

## Necessary (7)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

| Name          | Provider         | Purpose   | Expiry   | Type        |
|---------------|------------------|---|----------|-------------|
| bcookie       | linkedin.com     | Used in order to detect spam and improve the website's security.  | 1 year   | HTTP Cookie |
| bscookie      | www.linkedin.com | This cookie is used to identify the visitor through an application. This allows the visitor to login to a website through their LinkedIn application for example. | 1 year   | HTTP Cookie |
| CookieConsent | lab42.uva.nl     | Stores the user's cookie consent state for the current domain   | 1 year   | HTTP Cookie |
| cookietest    | cdn.leadinfo.net | This cookie is used to determine if the visitor has accepted the cookie consent box.  | Session  | HTTP Cookie |
| kirby_session | lab42.uva.nl     | Preserves the visitor's session state across page requests.   | 1 day    | HTTP Cookie |
| li_gc         | linkedin.com     | Stores the user's cookie consent state for the current domain   | 180 days | HTTP Cookie |
| test_cookie   | doubleclick.net  | Used to check if the user's browser supports cookies.   | 1 day    | HTTP Cookie |

## Preferences (1)

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

| <b>Name</b> | <b>Provider</b> | <b>Purpose</b>  | <b>Expiry</b> | <b>Type</b>    |
|-------------|-----------------|---|---------------|----------------|
| lidc        | linkedin.com    | Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience. | 1 day         | HTTP<br>Cookie |

## Statistics (12)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

| Name                 | Provider                 | Purpose  | Expiry     | Type               |
|----------------------|--------------------------|--|------------|--------------------|
| _ga                  | www.google-analytics.com | Registers a unique ID that is used to generate statistical data on how the visitor uses the website.   | 2 years    | HTTP Cookie        |
| _ga_#                | www.googletagmanager.com | Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit. | 2 years    | HTTP Cookie        |
| _gat                 | www.google-analytics.com | Used by Google Analytics to throttle request rate  | 1 day      | HTTP Cookie        |
| _gid                 | www.google-analytics.com | Registers a unique ID that is used to generate statistical data on how the visitor uses the website.   | 1 day      | HTTP Cookie        |
| _li_ses.#            | cdn.leadinfo.net         | Unclassified   | Persistent | HTML Local Storage |
| AnalyticsSynchistory | linkedin.com             | Used in connection with data-synchronization with third-party analysis service.  | 30 days    | HTTP Cookie        |
| collect              | google-analytics.com     | Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.             | Session    | Pixel Tracker      |

|                                      |                          |   |            |                    |
|--------------------------------------|--------------------------|---|------------|--------------------|
| personalization_id                   | twitter.com              | channels.<br>Unclassified   | 400 days   | HTTP Cookie        |
| snowplowOutQueue<br>_#_post2         | cdn.leadinfo.net         | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | Persistent | HTML Local Storage |
| snowplowOutQueue<br>_#_post2.expires | cdn.leadinfo.net         | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | Persistent | HTML Local Storage |
| startTime                            |                          | Registers the start time for website's games.   | Session    | HTML Local Storage |
| td                                   | www.googletagmanager.com | Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator. | Session    | Pixel Tracker      |

### Marketing (13)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

| Name                     | Provider                 | Purpose   | Expiry     | Type               |
|--------------------------|--------------------------|---|------------|--------------------|
| _fbp                     | connect.facebook.net     | Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.                      | 3 months   | HTTP Cookie        |
| _gcl_aud                 | www.googletagmanager.com | Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.                                | 3 months   | HTTP Cookie        |
| _rdt_uuid                | www.redditstatic.com     | Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.                 | 3 months   | HTTP Cookie        |
| i/adsc [x2]              | t.co<br>twitter.com      | The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through Twitter advertisement content. | Session    | Pixel Tracker      |
| lastExternalReferrer     | connect.facebook.net     | Detects how the user reached the website by registering their last URL-address.   | Persistent | HTML Local Storage |
| lastExternalReferrerTime | connect.facebook.net     | Detects how the user reached the website by registering their last URL-address.   | Persistent | HTML Local Storage |
| li_sugr                  | linkedin.com             | Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.       | 3 months   | HTTP Cookie        |
| muc_ads                  | t.co                     | Unclassified  | 400 days   | HTTP Cookie        |

|                       |                |  |         |                    |
|-----------------------|----------------|--|---------|--------------------|
| pagead/1p-user-list/# | google.com     | Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites. | Session | Pixel Tracker      |
| pageViews             |                | Implements pop-up advertisement on the website.  | Session | HTML Local Storage |
| rp.gif                | alb.reddit.com | Necessary for the implementation of the Reddit.com's share-button function.  | Session | Pixel Tracker      |
| UserMatchHistory      | linkedin.com   | Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.  | 30 days | HTTP Cookie        |

### Unclassified (3)

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

| <b>Name</b>       | <b>Provider</b>  | <b>Purpose</b> | <b>Expiry</b> | <b>Type</b>              |
|-------------------|------------------|----------------|---------------|--------------------------|
| _li_id.#          | cdn.leadinfo.net | Unclassified   | Persistent    | HTML<br>Local<br>Storage |
| _li_id.#.expires  | cdn.leadinfo.net | Unclassified   | Persistent    | HTML<br>Local<br>Storage |
| _li_ses.#.expires | cdn.leadinfo.net | Unclassified   | Persistent    | HTML<br>Local<br>Storage |