Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
ADFORM			
C	Identifies if user's browser accepts cookies.1 – Cookies are allowed, 3 – Opt-out	If C=1 60 days, If C=3 3650 days	Legitimit Interest
TPC	Identifies if user's browser accepts third party cookies	14 days	Legitimit Interest
GCM	Identifies if there is a need to re-check partner's cookie matching existence	1 day	Legitimit Interest

CM	Identifies if there is a need to re-check partner's cookie matching existence (set by AdServing)	1 day	Legitimit Interest
CM14	Identifies if there is a need to re-check partner's cookie matching existence (set by Cookie Matching)	14 days	Legitimit Interest
token	Security token for opt out functionality	session	Legitimit Interest
otsid	Advertiser specific opt-out	3650 days	Legitimit Interest
uid	Unique identifier	60 days	Legitimit Interest
cid	Cookie id (legacy) – same as uid	60 days	Legitimit Interest

adtrc	Check if browser information was gathered	7 days	Legitimit Interest
SR<RotatorID>	Sequential rotator info - contains total-, daily impressions, total clicks, daily clicks, and last impression date	1 day	Legitimit Interest
CT<TrackingSetupID>	Identifies last click membership for 3rd party pixels on advertiser's pages	1 hour	Legitimit Interest
EBFCD<BannerID>	Identifies daily frequency capping for expanding banner	7 days	Legitimit Interest

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
EBFC<BannerID>	Identifies total frequency capping for expanding banner	7 days	Legitimit Interest
CFFC<TagID>	Compound banner frequency capping	7 days	Legitimit Interest
Online identifier	**Main processing purpose**	**Lifespan (data retention)**	**Legal Basis**
RUBICON			
cd	Indicates whether cookies are disabled for the device.	1 year	Legitimit Interest

cimg*	Contains information about served ads (timestamp, site, internal identifiers for the publisher, buyer, advertiser, and displayed advertisement).	1 hour	Legitimit Interest
c	Used for testing whether 3rd party cookies are enabled or not	Browser session	Legitimit Interest
FPTrust	NAI opt-out process	Browser session	Legitimit Interest

au	Internal user identifier used for internal analytics. Not used for purposes of behavioural targeting.	1 year	Legitimit Interest
khaos	Internal user identifier used for internal analytics.	1 year	Legitimit Interest

			Legitimit Interest
rsid	Session cookie that contains demographic information about a device, including region (derived from IP address, not geolocation data), Operating System, browser, etc., that is used during thek auction process.	Browser session	
trp_optout	Cookie indicating that a user has opted-out of behavioral targeting marketing	5 years (1827 days)	Legitimit Interest

			Legitimit Interest
fcap	Frequency cap on calls out to sync.php, limiting to N per Exchange API partner per day	30 days	

put_*	Bidder identifiers placed at the request of a bidder, to sync a bidder's independent information about an end user with Rubicon Project, to allow the bidder (not Rubicon Project) to bid on ads through the Rubicon Project advertising exchange based on behavioural targeting information known only to the bidder (i.e., the value of this cookie will be transmitted in a Bid Request to the bidder that caused this cookie to be placed).	1 month 1 day (can be modified by bidder)	

pux	Dates for when information in the put_* and sput cookies expires and should be refreshed.	90 days	Legitimit Interest
rpb	Publisher and partner-owned audience segments used for private marketplaces and audience-based planning and forecasting in Orders.	30 days	Legitimit Interest
rpx, rpx_*	Contains expiration dates for information in the rpb cookie.	30 days	Legitimit Interest

			Legitimit Interest
sput, sput_*	Contains multiple bidder identifiers (i.e., data that would be stored in multiple put_* cookies) in a smaller number of cookies.	180 days	
			Legitimit Interest
ruid	User identifier shared with bidders in Bid Requests, to allow bidders to sync to any independent behavioural data they may have gathered about the relevant device.	90 days	

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
ses*	Indicates number of times Rubicon Project has served a user an advert for this particular unit of inventory.	Current day UTC	Legitimit Interest
vis*	Indicates number of times this user has initiated an ad request for this particular unit of inventory.	Current day UTC	Legitimit Interest
dq	Provides a measure of "data quality" on a particular device.	1 year	Legitimit Interest
Online identifier	**Main processing purpose**	**Lifespan (data retention)**	**Legal Basis**
SUNT			

[ADSERVER_ID]_uuid	Unique User ID. Used to recognize a device and map its behaviour.	10 years	Legitimit Interest
[ADSERVER_ID]_clif	Information about the last click on native creatives (URL, Timestamp, Creative ID). Connect statistical and settlement data (e.g. click to advertorial view).	30 days	Legitimit Interest

			Legitimit Interest
[ADSERVER_ID]_csif	Information about the last advertorial view (URL, Timestamp, Creative ID). Connect statistical and settlement data (e.g. advertorial view to click-out).	30 days	
			Legitimit Interest
[ADSERVER_ID]_rt_*	Retargeting Pixel, * stands for the internal advertiser ID. Used to mark a device for specific targeting.	180 days	

			Legitimit Interest
[ADSERVER_ID]_*_fc	Frequency Capping, * stands for the internal creative ID. Used to mark a device for specific targeting exclusions.	Depends on capping configuration	
			Legitimit Interest
GCLB	Session affinity cookie. Load Balancer cookie to provide session affinity, technically necessary.	Session cookie	
			Legitimit Interest
__cfduid	Unique User ID for used CDN. Used for security and threat detection purposes.	1 year	

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
SMARTCLIP			
caf	campaign frequency capping	30 days	Legitimit Interest
crseq	creative sequence	30 days	Legitimit Interest
dspuuid	user IDs of different DSPS/ each DSP where we host the matching table	30 days	Legitimit Interest
lif	line item frequency capping	30 days	Legitimit Interest
optout	cookie opt-out	10 years	Legitimit Interest
optin	cookie opt-in	30 days	Legitimit Interest
psyn	partner data synchronization	30 days	Legitimit Interest
segments	segments seen/ visited	up to 1 year	Legitimit Interest

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
uuc	unique users on campaign	30 days	Legitimit Interest
uuid	SmartX user ID	30 days	Legitimit Interest
conversion	conversion cookie	30 days	Legitimit Interest
uuli	unique users on line item	30 days	Legitimit Interest
uup	unique users on publisher	30 days	Legitimit Interest
uus	unique users on site	30 days	Legitimit Interest
crex	creative exclusion	30 days	Legitimit Interest
crf	creative fc	30 days	Legitimit Interest
Online identifier	**Main processing purpose**	**Lifespan (data retention)**	**Legal Basis**
GOOGLE			

NID	To customize ads in Google services. For example, we use such cookies to remember your recent searches, your past interactions with an advertiser's ads or search results, as well as your visits to an advertiser's website.	18 months	

SID	To customize ads in Google services. For example, we use such cookies to remember your recent searches, your past interactions with an advertiser's ads or search results, as well as your visits to an advertiser's website.	18 months	

IDE	Advertising cookies on websites outside of Google and in other Google products (eg Youtube, Google Search). Used to show more relevant ads and to link your activity on different devices if you have logged in to your Google Account on more than one device.	18 months	

ANID	Advertising cookies on websites outside of Google and in other Google products (eg Youtube, Google Search). Used to show more relevant ads and to link your activity on different devices if you have logged in to your Google Account on more than one device.	18 months	

DSID	Advertising cookies on websites outside of Google and in other Google products (eg Youtube, Google Search). Used to show more relevant ads and to link your activity on different devices if you have logged in to your Google Account on more than one device.	18 months	

FLC	Advertising cookies on websites outside of Google and in other Google products (eg Youtube, Google Search). Used to show more relevant ads and to link your activity on different devices if you have logged in to your Google Account on more than one device.	18 months	

AID	Advertising cookies on websites outside of Google and in other Google products (eg Youtube, Google Search). Used to show more relevant ads and to link your activity on different devices if you have logged in to your Google Account on more than one device.	18 months	

TAID	Advertising cookies on websites outside of Google and in other Google products (eg Youtube, Google Search). Used to show more relevant ads and to link your activity on different devices if you have logged in to your Google Account on more than one device.	18 months	

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
exchange_uid	Advertising cookies on websites outside of Google and in other Google products (eg Youtube, Google Search). Used to show more relevant ads and to link your activity on different devices if you have logged in to your Google Account on more than one device.	18 months	

Improve Digital	https://www.improvedigital.com/platform-privacy-policy/.		
tuuid	To enable bidding process	90 days	
tuuid_lu	To enable bidding process	90 days	
auth	Validate user access for debug requests	3 days	
pct	Tracks clicks to measure conversions	90 days	
pvt	Tracks views to measure conversions	90 days	

ih	To limit number of advertisements you see (frequency capping)	90 days	
fh	Impression counter	Till end of day	
pxl	Division by client into groups.	90 days	
um	To enable bidding process	90 days	
umeh	To enable bidding process	90 days	
sh	To limit number of advertisements you see (frequency capping)	Keeps for 1 session – does not set expiry date	
ad	Track views and clicks to measure conversions.	90 days	
lc7d	click	7 days	

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
lcri5m	load creative	5 minutes	
lcai9h	load campaign impressions	9 hours	
Online identifier	**Main processing purpose**	**Lifespan (data retention)**	**Legal Basis**

Index Exchange

Online identifier	**Main processing purpose**	**Lifespan (data retention)**	**Legal Basis**

ConnectAd

ui	Hashed unique User ID	12 months from the last date of collection unless users delete or opt-out.	
uid	Hashed array of different UserIDs and preferences (like if GDPR applies)	12 months from the last date of collection unless users delete or opt-out.	
cadync	To temporarily prevent the user matching process	12 months from the last date of collection unless users delete or opt-out.	

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
cad_dnt	signal for do not track (permanent optout)	12 months from the last date of collection unless users delete or opt-out.	
Xandr	https://www.xandr.com/privacy/cookie-policy/		

| uuid2 | This cookie contains a unique randomly-generated value that enables the Platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the Platform.
This information is used by clients to select advertisements for delivery by the Platform, and to measure the performance of, and attribute payment for, those advertisements.
In addition, we use this cookie to enable clients to use data which does not reveal or use an Internet user's real-world identity or data they collect outside of the Platform or acquire from other third parties.
This cookie is also sometimes matched to clients' or other third parties' cookies so that they can use data they collect outside of the Platform to serve more relevant advertisements to Internet users.
When a user opts out of having the Platform used to select ads | Persistent. 90 days.
Please note that our uuid2 cookies may be reset on subsequent calls from a browser to our servers, and the expires property will be reset at that time. Cookies are set and reset this way because many different companies use our Platform, and may be setting, reading, and associating data with cookies at various times and in various places. The retention of data associated with cookies is more relevant than the expiration of the cookie itself. Xandr discloses in its public-facing Privacy Statement a data retention maximum of 18 months. However, most data is retained for a much shorter period than 18 months. Moreover, customers of the Xandr Platform exercise control over much of the data associated with this cookie. | |

uids	This cookie contains a base 64 encoded JSON object which contains external unique randomly-generated values that enable other Prebid Server demand partners to distinguish browsers and mobile devices. This information is used by our Prebid Server demand partners to select advertisements for delivery by the Platform and to measure the performance of, and attribute payment for, those advertisements. Note the cookie is a cookie used by prebid.org, the open source heading bidding project and is not our proprietary cookie. We run an instance of prebid.org software on our infrastructure.	Persistent. 90 days.	

| sess | The sess cookie contains a single non-unique value: "1". It is used by the Platform to test whether a browser is configured to accept cookies from Xandr. | Session | |

| icu | The icu cookie is used to select ads and limit the number of times a user sees a particular ad.
It contains information such as the number of times an ad has been shown, how recently an ad has been shown, or how many total ads have been shown. | Persistent. 90 days. | |

| anj | The anj cookie contains data denoting whether a cookie ID is synced with our partners.
ID syncing enables our partners to use their data from outside the Platform on the Platform. | Persistent. 90 days | |

usersync	The usersync cookie contains data denoting whether a cookie ID is synced with our partners. ID syncing enables our partners to use their data from outside the Platform on the Platform. (See our platform privacy page for more info.)	Persistent. 90 days.	

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
token	Cookies that start with token are helper cookies used as a security measure with industry opt-out pages. They contain a unique value only to verify the origin of opt-out requests.	1440 Minutes	
pses	The pses cookie is used to measure the time a user spends on a site	Session	
Online identifier	**Main processing purpose**	**Lifespan (data retention)**	**Legal Basis**
Livewrapped			

uidum	Användar-id. Används för cookie matching mellan Livewrapped och externa SSP/DSP.	30 dagar	
uid	Som ovan och vanligtvis identisk med denna, men kan i vissa fall avvika om publicisten skickar in ett eget användar-id i anropet.	30 dagar	
um	Lista på cookie matchings mot externa SSP och DSP.	30 dagar	

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