less personalised experience.

Name of the Controller/Cookie	Purpose	Expiration	Link to Privacy Notice
Outbrain auid	Holds the advertising ID of the user in mobile devices. Used for tracking user actions, such as clicks on the recommendations	90 days	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>
Outbrain outbrain_click_id	Conversion tracking	1 day	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>

Outbrain outbrain_cid_fetch	Conversion tracking	60 minutes	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>
Outbrain obuid	Holds the anonymous user's ID. Used for tracking user actions, such as clicks on the recommendations.	3 months	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>
Outbrain recs-{}	Stores the documents we're recommending so that we won't show the same recommendation on the same page	1 minute or refresh	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>
Outbrain ref-{}	Stores referring doc info - written by redirect on click	1 minute	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>

### Analytical Cookies

These cookies are used for statistical and analytical purposes. These cookies shall be set only if User gave a clear consent signal in cc where GDPR applies, or has not opted out under CCPA, EDAA/DAA.

Name of the Controller/Cookie	Purpose	Expiration	Link to Privacy Notice
DoubleVerify	Advertising Verification	Session	<a href="https://www.doubleverify.com/privacy">https://www.doubleverify.com/privacy</a>
Integral Ad Science	Advertising Verification	Session	<a href="https://integralads.com/cookie-policy/">https://integralads.com/cookie-policy/</a>
Moat (Oracle)	Advertising Verification	Session	<a href="https://www.oracle.com/legal/privacy/services-privacy-policy.html">https://www.oracle.com/legal/privacy/services-privacy-policy.html</a>
Scorecardresearch.com	ComScore is a web market research, analytics and measurement provider. ScorecardResearch conducts research by collecting	2 years	<a href="https://www.scorecardresearch.com/privacy.aspx">https://www.scorecardresearch.com/privacy.aspx</a>

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.

### 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 context-based advertising.

Name of the Controller/Cookie	Purpose	Expiration	Link to Privacy Notice
Active Agent (ADITION technologies AG)	Cookie syncing and/or digital advertising targeting partner	90 days	<a href="https://www.adition.com/en/privacy-platform">https://www.adition.com/en/privacy-platform</a>
ADARA MEDIA UNLIMITED	Cookie syncing and/or digital advertising targeting partner	730 days	<a href="https://adara.com/privacy-promise/">https://adara.com/privacy-promise/</a>
Adform	Cookie syncing and/or digital advertising targeting partner	60 days	<a href="https://site.adform.com/privacy-center/platform-privacy/product-and-privacy-policy/">https://site.adform.com/privacy-center/platform-privacy/product-and-privacy-policy/</a>
ADITION technologies AG	Cookie syncing and/or digital advertising targeting partner	90 days	<a href="https://www.adition.com/en/privacy-platform">https://www.adition.com/en/privacy-platform</a>
Adobe Advertising Cloud	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.adobe.com/privacy/experience-cloud.html">https://www.adobe.com/privacy/experience-cloud.html</a>
Adobe Audience Manager, Adobe Experience Platform	Cookie syncing and/or digital advertising	180 days	<a href="https://www.adobe.com/privacy/policy.html">https://www.adobe.com/privacy/policy.html</a>

	targeting partner		
Adtriba GmbH	Cookie syncing and/or digital advertising targeting partner	730 days	<a href="https://privacy.adtriba.com/">https://privacy.adtriba.com/</a>
ADventori SAS	Cookie syncing and/or digital advertising targeting partner	90 days	<a href="https://www.adventori.com/with-us/legal-notice/">https://www.adventori.com/with-us/legal-notice/</a>
Amazon Advertising	Cookie syncing and/or digital advertising targeting partner	396 days	<a href="https://www.amazon.co.uk/gp/help/customer/display.html?nodeId=">https://www.amazon.co.uk/gp/help/customer/display.html?nodeId=</a>
Amobee Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.amobee.com/trust/gdpr/">https://www.amobee.com/trust/gdpr/</a>
Arrivalist Co	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.arrivalist.com/privacy/">https://www.arrivalist.com/privacy/</a>
BIDSWITCH GmbH	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.bidswitch.com/privacy-policy/">https://www.bidswitch.com/privacy-policy/</a>
Bittellect, Inc	Cookie syncing and/or digital advertising targeting partner	90 days	<a href="https://www.bittellect.com/privacy-policy/">https://www.bittellect.com/privacy-policy/</a>
Bombora Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://bombora.com/privacy">https://bombora.com/privacy</a>
Commanders Act	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.commandersact.com/en/privacy/">https://www.commandersact.com/en/privacy/</a>
Comscore B.V.	Cookie syncing and/or digital	720 days	<a href="https://www.scorecardresearch.com/privacy.aspx?newlanguage=1">https://www.scorecardresearch.com/privacy.aspx?newlanguage=1</a>

	advertising targeting partner		
Criteo SA	Cookie syncing and/or digital advertising targeting partner	390 days	<a href="https://www.criteo.com/privacy/">https://www.criteo.com/privacy/</a>
Dynata LLC	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.opinionoutpost.co.uk/en-gb/policies/privacy">https://www.opinionoutpost.co.uk/en-gb/policies/privacy</a>
eBay Inc	Cookie syncing and/or digital advertising targeting partner	90 days.	<a href="https://www.ebayinc.com/company/privacy-center/gdpr/">https://www.ebayinc.com/company/privacy-center/gdpr/</a>
Eulerian Technologies	Cookie syncing and/or digital advertising targeting partner	390 days	<a href="https://www.eulerian.com/en/privacy/">https://www.eulerian.com/en/privacy/</a>
Exactag GmbH	Cookie syncing and/or digital advertising targeting partner	180 days	<a href="https://www.exactag.com/en/data-privacy/">https://www.exactag.com/en/data-privacy/</a>
Flashtalking, Inc.	Cookie syncing and/or digital advertising targeting partner	730 days	<a href="https://www.flashtalking.com/privacypolicy/">https://www.flashtalking.com/privacypolicy/</a>
Gammed	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.gammed.com/privacy-policy/">https://www.gammed.com/privacy-policy/</a>
GeistM Technologies LTD	Cookie syncing and/or digital advertising targeting partner	30 days	<a href="https://geistm.com/en/legal/privacy">https://geistm.com/en/legal/privacy</a>
Gemius SA	Cookie syncing and/or digital advertising targeting partner	395 days	<a href="https://www.gemius.com/cookie-policy.html">https://www.gemius.com/cookie-policy.html</a>
Google Advertising	Cookie syncing	396 days	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>

Products	and/or digital advertising targeting partner		
GroupM UK Limited	Cookie syncing and/or digital advertising targeting partner	395 days	<a href="https://www.groupm.com/privacy-notice">https://www.groupm.com/privacy-notice</a>
LiquidM Technology GmbH	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://liquidm.com/privacy-policy/">https://liquidm.com/privacy-policy/</a>
LiveRamp, Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://liveramp.fr/iab-transparency-consent-framework/">https://liveramp.fr/iab-transparency-consent-framework/</a>
Lotame Solutions, inc	Cookie syncing and/or digital advertising targeting partner	274 days	<a href="https://www.lotame.com/about-lotame/privacy/lotame-corporate-w-privacy-policy/">https://www.lotame.com/about-lotame/privacy/lotame-corporate-w-privacy-policy/</a>
Lucid Holdings, LLC	Cookie syncing and/or digital advertising targeting partner	730 days	<a href="https://luc.id/privacy-policy/">https://luc.id/privacy-policy/</a>
Mediaforce LTD	Cookie syncing and/or digital advertising targeting partner	730 days	<a href="https://casino.mindthebet.co.uk/themes/mindthebetv2-casino/privacy-policy/">https://casino.mindthebet.co.uk/themes/mindthebetv2-casino/privacy-policy/</a>
MediaMath, Inc.	Cookie syncing and/or digital advertising targeting partner	393 days	<a href="https://www.mediamath.com/privacy-policy/">https://www.mediamath.com/privacy-policy/</a>
Meetrics GmbH	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.meetrics.com/en/data-privacy/">https://www.meetrics.com/en/data-privacy/</a>
MindTake Research GmbH	Cookie syncing and/or digital advertising targeting partner	93 days	<a href="https://www.mindtake.com/en/republika-privacy-policy">https://www.mindtake.com/en/republika-privacy-policy</a>

NEURAL.ONE	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://web.neural.one/privacy-policy/">https://web.neural.one/privacy-policy/</a>
NeuStar, Inc.	Cookie syncing and/or digital advertising targeting partner	3650 days	<a href="https://www.home.neustar/privacy">https://www.home.neustar/privacy</a>
NextRoll, Inc.	Cookie syncing and/or digital advertising targeting partner	395 days	<a href="https://www.nextroll.com/privacy">https://www.nextroll.com/privacy</a>
Nielsen Marketing Cloud	Cookie syncing and/or digital advertising targeting partner	120 days	<a href="https://www.nielsen.com/us/en/legal/privacy-statement/nielsen-marketing-cloud-privacy-notice/">https://www.nielsen.com/us/en/legal/privacy-statement/nielsen-marketing-cloud-privacy-notice/</a>
Oracle Data Cloud	Cookie syncing and/or digital advertising targeting partner	180 days	<a href="https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html">https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html</a>
PowerLinks Media Limited	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.powerlinks.com/privacy-policy/">https://www.powerlinks.com/privacy-policy/</a>
Quantcast International Limited	Cookie syncing and/or digital advertising targeting partner	396 days	<a href="https://www.quantcast.com/privacy/">https://www.quantcast.com/privacy/</a>
Rakuten Marketing LLC	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://rakutenadvertising.com/legal-notices/services-privacy-policy">https://rakutenadvertising.com/legal-notices/services-privacy-policy</a>
RevJet	Cookie syncing and/or digital advertising targeting partner	730 days	<a href="https://www.revjet.com/privacy">https://www.revjet.com/privacy</a>
Roku Advertising Services	Cookie syncing and/or digital advertising	730 days	<a href="https://docs.roku.com/published/userprivacypolicy/en/us">https://docs.roku.com/published/userprivacypolicy/en/us</a>

	targeting partner		
RTB House S.A.	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.rtbhouse.com/privacy-center/services-privacy-policy/">https://www.rtbhouse.com/privacy-center/services-privacy-policy/</a>
Sharethrough, Inc	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://platform-cdn.sharethrough.com/privacy-policy">https://platform-cdn.sharethrough.com/privacy-policy</a>
Simplifi Holdings Inc	Cookie syncing and/or digital advertising targeting partner	30 days	<a href="https://simplifi.fi/site-privacy-policy/">https://simplifi.fi/site-privacy-policy/</a>
Sizmek by Amazon	Cookie syncing and/or digital advertising targeting partner	396 days	<a href="https://www.sizmek.com/privacy-policy/">https://www.sizmek.com/privacy-policy/</a>
Smart Adserver	Cookie syncing and/or digital advertising targeting partner	390 days	<a href="https://smartadserver.com/end-user-privacy-policy/">https://smartadserver.com/end-user-privacy-policy/</a>
Sojern, Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.sojern.com/privacy/privacy-policy/">https://www.sojern.com/privacy/privacy-policy/</a>
The Kantar Group Limited	Cookie syncing and/or digital advertising targeting partner	913 days	<a href="https://www.kantar.com/cookies-policies">https://www.kantar.com/cookies-policies</a>
The Procter & Gamble Company	Cookie syncing and/or digital advertising targeting partner	395 days	<a href="https://www.pg.com/privacy/english/privacy_statement.shtml">https://www.pg.com/privacy/english/privacy_statement.shtml</a>
The Rubicon Project, Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.rubiconproject.com/rubicon-project-yield-optimization-policy/">https://www.rubiconproject.com/rubicon-project-yield-optimization-policy/</a>
The Trade Desk	Cookie syncing and/or digital	365 days	<a href="https://www.thetradedesk.com/general/privacy-policy">https://www.thetradedesk.com/general/privacy-policy</a>



	advertising targeting partner		
TV SQUARED LIMITED	Cookie syncing and/or digital advertising targeting partner	730 days	<a href="https://tvsquared.com/privacy-policy">https://tvsquared.com/privacy-policy</a>
Verizon Media EMEA Limited	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.verizonmedia.com/policies/ie/en/verizonmedia/privacy">https://www.verizonmedia.com/policies/ie/en/verizonmedia/privacy</a>
Weborama	Cookie syncing and/or digital advertising targeting partner	397 days	<a href="https://weborama.com/respect-de-la-vie-privee-2-2/">https://weborama.com/respect-de-la-vie-privee-2-2/</a>
Xandr, Inc.	Cookie syncing and/or digital advertising targeting partner	90 days	<a href="https://www.xandr.com/privacy/platform-privacy-policy/">https://www.xandr.com/privacy/platform-privacy-policy/</a>
ZBO Media	Cookie syncing and/or digital advertising targeting partner	30 days	<a href="https://zbo.media/mentions-legales/politique-de-confidentialite-serv-publicitaire/">https://zbo.media/mentions-legales/politique-de-confidentialite-serv-publicitaire/</a>
Zemanta, Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	<a href="https://www.zemanta.com/legal/privacy">https://www.zemanta.com/legal/privacy</a>

## 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 of the Controller/Cookie		Purpose	Expiration	Link to Privacy Notice
Google Tag Manager	<a href="#">_dc_gtm_UA-xxxxxxx</a>	This cookie is associated with	Session	<a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>

		<p>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.</p>		
OneTrust	<b>OptanonConsent</b>	<p>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</p>	1 year	<a href="https://www.onetrust.com/privacy-notice/">https://www.onetrust.com/privacy-notice/</a>

		given.		
Outbrain	<a href="#">europe</a>	Stores if the user is from Europe	1 hour	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>

### Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our website. 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 of the Controller/Cookie		Purpose	Expiration	Link to Privacy Notice
Unbounce	<a href="#">ubvt</a>	This 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 years	<a href="https://unbounce.com/privacy/">https://unbounce.com/privacy/</a>
	<a href="#">ubvt</a>		3 days	
	<a href="#">ubvs</a>		6 months	
	<a href="#">ubpv</a>		6 months	
Google Universal Analytics	<a href="#">_ga</a>	This 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 site's	14 months	<a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>
	<a href="#">_gid</a>		1 day	
	<a href="#">_ga_NTFSE0FZ9Y</a>		14 months	

		analytics reports		
hotjar	<a href="#">_hjIncludedInSample</a>	TUniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.	Session	<a href="https://www.hotjar.com/legal/policies/privacy/">https://www.hotjar.com/legal/policies/privacy/</a>
	<a href="#">_hjid</a>	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.	1 year	
kissmetrics	<a href="#">km_lv</a>	Used to provide site owners with information about how visitors use the site.	5 years	<a href="https://www.kissmetrics.io/privacy/">https://www.kissmetrics.io/privacy/</a>
	<a href="#">km_ai</a>		5 years	
	<a href="#">obca_vid</a>	This cookie installed by Outbrain to set up attribution of the visits of the user in order to measure Marketing campaigns	1 year	<a href="https://www.outbrain.com/legal/privacy#privacy-policy">https://www.outbrain.com/legal/privacy#privacy-policy</a>

Outbrain	<a href="#">obca_sid</a>	This cookie installed by Outbrain to set up attribution of the session of the user in order to measure Marketing campaigns	30 minutes	
	<a href="#">obca_data</a>	This cookie is installed by Outbrain in order to measure the use of the website for internal analytics.	1 year	
Microsoft	<a href="#">_clck</a>	This cookie name is associated with Microsoft Clarity	1 year	

### Targeting and Advertising 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.

Name of the Controller/Cookie		Purpose	Expiration	Link to Privacy Notice
Facebook	<a href="#">_fbp</a>	Deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	<a href="https://en-us.facebook.com/policy/cookies/">https://en-us.facebook.com/policy/cookies/</a>
Google	<a href="#">_gcl_au</a>	Used for	3 months	<a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>

AdSense		experimenting with advertisement efficiency across websites using their services		
Interactive Studios	<a href="#">_evga_</a>	Interaction Studio uses the cookie to allow the sitemap to send user data back to the appropriate dataset	2 years	
kissmetrics	<a href="#">kvcd</a>	Social Media sharing tracking.	Session	<a href="https://www.kissmetrics.io/privacy/">https://www.kissmetrics.io/privacy/</a>
	<a href="#">km_vs</a>		30 minutes	
Linkedin	<a href="#">lang</a>	Connected with LinkedIn's marketing services to enable website owners to gain insight into types of users on their site based on LinkedIn profile data, to improve targeting.	Session	<a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a>
	<a href="#">lidc</a>	Used where website owners have placed one of LinkedIn content sharing buttons in their pages.	1 day	
	<a href="#">bcookie</a>		2 years	
	<a href="#">UserMatchHistory</a>		1 month	
Bing	<a href="#">MUID</a>	Used where website owners have placed one of LinkedIn content sharing buttons in their	1 year	<a href="https://privacy.microsoft.com/en-us/privacystatement">https://privacy.microsoft.com/en-us/privacystatement</a>
	<a href="#">MUIDB</a>		1 year	

		pages.		
DoubleClick	<a href="#">test_cookie</a>	Google real time bidding advertising exchange.	15 minutes	<a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a>

## Business Partners



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.

Name of the Controller/Cookie		Purpose	Expiration	Link to Privacy Notice
Google Analytics	__utmt	This cookie is used to throttle the request rate for the service - limiting the collection of data on high traffic sites.	10 minutes	<a href="https://policies.google.com/privacy?hl=en-US">https://policies.google.com/privacy?hl=en-US</a>
Google Analytics	__utmz	Enables website owners to track visitor behaviour measures 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.	6 months	<a href="https://policies.google.com/privacy?hl=en-US">https://policies.google.com/privacy?hl=en-US</a>
Kissmetrics	km_ai	Cookie set by Kissmetrics analytics service. Used to provide site owners with information about how visitors use the site.	5 years	<a href="https://www.kissmetrics.io/privacy/">https://www.kissmetrics.io/privacy/</a>

Microsoft	_uetsid	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.	24 minutes	<a href="https://privacy.microsoft.com/en-us/privacystatement">https://privacy.microsoft.com/en-us/privacystatement</a>
Kissmetrics	km_vs	Social Media sharing tracking cookie.	24 minutes	<a href="https://www.kissmetrics.io/privacy/">https://www.kissmetrics.io/privacy/</a>
Kissmetrics	Kvcd	Social Media sharing tracking cookie.	User Session	<a href="https://www.kissmetrics.io/privacy/">https://www.kissmetrics.io/privacy/</a>
Facebook	Fr	Contains browser and user unique ID combination, used for targeted advertising.	3 months	<a href="https://en-us.facebook.com/policy/cookies/">https://en-us.facebook.com/policy/cookies/</a>