

## Full and detailed technical cookies disclosure

**Website audited:** <https://www.visa.co.uk/>  
**Audit date:** 2018-01-07  
**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 2018-01-07.

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.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.
ASP.NET, Microsoft, Inc.	JSESSIONID	ads.linkedin.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 - 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 - 20 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
AppNexus Inc.	sess	adnxs.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.
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.
To be completed	ab	agkn.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.
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.
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.

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	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.
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.
ScorecardResearch, Full Circle Studies, Inc	UID	scorecardresearch.com	/	1 year	Any	Advertising (low impact)	Collects information such as when a user visited a website, what page of the website it was, title of the web page, IP address. This information is used by ScorecardResearch, a service of Full Circle Studies, Inc., a part of the comScore, Inc. market research community. By analysing general visitation patterns and conducting surveys, ScorecardResearch is able to help companies better understand the likes and dislikes of consumers.

ScorecardResearch, Full Circle Studies, Inc	UIDR	scorecardresearch.com	/	1 year	Any	Advertising (low impact)	Collects information such as when a user visited a website, what page of the website it was, title of the web page, IP address. This information is used by ScorecardResearch, a service of Full Circle Studies, Inc., a part of the comScore, Inc. market research community. By analysing general visitation patterns and conducting surveys, ScorecardResearch is able to help companies better understand the likes and dislikes of consumers.
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.
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 - 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
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.
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.