

## Full and detailed technical cookies disclosure

**Website audited:** <https://www.visa.co.uk/>  
**Audit date:** 2018-04-07  
**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 2018-04-07.

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 - 2 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.visa.co.uk	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
Digital Control Room Limited	wscrCookieConsent	visa.co.uk	/	90 days	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.

## 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 - 6 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.visa.co.uk	/	Session	Any	Performance / Networking	Improve website performance and reliability by balancing load between servers operated by SlideShare.
Google Analytics, Google Inc.	__utma	visa.co.uk	/	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	visa.co.uk	/	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	visa.co.uk	/	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.	__utmz	visa.co.uk	/	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.
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 - 41 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
Adap.tv, AOL Inc.	rtbData0	adaptv.advertising.com	/	2 years	Any	Advertising (low impact)	Used by Adap.tv's technology that enables safe, high quality, global video advertising across all screens.
AppNexus Inc.	sess	adx.com	/	1 day	Any	Advertising (low impact)	Tests whether a browser is configured to accept cookies from Advertising platform AppNexus.
To be completed	BizoID	ads.linkedin.com	/	6 months	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	UserMatchHistory	ads.linkedin.com	/	180 days	HTTPS	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
LinkedIn Corporation	lang	ads.linkedin.com	/	Session	Any	Social networking (low impact)	Used as part of a websites social media plugins. Set by LinkedIn when a web page is loaded that includes a panel with an invite to Follow us.
The Trade Desk	TDCPM	adserver.org	/	1 year	Any	Advertising (low impact)	Used by advertising company The Trade Desk in tracking web browsing behaviour.
The Trade Desk	TDID	adserver.org	/	1 year	Any	Advertising (low impact)	Used by advertising company The Trade Desk in tracking web browsing behaviour.
Advertising.com, AOL Inc.	APID	advertising.com	/	1 year	Any	Advertising (low impact)	Collects data such as IP address, the web pages that were viewed, date and time, domain type, and responds to advertisements delivered to web users by Advertising.com or other websites that are part of the network.
To be completed	ab	agkn.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.
Atlas Advertiser Suite, Microsoft, Inc.	ATN	atdmt.com	/	2 years	Any	Advertising (low impact)	Tracks and delivers targeted advertising to web users based on their browsing behaviour. Used by Microsoft's advertising platform, Atlas Solutions, for campaign performance tracking.

Casale Media Inc.	CMDD	casalemedia.com	/	1 day	Any	Advertising (low impact)	Collects data about users on behalf of Advertising platform Casale Media Inc.. The data is used to control advertisement delivery factors including how often an advert is shown and to make adjustments to their campaigns.
Casale Media Inc.	CMID	casalemedia.com	/	1 year	Any	Advertising (low impact)	Collects data about users on behalf of Advertising platform Casale Media Inc.. The data is used to control advertisement delivery factors including how often an advert is shown and to make adjustments to their campaigns.
To be completed	CMPRO	casalemedia.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.
Casale Media Inc.	CMPS	casalemedia.com	/	90 days	Any	Advertising (low impact)	Collects data about users on behalf of Advertising platform Casale Media Inc.. The data is used to control advertisement delivery factors including how often an advert is shown and to make adjustments to their campaigns.
Casale Media Inc.	CMRUM3	casalemedia.com	/	1 year	Any	Advertising (low impact)	Collects data about users on behalf of Advertising platform Casale Media Inc.. The data is used to control advertisement delivery factors including how often an advert is shown and to make adjustments to their campaigns.
Casale Media Inc.	CMSC	casalemedia.com	/	Session	Any	Advertising (low impact)	Collects data about users on behalf of Advertising platform Casale Media Inc.. The data is used to control advertisement delivery factors including how often an advert is shown and to make adjustments to their campaigns.
Casale Media Inc.	CMST	casalemedia.com	/	1 day	Any	Advertising (low impact)	Collects data about users on behalf of Advertising platform Casale Media Inc.. The data is used to control advertisement delivery factors including how often an advert is shown and to make adjustments to their campaigns.
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.

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.
Adobe Media Optimizer, Adobe Systems Incorporated	dpm	dpm.demdex.net	/	2 years	Any	Advertising (low impact)	Used to build unique audience profiles. The audience management capabilities in Adobe Media Optimizer integrate online and offline data from every imaginable source to deliver a unified view of all audiences. Used by companies to quickly identify their most valuable customers and deliver targeted messages that inspire them to act.
Eloqua, Oracle	ELOQUA	eloqua.com	/	2 years	Any	Survey	This cookie has a value pair of guid = randomly generated string of characters and numbers. Used for data lookup which allows the dynamic pulling of data from the Eloqua system for use on a given web page. The range of data that can be returned is virtually unlimited allowing for Contact, Prospect, Data Card, Group membership or Visitor data to be returned. Data lookups are used to populate data in a form or validate if the contact is part of an email group.
Eloqua, Oracle	ELQSTATUS	eloqua.com	/	2 years	Any	Survey	This cookie gets dropped ONLY if the client consents to being tracked. Used for data lookup which allows the dynamic pulling of data from the Eloqua system for use on a given web page. The range of data that can be returned is virtually unlimited allowing for Contact, Prospect, Data Card, Group membership or Visitor data to be returned. Data lookups are used to populate data in a form or validate if the contact is part of an email group.
To be completed	EE	exelator.com	/	3 months, 29 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
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.

To be completed	fr	facebook.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.
RadiumOne, Inc.	ra1_sgm_<digits>+	gwallet.com	/	1 year	Any	Advertising (low impact)	Collects anonymous data such as users geographic location, IP address, web sites visited, date and time of visit, ads clicked on. The information is used by online Advertising platform RadiumOne, Inc to analyse customer behaviour and work with web sites around the world buying display advertising space and reselling it in targeted packages to advertisers and agencies. Users receive targeted advertising that they are more likely to be interested in.
Krux Digital, Inc.	_kuid_	krxd.net	/	5 months, 28 days	Any	Advertising (low impact)	Identifies a visitor by a unique ID, on behalf of the Krux platform.
To be completed	e_Lugs44AE^event homepage^action clientsitevisit	krxd.net	/	2 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
LinkedIn Corporation	bcookie	linkedin.com	/	2 years	Any	Social networking (low impact)	Set by social networking platform LinkedIn Corporation when you load web pages that include a panel inviting you to Follow us.
LinkedIn Corporation	lidc	linkedin.com	/	1 day	Any	Social networking (low impact)	Set by social networking platform LinkedIn Corporation when you load web pages that include a panel inviting you to Follow us.
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	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	pxcelBcnLcy	t.sharethis.com	/	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	pxcelPage_c010	t.sharethis.com	/	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		www.facebook.com	/	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		www.facebook.com	/tr	Session	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
LinkedIn Corporation	bscookie	www.linkedin.com	/	2 years	HTTPS	Social networking (low impact)	Set by social networking platform LinkedIn Corporation when you load web pages that include a panel inviting you to Follow us.
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 - 9 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 maybe shared to third parties.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
Aggregate Knowledge, Neustar, Inc.	u	agkn.com	/	2 years	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.
Adobe Media Optimizer, Adobe Systems Incorporated	demdex	demdex.net	/	2 years	Any	Advertising (high impact)	Used to build unique audience profiles. The audience management capabilities in Adobe Media Optimizer integrate online and offline data from every imaginable source to deliver a unified view of all audiences. Used by companies to quickly identify their most valuable customers and deliver targeted messages that inspire them to act.
The Rubicon Project	c	pixel.rubiconproject.com	/	Session	Any	Advertising (high impact)	Collects behavioural information such as a users navigation of a website or collection of sites, the completion of transactions, submittal of applications and browsing behaviour. Used by The Rubicon Project or their partners to build an online profile that can be exchanged and sold for the targeting of advertisements.
The Rubicon Project	rpx	pixel.rubiconproject.com	/	1 month	Any	Advertising (high impact)	Collects behavioural information such as a users navigation of a website or collection of sites, the completion of transactions, submittal of applications and browsing behaviour. Used by The Rubicon Project or their partners to build an online profile that can be exchanged and sold for the targeting of advertisements.
The Rubicon Project	khaos	rubiconproject.com	/	6 months	Any	Advertising (high impact)	Collects behavioural information such as a users navigation of a website or collection of sites, the completion of transactions, submittal of applications and browsing behaviour. Used by The Rubicon Project or their partners to build an online profile that can be exchanged and sold for the targeting of advertisements.

The Rubicon Project	put_<4 digits>	rubiconproject.com	/	1 month	Any	Advertising (high impact)	Collects behavioural information such as a users navigation of a website or collection of sites, the completion of transactions, submittal of applications and browsing behaviour. Used by The Rubicon Project or their partners to build an online profile that can be exchanged and sold for the targeting of advertisements.
The Rubicon Project	rpb	rubiconproject.com	/	1 month	Any	Advertising (high impact)	Collects behavioural information such as a users navigation of a website or collection of sites, the completion of transactions, submittal of applications and browsing behaviour. Used by The Rubicon Project or their partners to build an online profile that can be exchanged and sold for the targeting of advertisements.
AddThis, LLC	SEUNCY	semasio.net	/	6 months	Any	Social networking (high impact)	Used by the AddThis sharing functionality.
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.