

Full and detailed technical cookies disclosure

Website audited: <https://www.myheartattack.co.uk/>
Audit date: 2019-09-25
Auditor: Digital Control Room Limited
<https://www.digitalcontrolroom.com/>

This document is provided to support "Astrazeneca" consent management in relation to the EU privacy directive. It offers the full details of all cookies reported as "in use" as of 2019-09-25.

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 "Astrazeneca" and should be returned at their request.

Cookies

Necessary cookies - 11 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
EIS	JSESSIONID	www.myheartatta ck.co.uk	/	Session	Any	Your visit	Stores session data during a website visit, issued by Jetty Web Server.
To be completed	cid	www.myheartatta ck.co.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	cmedium	www.myheartatta ck.co.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	csource	www.myheartatta ck.co.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	odSessionID	www.myheartatta ck.co.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	odVisitorID	www.myheartatta ck.co.uk	/	70 years, 2 months	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Digital Control Room Limited	wscrCookieConsent	www.myheartatta ck.co.uk	/	1 year	Any	Your visit	Stores your cookie consent session for our site. It contains no information other than whether you have opted in or out for each cookie level.
VMware, Inc	_vapi<i><digits></i>+	myheartattack.co. uk	/	Session	Any	Your visit	Cookie that contains a session identifier used to authenticate the use and deliver different APIs. The cookie is dynamic so it cannot be updated, as each customer will have a unique cookie.
To be completed	gpv_pn	myheartattack.co. uk	/	30 minutes	Any	Under review	This cookie is currently under review and its purpose is being assigned. Once complete, this description will be updated accordingly.
Tealium	utag_main	myheartattack.co. uk	/	1 year	Any	Your visit	Used to store the Tealium ID required to enable visitor information to be analysed.

Digital Control Room Limited

wscrCookieConsent

myheartattack.co. /
uk

1 year

Any

Your visit

Stores your cookie consent session for our site. It contains no information other than whether you have opted in or out for each cookie level.

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 - 18 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
Amazon Web Services, Amazon.com, Inc.	AWSELB	www.myheartatta ck.co.uk	/	1 hour	Any	Performance / Networking	Used by Elastic Load Balancing from Amazon Web Services to effectively balance load on the servers.
Adobe Analytics, Adobe Systems Incorporated	AMCVS_ <i><i>*</i>	myheartattack.co. uk	/	Session	Any	Analytics	Session cookie which contains Nordea's organisation ID with Adobe. It indicates that a session has been initialized. The organisation ID helps Adobe to only analyse traffic from legitimate Nordea websites.
Adobe Analytics, Adobe Systems Incorporated	AMCV_ <i><i>*</i>	myheartattack.co. uk	/	2 years	Any	Analytics	Cookie with Nordea's organisation ID with Adobe. The organisation ID helps Adobe to only analyse traffic from legitimate Nordea websites.
Google Analytics, Google Inc.	__utma	myheartattack.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	myheartattack.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	myheartattack.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	myheartattack.co. uk	/	10 minutes	Any	Analytics	Used to throttle the requests to Google Analytics.
Google Analytics, Google Inc.	__utmz	myheartattack.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.
Google Analytics, Google Inc.	_ga	myheartattack.co. uk	/	2 years	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
Google Analytics, Google Inc.	_gid	myheartattack.co. uk	/	1 day	Any	Analytics	A unique identifier given to each browser to track user interactions with the website.
SiteCatalyst, Adobe Systems Incorporated	s_cc	myheartattack.co. uk	/	Session	Any	Analytics	Stores whether cookies are enabled, on behalf of the SiteCatalyst Analytics platform.

SiteCatalyst, Adobe Systems Incorporated	s_getDaysSinceLastVisit	myheartattack.co.uk /	3 years	Any	Analytics	Set by the optional plugin to SiteCatalyst: getDaysSinceLastVisit
SiteCatalyst, Adobe Systems Incorporated	s_getDaysSinceLastVisit_s	myheartattack.co.uk /	3 years	Any	Analytics	Set by the optional plugin to SiteCatalyst: getDaysSinceLastVisit
SiteCatalyst, Adobe Systems Incorporated	s_getNewRepeat	myheartattack.co.uk /	30 days	Any	Analytics	Determines whether a visitor is a new visitor or a repeat visitor, and captures this information in an Analytics variable.
SiteCatalyst, Adobe Systems Incorporated	s_invisit	myheartattack.co.uk /	30 minutes	Any	Analytics	This cookie is used by an Omniture plugin to count the visit numbers per month for a specific user of the web page.
SiteCatalyst, Adobe Systems Incorporated	s_ppv	myheartattack.co.uk /	Session	Any	Analytics	Stores the percentage of the page that was displayed vertically to the end user.
SiteCatalyst, Adobe Systems Incorporated	s_tp	myheartattack.co.uk /	Session	Any	Analytics	Set by the optional plugin to SiteCatalyst: Adobe Consulting Plugin
SiteCatalyst, Adobe Systems Incorporated	s_vnum	myheartattack.co.uk /	30 days	Any	Analytics	Enables Visit Number By Month tracking for the SiteCatalyst Analytics platform by recording how you arrived at the site.

Marketing, anonymous cross site tracking cookies - 3 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
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.
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.
Adobe Systems Incorporated	everest_session_v2	everesttech.net	/	Session	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.

Marketing, targeted advertising cookies - 1 found

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

Company	Name of cookie	Domain	Path	Expiry	Protocol	Purpose	Description
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.