



## Cookie overview Rijk Zwaan dec-21

Partner	Name script/cookie	Domain Description	Expiry	goal script / cookie / web beacon
<b>Functional</b>				
Rijk Zwaan	SimpleSAMLSessionID	*.rijkszwaan*.*	End of session	To identify the user session for SAML login
Rijk Zwaan	has_js	*.rijkszwaan*.*	Session	Drupal uses this cookie to indicate whether or not the visitors browser has JavaScript enabled.
Rijk Zwaan	rz-cookies	*.rijkszwaan*.*	1 year	Used to remeber the user's preferences regarding cookies
<b>Analytical</b>				
Google	javascript	analytics.google.com	End of session	Analytics. This script uses a cookie to assign a unique identifier to the visitor. Once the ID is generated and stored in the cookie, this is transmitted with every hit to Google Analytics. This ID is used on the Google Analytics servers to compute aggregate statistics like the number of users, sessions and campaign-data. This information is not shared with third-parties and no IP-adres information is used.
Google	_ga	*.rijkszwaan*.*	2 years	Used by Google Analytics to distinguish users.
Google	_gid	*.rijkszwaan*.*	1 day	Used by Google Analytics to distinguish users.
Google	_gat_*	*.rijkszwaan*.*	End of session	Used by Google Analytics to throttle request rate.
Google	javascript	tagmanager.google.com	End of session	Tagmanager is used to send visitor website events to google analytics and other systems
<b>Social</b>				
Facebook	iframe	facebook.com	End of session	Embedding Facebook on Rijk Zwaan website
Twitter	javascript	platform.twitter.com	End of session	Embedding Twitter on Rijk Zwaan website
<b>Marketing</b>				
Hubspot	__hstc	*.rijkszwaan*.*	13 months	The main cookie for tracking visitors via Hubspot
Hubspot	hubspotutk	*.rijkszwaan*.*	13 months	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.
Hubspot	__hssc	*.rijkszwaan*.*	30 minutes	This cookie keeps track of sessions.
Hubspot	__hssrc	*.rijkszwaan*.*	End of session	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser.
DoubleClick	javascript & cookies (DSID, ID, IDE)	doubleclick.net		Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of display advertising campaigns and anonymized gathering of data. This data gathering pertains to the countrylanguage combination in combination with the product that was searched for, in order to show an advertisement with the right content and in the right language on an external website. This pertains to banners, but also to videos.

Google

javascript & cookies  
(APISID, NID, SID,  
1P\_JAR)

doubleclick.net

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