

Full and detailed technical cookies disclosure

Website audited: <https://www.southtyneside.gov.uk/>

Audit date: 2017-08-05

Auditor: Digital Control Room Limited
<https://www.digitalcontrolroom.com/>

This document is provided to support "South Tyneside Council " consent management in relation to the EU privacy directive. It offers the full details of all cookies reported as "in use" as of 2017-08-05.

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 "South Tyneside Council " and should be returned at their request.

Cookies

Necessary cookies – 8 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	onlinelicensing.southtyneside.gov.uk	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
ASP.NET, Microsoft, Inc.	JSESSIONID	ad.turn.com	/	Session	HTTPS	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
ASP.NET, Microsoft, Inc.	ASP.NET_SessionId	my.southtyneside.info	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
ASP.NET, Microsoft, Inc.	ASP.NET_SessionId	planning.southtyneside.info	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
ASP.NET, Microsoft, Inc.	ASP.NET_SessionId	portal.southtyneside.info	/	Session	Any	Your visit	Stores session data during a website visit, issued by Microsoft's ASP.NET Application, a framework for building websites.
The PHP Group	PHPSESSID	property.southtyneside.info	/	Session	Any	Your visit	Stores session data during a website visit, issued by a PHP application, which is a Web Application framework for building websites, produced by The PHP Group.
The PHP Group	PHPSESSID	thurston-oec.co.uk	/	Session	Any	Your visit	Stores session data during a website visit, issued by a PHP application, which is a Web Application framework for building websites, produced by The PHP Group.
Drupal	has_js	www.nettrafficcams.co.uk	/	Session	Any	Your visit	Records whether the user's browser has JavaScript enabled. Used by Drupal, a content management platform for websites and applications.

Site experience cookies – 6 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
To be completed	redirectInfo	www.southtyneside.gov.uk		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	_csm_ux_data	www.southtyneside.gov.uk	/	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	_gid	southtyneside.gov.uk	/	1 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	MVMSession	onlinelicensing.southtyneside.gov.uk	/	1 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Google Inc.	NID	google.com	/	6 months	Any	User preferences	Stores user preferences and information when viewing pages embedded with content from Google Maps.
Vimeo, LLC	__utmt_player	player.vimeo.com	/	10 minutes	Any	User preferences	Stores user preferences for the playback of videos from Vimeo.com

Performance & operation cookies – 48 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
Google Analytics, Google Inc.	__utma	southtyneside.gov.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	southtyneside.gov.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	southtyneside.gov.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.	__utmt_UA-*	southtyneside.gov.uk	/	10 minutes	Any	Analytics	Used to throttle the requests to Google Analytics.
Google Analytics, Google Inc.	__utmz	southtyneside.gov.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.
Google Analytics, Google Inc.	__dc_gtm_UA*	southtyneside.gov.uk	/	10 minutes	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__ga	southtyneside.gov.uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
IS Group	tuuid	ads.creative-serving.com	/	2 years	Any	Performance / Networking	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Google Analytics, Google Inc.	__ga	capitadiscovery.co.uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__gat	capitadiscovery.co.uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__gads	counciladvertising.net	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__ga	counciladvertising.net	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.

Google Analytics, Google Inc.	__gat	counciladvertising.net	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Amazon Web Services, Amazon.com, Inc.	AWSELB	hitcounter.govmetric.com	/	1 hour	Any	Performance / Networking	Used by Elastic Load Balancing from Amazon Web Services to effectively balance load on the servers.
ZXTM Load Balancer	X-Mapping-*	nea2f.co.uk	/	Session	Any	Performance / Networking	Stores the name of the web server handling the session and is used by ZXTM Load Balancer to improve site performance.
Google Analytics, Google Inc.	__ga	nettrafficcams.co.uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__gat	nettrafficcams.co.uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__utma	player.vimeo.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	player.vimeo.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	player.vimeo.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.	__utmz	player.vimeo.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.
Google Analytics, Google Inc.	__utma	portal.southtyneaside.info	/	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	portal.southtyneaside.info	/	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	portal.southtyneaside.info	/	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_UA-*	portal.southtyneaside.info	/	10 minutes	Any	Analytics	Used to throttle the requests to Google Analytics.

Google Analytics, Google Inc.	__utmz	portal.southtyneside.info	/	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.
Google Analytics, Google Inc.	_dc_gtm_UA*	portal.southtyneside.info	/	10 minutes	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	_ga	portal.southtyneside.info	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Quantcast Corporation	d	quantserve.com	/	90 days	Any	Analytics	Enables the analytics service Quantcast to collect information about your activity with this site. The information includes IP address, referrer, the search terms used and time of use of the site.
Google Analytics, Google Inc.	_dc_gtm_UA*	southtyneside.info	/	10 minutes	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	__utma	southtynesidehomes.org.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	southtynesidehomes.org.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	southtynesidehomes.org.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	southtynesidehomes.org.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.
Google Analytics, Google Inc.	_ga	theworduk.org	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	_gat_UA-*	theworduk.org	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	_ga	twitter.com	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	_gat	twitter.com	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Vimeo, LLC	vuid	vimeo.com	/	2 years	Any	Analytics	Vimeo Analytics unique id

Google Analytics, Google Inc.	__utma	visitsouthtyneside.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	visitsouthtyneside.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	visitsouthtyneside.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.	__utmt	visitsouthtyneside.co.uk	/	10 minutes	Any	Analytics	Used to throttle the requests to Google Analytics.
Google Analytics, Google Inc.	__utmz	visitsouthtyneside.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.
Amazon Web Services, Amazon.com, Inc.	AWSELB	wsstatic.govmetric.com	/	1 hour	Any	Performance / Networking	Used by Elastic Load Balancing from Amazon Web Services to effectively balance load on the servers.
Adobe Systems Incorporated	clientvars	www.southtynesidehomes.org.uk	/	2 days	Any	Performance / Networking	Set by the Cold Fusion content management system on some browsers upon arrival to the site.
Adobe Systems Incorporated	clientvars	www.visitsouthtyneside.co.uk	/	2 days	Any	Performance / Networking	Set by the Cold Fusion content management system on some browsers upon arrival to the site.
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 – 149 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
Acuity Ads Inc.	auid	acuityplatform.com	/	68 years, 1 month	Any	Advertising (low impact)	A Device ID (device identification) is a distinctive number associated with a smartphone or similar handheld device. Device IDs are accessible by Publishers and can be passed to Acuity with an ad request. These Device IDs do not enable Acuity to identify individuals, but rather can be used for certain advertising purposes.
Improve Digital BV	tuuid	ad.360yield.com	/	2 years	Any	Advertising (low impact)	Behavioural tracking by the means of cookies, allowing for the delivery of targeted adverts.
To be completed	tuuid_last_update	ad.360yield.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.
Improve Digital BV	um	ad.360yield.com	/	2 years	Any	Advertising (low impact)	Behavioural tracking by the means of cookies, allowing for the delivery of targeted adverts.
Improve Digital BV	umeh	ad.360yield.com	/	2 years	Any	Advertising (low impact)	Behavioural tracking by the means of cookies, allowing for the delivery of targeted adverts.
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.
To be completed	na_tc	addthis.com	/	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.
Adform	uid	adform.net	/	60 days	Any	Advertising (low impact)	Unique identifier. Used to optimize the delivery of Ads (many partners looking for ad space) using auction pricing, real-time bidding, API functionality, behavioral targeting and access to campaign information.

GetIntent	gi_u	adhigh.net	/	1 year	Any	Advertising (low impact)	Used as part of the ad serving process and also help us collect information about a users online interactions. The GetIntent cookie helps us maintain a list of ads previously delivered by our technology. The cookie also stores the number of times the same ad was delivered, the number of times you have clicked on an ad served by our technology, and the number of times you have possibly engaged in a business transaction on the advertisers website.
To be completed	rubicon_sync	adhigh.net	/	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.
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	partners	adotmob.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	uid	adotmob.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	uuid	adotmob.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.
Google Inc.	GoogleAdServingTest	ads.counciladvertising.net	/frame/sty neside/l eaderbo ard	Session	Any	Advertising (low impact)	Enables serving advertising to a website, remembering what adverts have already been served.
Google Inc.	GoogleAdServingTest	ads.counciladvertising.net	/frame/sty neside/ mpu	Session	Any	Advertising (low impact)	Enables serving advertising to a website, remembering what adverts have already been served.
To be completed	tuuid_last_update	ads.creative-serving.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	UID	ads.stickyadstv.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.
AdScale GmbH	uu	adscale.de	/	1 year	Any	Advertising (low impact)	Behavioural tracking by the means of cookies, allowing for the delivery of targeted adverts.

The Trade Desk	TDCPM	adsvr.org	/	1 year	Any	Advertising (low impact)	Used by advertising company The Trade Desk in tracking web browsing behaviour.
The Trade Desk	TDID	adsvr.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 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	bito	bidr.io	/	15 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	checkForPermission	bidr.io	/	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.
Bitly, Inc.	_bit	bit.ly	/	Session	Any	Advertising (low impact)	Used to recognize your web browser and tell how and when you visit the Site and use the Services. Track when you have clicked on a Bitly Link. Each click of a Bitly Link is tracked using a unique identifier assigned to you in one or more cookies stored by your web browser and associated with Bitly.
Blue Kai Inc.	bkdc	bluekai.com	/	1 month	Any	Advertising (low impact)	Collects data such as browser information, IP address, search history, clickstream data. Used by BlueKai, Inc. which is an Ad network / Retargeter Technology provider enabling advertisers to target an advertisement to a user who has visited their website or interacted with a different advertisement in the past. Aggregate data is shared with 3rd parties.
Blue Kai Inc.	bku	bluekai.com	/	180 days	Any	Advertising (low impact)	Collects data such as browser information, IP address, search history, clickstream data. Used by BlueKai, Inc. which is an Ad network / Retargeter Technology provider enabling advertisers to target an advertisement to a user who has visited their website or interacted with a different advertisement in the past. Aggregate data is shared with 3rd parties.

BrightRoll, Yahoo! Inc.	BR_APS	btrll.com	/	1 year	Any	Advertising (low impact)	Used by the BrightRoll video ad technology platform which a unified ecosystem that companies build their businesses on to help advertisers meet their goals: reach the right audience with the right message effectively and efficiently.
To be completed	_gid	capitadiscovery.co.uk	/	1 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	session	capitadiscovery.co.uk	/southtyn eside/	Session	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.	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.
To be completed	_gid	counciladvertising.net	/	1 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
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.	DSID	doubleclick.net	/	2 weeks	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.	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.
Adobe Systems Incorporated	ev_sync_rc	everesttech.net	/	30 days	Any	Advertising (low impact)	Provides feedback on the effectiveness of the advertising displayed on our site and helps show you offers which may be of interest to you.
Adobe Systems Incorporated	everest_g_v2	everesttech.net	/	2 years	Any	Advertising (low impact)	These cookies provide feedback on the effectiveness of the advertising displayed on our site and helps show you offers which may be of interest to you.
To be completed	EE	exelator.com	/	120 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	extendtv_user_id	extend.tv	/	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.
To be completed	er_guid	eyereturn.com	/	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.
EyeView, Inc.	__ev_uid	eyeviewads.com	/	3 years	Any	Advertising (low impact)	Used for conversion tracking and to measure the success of our online advertising campaigns, and the campaigns of our Clients. Specifically our use of Cookies correlates whether you saw an ad impression or chose to view a video ad from that impression, with whether you later went to another page on our Site or on a Client's website.
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.
To be completed	jnc01FCX	geo-um.btrll.com	/	7 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	jnc8V110	geo-um.btrll.com	/		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_pd_1434686154	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.
RadiumOne, Inc.	ra1_uid	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.

AdScale GmbH	tu	ih.adscale.de	/adscale-ih/	30 days	Any	Advertising (low impact)	Behavioural tracking by the means of cookies, allowing for the delivery of targeted adverts.
Lijit, Federated Media Publishing, Inc.	_ljtrtb_*	lijit.com	/	1 year	Any	Advertising (low impact)	Collects data on reader intent, context, demographics, and other actionable insights, on behalf of the Lijit platform, to find engaged audiences on sites with meaningful context.
Lijit, Federated Media Publishing, Inc.	ljt_reader	lijit.com	/	1 year	Any	Advertising (low impact)	Collects data on reader intent, context, demographics, and other actionable insights, on behalf of the Lijit platform, to find engaged audiences on sites with meaningful context.
To be completed	LPVisitorID	lo.v.liveperson.net	/	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	LPSessionID	lo.v.liveperson.net	/api/js/70003879	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	lpTestCookie1501916949813	lpcdn.lpsnmedia.net	/le_secure_storage	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	lpTestCookie1501916954746	lpcdn.lpsnmedia.net	/le_secure_storage	Session	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
mbr targeting	id	m6r.eu	/	90 days	Any	Advertising (low impact)	The cookie "id" contains the anonymous "mbr targeting" user ID that is being used to identify users for "mbr targeting"-targeted online advertisement.
To be completed	test	m6r.eu	/	1 hours	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	__kuid	match.adsby.bidtheatre.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.
MediaMath Inc	mt_mop	mathtag.com	/	30 days	Any	Advertising (low impact)	MediaMath offer a targeted marketing service.
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.

Media6Degrees Inc.	acs	media6degrees.com	/	180 days	Any	Advertising (low impact)	Collects anonymous data on behalf of social advertising company Media6Degrees Inc.. Used to analyse the user's browsing behaviour for targeted advertising. Can be set through an AddThis component.
Media6Degrees Inc.	clid	media6degrees.com	/	180 days	Any	Advertising (low impact)	Collects anonymous data on behalf of social advertising company Media6Degrees Inc.. Used to analyse the user's browsing behaviour for targeted advertising. Can be set through an AddThis component.
To be completed	SOMOID	mobileadtrading.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	SESS3129235793a104499afde7d3af3c8b27	netrafficcams.co.uk	/	3 weeks, 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.
To be completed	_gid	netrafficcams.co.uk	/	1 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
OpenX Limited	i	openx.net	/	2 years	Any	Advertising (low impact)	Collects data such as browser information, IP address, search history, clickstream data. Used by OpenX Limited which is an Ad network / Retargeter Technology provider enabling advertisers to target an advertisement to a user who has visited their website or interacted with a different advertisement in the past. Aggregate data is shared with 3rd parties.
To be completed	p2	owneriq.net	/	10 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	rc	owneriq.net	/	1 weeks, 3 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
OwnerIQ, Inc.	si	owneriq.net	/	5 years	Any	Advertising (low impact)	Used to keep count of return visits to our site or our Partners' sites, accumulating and reporting anonymous, aggregate, statistical information on the Site and displaying the most appropriate advertising or content based on your interests demonstrated on the Site. OwnerIQ partners with third party ad networks and exchanges to display its customers' ads throughout these third party networks.

To be completed	MVMSession	planning.southty neside.info	/	1 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	_gid	portal.southtyne side.info	/	1 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	pl_user_id	powerlinks.com	/user/syn c/ssps	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.
PubMatic, Inc.	KADUSERCOOKIE	pubmatic.com	/	90 days	Any	Advertising (low impact)	Used by PubMatic, Inc. a seller of aggregated publisher ad inventory from many websites. Many ad networks use proprietary technology and partner with data aggregators to target ads. Facilitating and / or engaging in 3rd party interest-based targeting.
PubMatic, Inc.	KRTBCOOKIE_*	pubmatic.com	/	2 years	Any	Advertising (low impact)	Used by PubMatic, Inc. a seller of aggregated publisher ad inventory from many websites. Many ad networks use proprietary technology and partner with data aggregators to target ads. Facilitating and / or engaging in 3rd party interest-based targeting.
PubMatic, Inc.	PUBMDCID	pubmatic.com	/	2 years	Any	Advertising (low impact)	Used by PubMatic, Inc. a seller of aggregated publisher ad inventory from many websites. Many ad networks use proprietary technology and partner with data aggregators to target ads. Facilitating and / or engaging in 3rd party interest-based targeting.
To be completed	PugT	pubmatic.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	SPugT	pubmatic.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	pl_user_id	px.powerlinks.co m	/user/syn c/ssps	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.
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.	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.	ruds	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.
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.
Web Solutions ApS, Suomen sivuliike	uid	simpli.fi	/	1 year	Any	Advertising (low impact)	Used for marketing purposes.

SiteScout, Centro	_ssum	sitescout.com	/	2 weeks	Any	Advertising (low impact)	Used by Advertising company SiteScout in tracking web browsing behaviour.
SiteScout, Centro	ssi	sitescout.com	/	1 year	Any	Advertising (low impact)	Used by Advertising company SiteScout in tracking web browsing behaviour.
Smart AdServer	TestIfCookieP	smartadserver.com	/	11 months, 26 days	Any	Advertising (low impact)	Detects new unique users and create a personal ID for them.
Smart AdServer	csync	smartadserver.com	/	11 months, 26 days	Any	Advertising (low impact)	Is used for synchronisation of Real Time Betting where potential advertisers bid on purchases of add space.
Smart AdServer	pid	smartadserver.com	/	11 months, 26 days	Any	Advertising (low impact)	Stores a unique ID corresponding to every page visitor. With this some aderving features like frequency capping are enabled.
To be completed	_csrf	southtyneside.ov erdrive.com	/	Session	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	eu-notify-setting	southtyneside.ov erdrive.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	od_newrelic	southtyneside.ov erdrive.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	LPSID-70003879	southtynesideho mes.org.uk	/	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	LPVID	southtynesideho mes.org.uk	/	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.
To be completed	user-0	spotxchange.co m	/	1 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	psyn	sxp.smartclip.net	/	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	uuid	sxp.smartclip.net	/	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	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	puX	tap-secure.rubic onproject.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	tt_viewer	teads.tv	/	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	_gid	theworduk.org	/	1 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Turn Inc.	rds	turn.com	/	180 days	Any	Advertising (low impact)	Collects anonymous data including IP address, pages viewed on the Site, browser type, time/date of the visit. Used by Advertising platform Turn Inc. to analyse web usage patterns to deliver more precise advertising.
Turn Inc.	rrs	turn.com	/	180 days	Any	Advertising (low impact)	Collects anonymous data including IP address, pages viewed on the Site, browser type, time/date of the visit. Used by Advertising platform Turn Inc. to analyse web usage patterns to deliver more precise advertising.
Turn Inc.	rv	turn.com	/	180 days	Any	Advertising (low impact)	Collects anonymous data including IP address, pages viewed on the Site, browser type, time/date of the visit. Used by Advertising platform Turn Inc. to analyse web usage patterns to deliver more precise advertising.
Turn Inc.	uid	turn.com	/	180 days	Any	Advertising (low impact)	Collects anonymous data including IP address, pages viewed on the Site, browser type, time/date of the visit. Used by Advertising platform Turn Inc. to analyse web usage patterns to deliver more precise advertising.
To be completed	_gid	twitter.com	/	1 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	_mobile_sess	twitter.com	/	60 days	HTTPS	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Twitter, Inc.	_twitter_sess	twitter.com	/	Session	Any	Social networking (low impact)	Collects anonymous data and monitors how users navigate and interact with the Site and Services of real-time information networking platform Twitter, Inc.. The aim is to customize and improve the Services.
To be completed	ct0	twitter.com	/	6 hours	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	d	twitter.com	/	1 years	HTTPS	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Twitter, Inc.	external_referer	twitter.com	/	1 day	Any	Social networking (low impact)	Collects anonymous data and monitors how users navigate and interact with the Site and Services of real-time information networking platform Twitter, Inc.. The aim is to customize and improve the Services.
To be completed	fm	twitter.com	/	persistent	HTTPS	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Twitter, Inc	guest_id	twitter.com	/	2 years	Any	Social networking (low impact)	Collects anonymous data and monitors how users navigate and interact with the Site and Services of real-time information networking platform Twitter, Inc.. The aim is to customize and improve the Services.
To be completed	mobile_metrics_token	twitter.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	personalization_id	twitter.com	/	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.
To be completed	zrca	twitter.com	/	30 days	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	UIXX_UPDT	videohub.tv	/	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	uid	videohub.tv	/	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	wam-sync	weborama.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	wui	weborama.com	/	3 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	AFFICHE_W	weborama.fr	/	3 months, 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.

To be completed	ABTest-EducationNavigation	www.gov.uk	/	1 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	JS-Detection	www.gov.uk	/	1 months, 5 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	TLSversion	www.gov.uk	/	Session	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	CAM	www.nhs.uk	/	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	WFE	www.nhs.uk	/	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	pastview_session	www.southtynesidehistory.co.uk	/	2 hours	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	lpTestCookie1501916949220	www.southtynesidehomes.org.uk	/	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	mode	www.southtynesidehomes.org.uk	/	3 months, 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	lpTestCookie1501916954620	www.southtynesidehomes.org.uk	/article/23381	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	mode	www.visitsouthtyneside.co.uk	/	3 months, 6 days	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Yahoo Web Analytics, Yahoo! Inc.	B	yahoo.com	/	25 years	Any	Advertising (low impact)	Collects anonymous data including IP address, time spent on webpages, links clicked, advertisements viewed on those pages. The data is used by Yahoo! Web Analytics so that Yahoo! can report statistical information such as demographics and category interests of website visitors. Online marketers and website designers use the Yahoo! reports to align with audiences.

Yieldlab GmbH	id	yieldlab.net	/	1 year	Any	Advertising (low impact)	Unique visitor ID allocated to site visitor.
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 – 27 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
Burst Media	_rxuuid	1rx.io	/	2 years	Any	Advertising (high impact)	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
AddThis, LLC	bt2?	addthis.com	/	2 years	Any	Social networking (high impact)	Keeps an anonymised record of parts of the site that has been visited in order to recommend other parts of the site. Normally used on shop pages to recommend other products.
domainprivacygroup.com	U	adsymptotic.com	/	10 years	Any	Advertising (high impact)	Collects unidentifiable data to an unidentifiable company for unknown purposes. The companys identity is guarded by Whois Privacy Protection Service, Inc.
Admeta, WideOrbit Inc.	UM1	atemda.com	/	2 months	Any	Advertising (high impact)	Tracks visitor behaviour in order to deliver targeted advertising.
Admeta, WideOrbit Inc.	fid	atemda.com	/	60 days	Any	Advertising (high impact)	Tracks visitor behaviour in order to deliver targeted advertising.
Admeta, WideOrbit Inc.	vi	atemda.com	/	2 months	Any	Advertising (high impact)	Tracks visitor behaviour in order to deliver targeted advertising.
Whois Privacy Protection Service, Inc.	cid_*	ctnsnet.com	/	1 year	Any	Advertising (high impact)	Collects unidentifiable data to an unidentifiable company for unknown purposes. The companys identity is guarded by Whois Privacy Protection Service, Inc.
Whois Privacy Protection Service, Inc.	opt	ctnsnet.com	/	1 year	Any	Advertising (high impact)	Collects unidentifiable data to an unidentifiable company for unknown purposes. The companys identity is guarded by Whois Privacy Protection Service, Inc.
Proxy, LLC	mxpim	mxptint.net	/	2 years	Any	Advertising (high impact)	Collects unidentifiable data to an unidentifiable company for unknown purposes. The companys identity is guarded by Proxy, LLC

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	csc*	rubiconproject.com	/	1 week	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	csi*	rubiconproject.com	/	1 week	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.

The Rubicon Project	rsid	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	ruid	rubiconproject.com	/	90 days	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	ses*	rubiconproject.com	/	2 days	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	vis*	rubiconproject.com	/	21 hours, 5 minutes	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.
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.

Tribal Fusion, Exponential Interactive Inc.	ANON_ID	tribalfusion.com	/	90 days	Any	Advertising (high impact)	Provides a uniquely assigned machine-generated user ID which is used for the delivery of targeted advertising. A page-level contextualization engine examines more than 300 million pages across a network of publishers. Based on its content, each page is classified against a taxonomy of 50,000 different interests and intentions. When a consumer visits a page, the platform attaches the associated interests and intentions to their anonymous profile to create an interest-based audience.
DataXu, Inc.	matchbluekai	w55c.net	/	1 month	Any	Advertising (high impact)	DataXu provide a digital marking service for targeting website visitors.
DataXu, Inc	matchgoogle	w55c.net	/	1 week, 3 days	Any	Advertising (high impact)	DataXu provide a digital marking service for targeting website visitors.
DataXu, Inc	wfivefivec	w55c.net	/	2 years	Any	Advertising (high impact)	DataXu provide a digital marking service for targeting website visitors.