

Cookie overview Rijk Zwaan feb-20

| Partner | Name script/cookie | Domain Description | Expiry | goal script / cookie / web beacon |
|--------------------|---|-----------------------|---------------------------|--|
| Analytics | | | | |
| Google | javascript | analytics.google.com | Session | 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 |
| Google | _ga _gid _gat_* | *.rijkzwaan*.* | 2 years 1 day 1 day | 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 | javascript | tagmanager.google.com | Session | 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 |

* Only used on www.rijkzwaanbio.it