

Cookie overview Rijk Zwaan apr-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
Social				
Facebook	iframe	facebook.com	Session	Embedding Facebook on Rijk Zwaan website
Twitter	javascript	platform.twitter.com	Session	Embedding Twitter on Rijk Zwaan website
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