

## Full and detailed technical cookies disclosure

**Website audited:** <https://www.visaeurope.com/>  
**Audit date:** 2019-03-07  
**Auditor:** Digital Control Room Limited  
<https://www.digitalcontrolroom.com/>

This document is provided to support "VISA EUROPE" consent management in relation to the EU privacy directive. It offers the full details of all cookies reported as "in use" as of 2019-03-07.

It is intended for those that wish to review the specific detail of cookies in use on the site, to support your "informed choice".

This content should not be used for any other purpose including financial gain. This document remains the property of "VISA EUROPE" and should be returned at their request.

# Cookies

## Necessary cookies - 32 found

These cookies are important to the underlying operation of the website, supporting important functionality such as shopping baskets and the technical operation of the website to ensure it performs how you would expect.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
ASP.NET, Microsoft, Inc.	ASP.NET_SessionId	www.visaeurope.com	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
To be completed	_fbp	visaeurope.com	/	2 hours, 10 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Digital Control Room Limited	wscrCookieConsent	visaeurope.com	/	1 year	Any	Your visit	Stores your cookie consent session for our site. It contains no information other than whether you have opted in or out for each cookie level.
To be completed	uuid	ads.avocet.io	/	1 year	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	fifid	fiftyt.com	/	1 year	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	3pi	id5-sync.com	/	2 months, 30 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	callback	id5-sync.com	/	5 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	car	id5-sync.com	/	5 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	cf	id5-sync.com	/	5 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.

To be completed	cip	id5-sync.com	/	5 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	cnac	id5-sync.com	/	5 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	gdpr	id5-sync.com	/	5 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	id5	id5-sync.com	/	2 months, 30 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	pi	ml314.com	/	10 years	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	cookie	onaudience.com	/	1 year	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	done_redirects154	onaudience.com	/	1 day	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	ONPLFTRH	ps.eyecota.net	/	Session	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	ruds	rfighub.com	/	2 years, 5 months	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	pxrc	rlcdn.com	/	60 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	RUN_ID	rundsp.com	/	90 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	SDDAN	sddan.com	/	1 year	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	map_google	sddan.com	/	2 weeks, 1 day	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.

To be completed	mregen	sddan.com	/	2 weeks, 1 day	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	newu	sddan.com	/	20 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	techcookie	sddan.com	/	1 year	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	cid	sojern.com	/	2 years	HTTPS	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	gid	sojern.com	/	2 years	HTTPS	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
To be completed	ope_uid	tagger.opecloud.com	/	1 year	HTTPS	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
VISA	TapAd_DID	tapad.com	/	1 year	Any	Authorisation	Device ID which uniquely identifies the user's browser for essential fraud detection and mitigation purposes
WuFoo, SurveyMonkey	ep201	wufoo.com	/	30 minutes	Any	Your visit	Maintains a session with WuFoo, who conduct web-based surveys.
WuFoo, SurveyMonkey	ep202	wufoo.com	/	1 year	Any	Your visit	Maintains a session with WuFoo, who conduct web-based surveys.
To be completed	zc	zeotap.com	/	10 years	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.

## Site experience cookies - 0 found

These cookies are used to support your experience on the site and include user-selected options, site navigation aids, etc. Generally, no personally identifiable data is collected with these types of cookies.

We do not use any cookies in this category.

## Performance & operation cookies - 12 found

These cookies are used in the management of the site and include customer surveys, recording visitor numbers and other web analytics. Limited identifiable data may be collected.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
SlideShare Inc.	ServerID	www.visaeurope.com	/	Session	Any	Performance / Networking	Improve website performance and reliability by balancing load between servers operated by SlideShare.
Unica NetInsight, IBM Corporation	UnicaNIODID	visaeurope.com	/	5 years	Any	Analytics	Collects information on behalf of IBM Unica's analytics platform to aggregate visitor numbers and browsing behaviour.
Google Analytics, Google Inc.	__utma	visaeurope.com	/	2 years	Any	Analytics	Collects data such as number of times a visitor has been to the site, when their first visit was, and when their last visit occurred. This information is used by Google Analytics.
Google Analytics, Google Inc.	__utmb	visaeurope.com	/	30 minutes	Any	Analytics	Takes a timestamp of the exact moment in time when a visitor enters the site. Used by Google Analytics to calculate how long a website visit takes.
Google Analytics, Google Inc.	__utmc	visaeurope.com	/	Session	Any	Analytics	Takes a timestamp of the exact moment in time when a visitor leaves the site. Used by Google Analytics to calculate how long a website visit takes.
Google Analytics, Google Inc.	__utmt	visaeurope.com	/	10 minutes	Any	Analytics	Used to throttle the requests to Google Analytics.
Google Analytics, Google Inc.	__utmz	visaeurope.com	/	6 months	Any	Analytics	Collects data about where the visitor came from, what search engine was used, what link was clicked on, what keywords used, and where in the world the site was accessed from. Used by Google Analytics.
Cloudflare, Inc.	__cfduid	fiftyt.com	/	7 years, 2 months	Any	Performance / Networking	Override any security restrictions based on the IP address the visitor is coming from.
Weborama	wam-sync	weborama.com	/	1 week	Any	Analytics	Used by the advertising platform Weborama to determine the visitor's interests based on pages visits, content clicked and other actions on the website.
Weborama	wui	weborama.com	/	90 days	Any	Analytics	Used by the advertising platform Weborama to determine the visitor's interests based on pages visits, content clicked and other actions on the website.
Weborama	AFFICHE_W	weborama.fr	/	3 months	Any	Analytics	Used by the advertising platform Weborama to determine the visitor's interests based on pages visits, content clicked and other actions on the website.

YouTube, Google Inc.

YSC

youtube.com

/

Session

Any

Analytics

A unique identifier given to site visitor when viewing a video.

## Marketing, anonymous cross site tracking cookies - 25 found

These cookies are used to track our visitors across our websites. They can be used to build up a profile of search and/or browsing history for every visitor. Identifiable or unique data may be collected. Anonymized data may be shared with third parties.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
ShareThis, ShareThis Inc.	__unam	visaeurope.com	/	8 months, 3 weeks	Any	Social networking (low impact)	Stores a "click-stream" for each website visitor, including the pages viewed and the time on each of the pages. Used by social networking platform ShareThis Inc. which offers online services and applications that allow users to share content on the Web more easily.
The Trade Desk	TDCPM	adsvr.org	/	1 year	Any	Advertising (low impact)	TDCPM (TradeDesk Cookie Partner Mapping) records which partners the trade desk has matched IDs with in order to prevent redundant matching calls
The Trade Desk	TDID	adsvr.org	/	1 year	Any	Advertising (low impact)	TDID (Trade desk ID) is the main cookie and ID used to recognize web browser profiles over time across sites
Lotame Solutions Inc.	_cc_aud	crwdcntrl.net	/	270 days	Any	Advertising (low impact)	Collects data such as date and time a user visited a website, browser information, IP address, age and gender, and monitors user behaviour. Data management platform by Lotame Solutions, Inc. uses this information to group users by factors such as demographic and location, and allows publishers, marketers and agencies to organize and understand their audience in order to provide targeted online advertising.
Lotame Solutions Inc.	_cc_cc	crwdcntrl.net	/	Session	Any	Advertising (low impact)	Collects data such as date and time a user visited a website, browser information, IP address, age and gender, and monitors user behaviour. Data management platform by Lotame Solutions, Inc. uses this information to group users by factors such as demographic and location, and allows publishers, marketers and agencies to organize and understand their audience in order to provide targeted online advertising.

Lotame Solutions Inc.	_cc_dc	crwdcntrl.net	/	270 days	Any	Advertising (low impact)	Collects data such as date and time a user visited a website, browser information, IP address, age and gender, and monitors user behaviour. Data management platform by Lotame Solutions, Inc. uses this information to group users by factors such as demographic and location, and allows publishers, marketers and agencies to organize and understand their audience in order to provide targeted online advertising.
Lotame Solutions Inc.	_cc_id	crwdcntrl.net	/	270 days	Any	Advertising (low impact)	Collects data such as date and time a user visited a website, browser information, IP address, age and gender, and monitors user behaviour. Data management platform by Lotame Solutions, Inc. uses this information to group users by factors such as demographic and location, and allows publishers, marketers and agencies to organize and understand their audience in order to provide targeted online advertising.
DoubleClick, Google Inc.	IDE	doubleclick.net	/	2 years	Any	Advertising (low impact)	Contains a unique code to determine which advertisements have been shown on a device, on behalf of Google Inc. Advertising platform DoubleClick. Allows monitoring of the effectiveness of the ads and make the ads more relevant to the user.
DoubleClick, Google Inc.	test_cookie	doubleclick.net	/	15 minutes	Any	Advertising (low impact)	Tests if the user's browser supports cookies, on behalf of Google Inc. Advertising platform DoubleClick.
eXelate	EE	exelator.com	/	4 months	Any	Advertising (low impact)	Collects anonymous data about a user's website visit such as number of visits, average time spent, pages viewed, navigation history through the website, and other statistics. Used by eXelate who aggregate and analyse the data to provide online ad targeting services for online advertisers.
eXelate	ud	exelator.com	/	120 days	Any	Advertising (low impact)	Collects anonymous data about a user's website visit such as number of visits, average time spent, pages viewed, navigation history through the website, and other statistics. Used by eXelate who aggregate and analyse the data to provide online ad targeting services for online advertisers.
Eyeota Limited	mako_uid	eyeota.net	/	1 year	Any	Advertising (low impact)	Used by Eyeota that helps publishers maximize their audience data revenues, and empowers advertisers to target the exact audience they want. Eyeota claims to have 1 Billion Unique Global Profiles.



Facebook, Inc.	fr	facebook.com	/	3 months	Any	Social networking (low impact)	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third party advertisers.
MediaMath Inc	uuid	mathtag.com	/	1 year	Any	Advertising (low impact)	MediaMath offer a targeted marketing service.
MediaMath Inc	uuidc	mathtag.com	/	1 year	Any	Advertising (low impact)	MediaMath offer a targeted marketing service.
Quantcast Corporation	mc	quantserve.com	/	5 years	Any	Survey	Logs the number of people visiting a website, on behalf of Quantcast Corporation, an audience measurement provider for website owners.
Rocket Fuel, Inc.	eud	rfihub.com	/	2 years, 5 months	Any	Advertising (low impact)	Collects anonymous user data on behalf of Advertising platform Rocket Fuel, Inc.. Information such as which ads have been shown and on which pages, whether the user clicked them, IP address, whether the user purchased an item from a partner of Rocket Fuel, Inc.. This information is used with proprietary technology to target audiences and deliver personalized ads.
Rocket Fuel, Inc.	euds	rfihub.com	/	Session	Any	Advertising (low impact)	Collects anonymous user data on behalf of Advertising platform Rocket Fuel, Inc.. Information such as which ads have been shown and on which pages, whether the user clicked them, IP address, whether the user purchased an item from a partner of Rocket Fuel, Inc.. This information is used with proprietary technology to target audiences and deliver personalized ads.
Rocket Fuel, Inc.	rud	rfihub.com	/	2 years, 5 months	Any	Advertising (low impact)	Collects anonymous user data on behalf of Advertising platform Rocket Fuel, Inc.. Information such as which ads have been shown and on which pages, whether the user clicked them, IP address, whether the user purchased an item from a partner of Rocket Fuel, Inc.. This information is used with proprietary technology to target audiences and deliver personalized ads.
Rocket Fuel, Inc.	smd	rfihub.com	/	1 year	Any	Advertising (low impact)	Collects anonymous user data on behalf of Advertising platform Rocket Fuel, Inc.. Information such as which ads have been shown and on which pages, whether the user clicked them, IP address, whether the user purchased an item from a partner of Rocket Fuel, Inc.. This information is used with proprietary technology to target audiences and deliver personalized ads.

LiveRamp, Inc.	rlas3	rlcdn.com	/	6 months	Any	Advertising (low impact)	Collects anonymous data relating to browsing navigation. Used by advertising platform LiveRamp who work with online partners to build advertisements for their website visitors and with publishers to display personalized advertisements.
Facebook, Inc.		www.facebook.com	/tr	Session	Any	Social networking (low impact)	Used by Facebook to deliver a series of advertisement products such as real-time bidding from third party advertisers.
YouTube, Google Inc.	GPS	youtube.com	/	30 minutes	Any	Advertising (low impact)	A unique identifier given to each mobile device that allows tracking based on GPS location.
YouTube, Google Inc.	PREF	youtube.com	/	10 years	Any	Advertising (low impact)	A unique identifier given to each computer that allows tracking of YouTube videos by Google.
YouTube, Google Inc.	VISITOR_INFO1_LIVE	youtube.com	/	240 days	Any	Advertising (low impact)	Remembers if YouTube should show the new-style or old-style video interface to you.

## Marketing, targeted advertising cookies - 4 found

These cookies are used to track browsing habits and activity. We use this information to enable us to show you relevant/personalised marketing content. Using these types of cookies, we may collect personally identifiable information and use this to display targeted advertising and/or share this data with third parties for the same purpose. Any activity tracked and recorded using these cookies may be shared to third parties.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
Aggregate Knowledge, Neustar, Inc.	ab	agkn.com	/	1 year	Any	Advertising (high impact)	Used for analytics and online behavioral advertising purposes including real time targeting and consumer profiling functionality on advertisers' and publishers' websites.
ShareThis Inc.	__stid	sharethis.com	/	1 year	Any	Social networking (high impact)	Stores a unique ID for each website visitor. Used by social networking platform ShareThis Inc. which offers online services and applications that allow users to share content on the Web more easily.
ShareThis Inc.	pxcelPage_c010	t.sharethis.com	/	Session	Any	Social networking (high impact)	Gives a more personalised sharing experience, allowing you to share contents of the website on your favourite social network, for example Facebook.
Tapad	TapAd_TS	tapad.com	/	60 days	Any	Advertising (high impact)	Used to determine which devices are related to each other and related to a user, building a unified cross-device view of the consumer.