



Cookie overview Rijk Zwaan dec-18

Partner	Name script/cookie	Domain Description	goal script / cookie / web beacon
Functional			
Rijk Zwaan		*.rijkszwaan*.*	Functional cookie to facilitate interaction and ease of use on Rijk Zwaan websites. This pertains for example to log-in of the user and having completed (or not) the online questionnaire.
Rijk Zwaan	rz-cookies, CONSENT	*.rijkszwaan*.*	indicating is cookie policy was accepted
Rijk Zwaan	has-js	*.rijkszwaan*.*	indicating if javascript is active in users browser
CloudFlare	__cfduid	partner.rijkszwaan.com	a security cookie needed for the cloudflare service that is used by partner.rijkszwaan.com
Analytics			
Google	javascript	analytics.google.com	Analytics. This script uses a cookie to assign a unique identifier to the visitor. Once the ID is generated and stored in the cookie, this is transmitted with every hit to Google Analytics. This ID is used on the Google Analytics servers to compute aggregate statistics like the number of users, sessions and campaign-data. This information is not shared with third-parties and no IP-adres information is used.
Google	_ga, _gid, _gat_*	*.rijkszwaan*.*	
Google	javascript	tagmanager.google.com	Tagmanager is used to send visitor website events to google analytics and other systems
Marketing			
DoubleClick	javascript & cookies (DSID, ID, IDE)	doubleclick.net	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of display advertising campaigns and anonymized gathering of data. This data gathering pertains to the countrylanguage combination in combination with the product that was searched for, in order to show an advertisement with the right content and in the right language on an external website. This pertains to banners, but also to videos.
Google	javascript & cookies (APISID, NID, SID, 1P_JAR)	doubleclick.net	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of display advertising campaigns and anonymized gathering of data. This data gathering pertains to the countrylanguage combination in combination with the product that was searched for, in order to show an advertisement with the right content and in the right language on an external website, in particular for text ads through the Google display network (GDN).