

Cookie	Name	Type	Information Recorded	Purpose	Cookie Length
AppNexus	uuid2 sess	Targeting	B, OS, ISP, IP, INT, AN, DE	AppNexus provide an advertising system which displays adverts on various websites. These cookies help us measure the effectiveness of these adverts. Read more about AppNexus' cookies, including how to opt-out.	Max 2 years
Facebook	datr lsd wd	Social Media	B, INT, DE,H	These cookies enable visitors to share content with Facebook from our website, and to show us the first and last of our Facebook pages that you visited. Facebook can track visitor information and activity connected to Facebook usage including failed log-ins and attempts to create multiple spam accounts.	Max 2 years
Google Adwords DoubleClick	id tuuid s	Advertising Performance	B, OS, ISP, IP, INT, AN, DE, H, C	Used to measure performance of Google Adwords advertisement campaigns. Google uses these cookies on partner sites and certain Google services to serve more relevant ads across the web and limit the number of times a given ad is shown to you. These cookies help us measure the effectiveness of these adverts. Read more about Adwords cookies, including how to opt out.	id: 30 days tuuid: 2 years s: 2 years
Google Analytics	_utma _utmb _utmc _utmz	Website Performance	B, IP, DE,H, T, AD	Used to collect statistics anonymously about how visitors use our site, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. We use the information to compile reports and to help us improve the site, thus enhancing your overall site experience. Read more about Analytics cookies, including how to opt-out.	_utma: 2 years _utmb: 30 minutes _utmc: session only _utmz: 6 months
KissMetrics	km_ kvcd	Customer Satisfaction	B, IP, H, AD	We use KissMetrics to occasionally run customer service and feedback surveys on our site. This information allows us to monitor and improve site features, and any data collected by these surveys is anonymous. The cookies are used to determine if the user already has been shown a specific survey.	5 years
McAfee	various	Security	B, IP, DE, T	We use McAfee to monitor our webshop for potential malware and viruses, and protect our customers from any possible issues	Session only
Shop2Market	_s2m_session _s2m_vals _s2m_sid_343 _s2m_stid_343 _s2m_pid_343	Website Performance	B, OS, ISP, IP	Used to collect statistics anonymously about how visitors use our site, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. Along with sales data, we use the information to help us judge how valuable the sources that our customers use are to us.	_s2m_vals: 5 years Others: session only
			Key to data: B = Browser AN = Analytics T = Time/Date C = Clickstream OS = Operating System ISP = Internet Service Provider INT = Interactive Data DE = Demographic Data IP = IP Address H = History AD = Ads Viewed		