

## Full and detailed technical cookies disclosure

**Website audited:** <https://www.visaeurope.com/>  
**Audit date:** 2017-08-07  
**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 2017-08-07.

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 - 3 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.
Digital Control Room Limited	wscrCookieConsent	visaeurope.com	/	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.
ASP.NET, Microsoft, Inc.	JSESSIONID	cts.businesswire.com	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.

## Site experience cookies - 1 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.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
SiteSpect Inc	SSLB	wufoo.com	/	Session	Any	Navigation	Used by the SiteSpect platform to deliver targeted content for site optimization.

## Performance & operation cookies - 8 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.
F5 Networks, Inc	BIGipServer*	mma.prnewswire.com	/	Session	Any	Performance / Networking	Stores the address and port of the web server handling the session, and is used by F5 Networks, Inc. to improve the performance and security of the site.

# Marketing, anonymous cross site tracking cookies - 31 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.
AppNexus Inc.	sess	adnxs.com	/	1 day	Any	Advertising (low impact)	Tests whether a browser is configured to accept cookies from Advertising platform AppNexus.
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.	id	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.
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.
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.
To be completed	ruds	rfihub.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	smd	rfihub.com	/	1 years	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
LiveRamp, Inc.	ck1	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.
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.
To be completed	rtn1-z	rlcdn.com	/	5 months, 28 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	bt3	s.thebrighttag.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	btv3.TYqishp	s.thebrighttag.com	/	1 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	btv3.X7aCaxG	s.thebrighttag.com	/	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	btv3.gcms	s.thebrighttag.com	/	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	vuid	sync.vmweb.net	/sync	1 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	pxcelPage_c010_E	t.sharethis.com	/	1 weeks	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	UnicaID	unica.com	/	5 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	vuid	vmweb.net	/beacon	1 years	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
WuFoo, SurveyMonkey	SSID	wufoo.com	/	1 day	Any	Survey	Maintains a session with WuFoo, who conduct web-based surveys.
WuFoo, SurveyMonkey	SSPV	wufoo.com	/	1 year	Any	Survey	Maintains a session with WuFoo, who conduct web-based surveys.
WuFoo, SurveyMonkey	SSRT	wufoo.com	/	1 year	Any	Survey	Maintains a session with WuFoo, who conduct web-based surveys.
WuFoo, SurveyMonkey	SSSC	wufoo.com	/	Session	Any	Survey	Maintains a session with WuFoo, who conduct web-based surveys.
WuFoo, SurveyMonkey	ep201	wufoo.com	/	30 minutes	Any	Survey	Maintains a session with WuFoo, who conduct web-based surveys.
WuFoo, SurveyMonkey	ep202	wufoo.com	/	1 year	Any	Survey	Maintains a session with WuFoo, who conduct web-based surveys.

To be completed      json      www.entitytag.co. /      2 years      Any      Under review      This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.

## Marketing, targeted advertising cookies - 3 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 sold to third parties.

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
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.
Tapad	TapAd_DID	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.
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.