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, 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	https://www.cheq.ai/privacy
Akamai akacd_#	Allows to assign a certain number of users to a specific version of the website	Session	https://www.akamai.com/legal/compliance/privacy-trust-center

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	90 days	https://www.outbrain.com/legal/privacy#privacy-policy

	clicks on the recommendations		
Outbrain outbrain_click_id	Conversion tracking	1 day	https://www.outbrain.com/legal/privacy#privacy-policy
Outbrain outbrain_cid_fetch	Conversion tracking	60 minutes	https://www.outbrain.com/legal/privacy#privacy-policy
Outbrain obuid	Holds the anonymous user's ID. Used for tracking user actions, such as clicks on the recommendations.	3 months	https://www.outbrain.com/legal/privacy#privacy-policy
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	https://www.outbrain.com/legal/privacy#privacy-policy
Outbrain ref-{}	Stores referring doc info - written by redirect on click	1 minute	https://www.outbrain.com/legal/privacy#privacy-policy

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 c
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	https://www.doubleverify.com/privacy
Integral Ad Science	Advertising Verification	Session	https://integralads.com/cookie-policy/
Moat (Oracle)	Advertising Verification	Session	https://www.oracle.com/legal/privacy/services-privacy-policy.html
Scorecardresearch.com	ComScore is a web market research,	2 years	https://www.scorecardresearch.com/privacy.aspx

	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.		

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 b 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	https://www.adition.com/en/privacy-platform
ADARA MEDIA UNLIMITED	Cookie syncing and/or digital advertising targeting partner	730 days	https://adara.com/privacy-promise/
Adform	Cookie syncing and/or digital advertising targeting partner	60 days	https://site.adform.com/privacy-center/platform-privacy/product-an privacy-policy/
ADITION technologies AG	Cookie syncing and/or digital advertising targeting partner	90 days	https://www.adition.com/en/privacy-platform
Adobe Advertising Cloud	Cookie syncing and/or digital	365 days	https://www.adobe.com/privacy/experience-cloud.html

	advertising targeting partner		
Adobe Audience Manager, Adobe Experience Platform	Cookie syncing and/or digital advertising targeting partner	180 days	https://www.adobe.com/privacy/policy.html
Adtriba GmbH	Cookie syncing and/or digital advertising targeting partner	730 days	https://privacy.adtriba.com/
ADventori SAS	Cookie syncing and/or digital advertising targeting partner	90 days	https://www.adventori.com/with-us/legal-notice/
Amazon Advertising	Cookie syncing and/or digital advertising targeting partner	396 days	https://www.amazon.co.uk/gp/help/customer/display.html?nodeId=
Amobee Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.amobee.com/trust/gdpr/
Arrivalist Co	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.arrivalist.com/privacy/
BIDSWITCH GmbH	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.bidswitch.com/privacy-policy/
Bidtellect, Inc	Cookie syncing and/or digital advertising targeting partner	90 days	https://www.bidtellect.com/privacy-policy/
Bombora Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	https://bombora.com/privacy
Commanders Act	Cookie syncing	365 days	https://www.commandersact.com/en/privacy/

	and/or digital advertising targeting partner		
Comscore B.V.	Cookie syncing and/or digital advertising targeting partner	720 days	https://www.scorecardresearch.com/privacy.aspx?newlanguage=1
Criteo SA	Cookie syncing and/or digital advertising targeting partner	390 days	https://www.criteo.com/privacy/
Dynata LLC	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.opinionoutpost.co.uk/en-gb/policies/privacy
eBay Inc	Cookie syncing and/or digital advertising targeting partner	90 days.	https://www.ebayinc.com/company/privacy-center/gdpr/
Eulerian Technologies	Cookie syncing and/or digital advertising targeting partner	390 days	https://www.eulerian.com/en/privacy/
Exactag GmbH	Cookie syncing and/or digital advertising targeting partner	180 days	https://www.exactag.com/en/data-privacy/
Flashtalking, Inc.	Cookie syncing and/or digital advertising targeting partner	730 days	https://www.flashtalking.com/privacypolicy/
Gamned	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.gamned.com/privacy-policy/
GeistM Technologies LTD	Cookie syncing and/or digital advertising targeting partner	30 days	https://geistm.com/en/legal/privacy
	and/or digital advertising targeting partner		

Gemius SA	Cookie syncing and/or digital advertising targeting partner	395 days	https://www.gemius.com/cookie-policy.html
Google Advertising Products	Cookie syncing and/or digital advertising targeting partner	396 days	https://policies.google.com/privacy
GroupM UK Limited	Cookie syncing and/or digital advertising targeting partner	395 days	https://www.groupm.com/privacy-notice
LiquidM Technology GmbH	Cookie syncing and/or digital advertising targeting partner	365 days	https://liquidm.com/privacy-policy/
LiveRamp, Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	https://liveramp.fr/iab-transparency-consent-framework/
Lotame Solutions, inc	Cookie syncing and/or digital advertising targeting partner	274 days	https://www.lotame.com/about-lotame/privacy/lotame-corporate-w privacy-policy/
Lucid Holdings, LLC	Cookie syncing and/or digital advertising targeting partner	730 days	https://luc.id/privacy-policy/
Mediaforce LTD	Cookie syncing and/or digital advertising targeting partner	730 days	https://casino.mindthebet.co.uk/themes/mindthebetv2-casino/priva
MediaMath, Inc.	Cookie syncing and/or digital advertising targeting partner	393 days	https://www.mediamath.com/privacy-policy/
Meetrics GmbH	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.meetrics.com/en/data-privacy/

MindTake Research GmbH	Cookie syncing and/or digital advertising targeting partner	93 days	https://www.mindtake.com/en/reppublika-privacy-policy
NEURAL.ONE	Cookie syncing and/or digital advertising targeting partner	365 days	https://web.neural.one/privacy-policy/
NeuStar, Inc.	Cookie syncing and/or digital advertising targeting partner	3650 days	https://www.home.neustar/privacy
NextRoll, Inc.	Cookie syncing and/or digital advertising targeting partner	395 days	https://www.nextroll.com/privacy
Nielsen Marketing Cloud	Cookie syncing and/or digital advertising targeting partner	120 days	https://www.nielsen.com/us/en/legal/privacy-statement/nielsen-ma cloud-privacy-notice/
Oracle Data Cloud	Cookie syncing and/or digital advertising targeting partner	180 days	https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-p policy.html
PowerLinks Media Limited	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.powerlinks.com/privacy-policy/
Quantcast International Limited	Cookie syncing and/or digital advertising targeting partner	396 days	https://www.quantcast.com/privacy/
Rakuten Marketing LLC	Cookie syncing and/or digital advertising targeting partner	365 days	https://rakutenadvertising.com/legal-notices/services-privacy-policy
RevJet	Cookie syncing and/or digital	730 days	https://www.revjet.com/privacy

	advertising targeting partner		
Roku Advertising Services	Cookie syncing and/or digital advertising targeting partner	730 days	https://docs.roku.com/published/userprivacypolicy/en/us
RTB House S.A.	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.rtbhouse.com/privacy-center/services-privacy-policy/
Sharethrough, Inc	Cookie syncing and/or digital advertising targeting partner	365 days	https://platform-cdn.sharethrough.com/privacy-policy
Simplifi Holdings Inc	Cookie syncing and/or digital advertising targeting partner	30 days	https://simpli.fi/site-privacy-policy/
Sizmek by Amazon	Cookie syncing and/or digital advertising targeting partner	396 days	https://www.sizmek.com/privacy-policy/
Smart Adserver	Cookie syncing and/or digital advertising targeting partner	390 days	https://smartadserver.com/end-user-privacy-policy/
Sojern, Inc.	Cookie syncing and/or digital advertising targeting partner	365 days	https://www.sojern.com/privacy/privacy-policy/
The Kantar Group Limited	Cookie syncing and/or digital advertising targeting partner	913 days	https://www.kantar.com/cookies-policies
The Procter & Gamble Company	Cookie syncing and/or digital advertising targeting partner	395 days	https://www.pg.com/privacy/english/privacy_statement.shtml
The Rubicon Project,	Cookie syncing	365 days	https://www.rubiconproject.com/rubicon-project-yield-optimization-p

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

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	**_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.	Session	https://policies.google.com/privacy?hl=en
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	1 year	https://www.onetrust.com/privacy-notice/

		prevent cookies in each category from being set in the users browser, when consent is not given.		
Outbrain	**europe**	Stores if the user is from Europe	1 hour	https://www.outbrain.com/legal/privacy#privacy-policy

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	**ubvt**	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	https://unbounce.com/privacy/
	ubvt		3 days	
	ubvs		6 months	
	ubpv		6 months	
Google Universal Analytics	**_ga**	This is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page	14 months	https://policies.google.com/privacy?hl=en
	_gid		1 day	
	_ga_NTFSE0FZ9Y		14 months	

		request in a site and used to calculate visitor, session and campaign data for the site's analytics reports		
hotjar	**_hjIncludedInSample**	TUniquely identifies a visitor during a single browser session and indicates they are included in an audience sample.	Session	https://www.hotjar.com/legal/policies/privacy/
	_hjid	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	**km_lv**	Used to provide site owners with information about how visitors use the site.	5 years	https://www.kissmetrics.io/privacy/
	km_ai		5 years	
	obca_vid	This cookie installed by Outbrain to set	1 year	https://www.outbrain.com/legal/privacy#privacy-policy

		up attribution of the visits of the user in order to measure Marketing campaigns		
Outbrain	obca_sid	This cookie installed by Outbrain to set up attribution of the session of the user in order to measure Marketing campaigns	30 minutes	
	obca_data	This cookie is installed by Outbrain in order to measure the use of the website for internal analytics.	1 year	
Microsoft	_clck	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	_fbp	Deliver a series of advertisement products such	3 months	https://en-us.facebook.com/policy/cookies/

		as real time bidding from third party advertisers.		
Google AdSense	**_gcl_au**	Used for experimenting with advertisement efficiency across websites using their services	3 months	https://policies.google.com/privacy?hl=en
Interactive Studios	**_evga_**	Interaction Studio uses the cookie to allow the sitemap to send user data back to the appropriate dataset	2 years	
kissmetrics	**kvcd**	Social Media sharing tracking.	Session	https://www.kissmetrics.io/privacy/
	km_vs		30 minutes	
Linkedin	**lang**	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	
	lidc	Used where website owners have placed one of LinkedIn content sharing buttons in their pages.	1 day	https://www.linkedin.com/legal/privacy-policy
	bcookie		2 years	
	UserMatchHistory		1 month	

Bing	**MUID**	Used where website owners have placed one of LinkedIn content sharing buttons in their pages.	1 year	https://privacy.microsoft.com/en-us/privacystatement
	MUIDB		1 year	
DoubleClick	**test_cookie**	Google real time bidding advertising exchange.	15 minutes	https://policies.google.com/privacy?hl=en

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	https://policies.google.com/privacy?hl=en-US
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	https://policies.google.com/privacy?hl=en-US
Kissmetrics	km_ai	Cookie set by Kissmetrics	5 years	https://www.kissmetrics.io/privacy/

		analytics service. Used to provide site owners with information about how visitors use the site.		
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	https://privacy.microsoft.com/en-us/privacystatement
Kissmetrics	km_vs	Social Media sharing tracking cookie.	24 minutes	https://www.kissmetrics.io/privacy/
Kissmetrics	Kvcd	Social Media sharing tracking cookie.	User Session	https://www.kissmetrics.io/privacy/
Facebook	Fr	Contains browser and user unique ID combination, used for targeted advertising.	3 months	https://en-us.facebook.com/policy/cookies/