

Name	Technique	Domain	Purpose	Category: - Functional - Analytical - Tracking (e.g. advertising)	Retention period	Link privacy external
cc_path fdx_cbid fdx_locale fdx_redirect	Cookie	Fedex.com	Functional cookies used only for the visitor's convenience, remembering preferences on the website and FedEx tooling throughout the website.	Functional	1 year	<a href="https://www.fedex.com/content/dam/fedex-com/legal/FedEx_Cookie_Notice.pdf">https://www.fedex.com/content/dam/fedex-com/legal/FedEx_Cookie_Notice.pdf</a>

Google Global Site Tag	Java Script	Fedex.com	Data management tool that allows you manage and deploy marketing tags (snippets of code or tracking pixels) on your website (or mobile app) without having to modify the code.	Functional		<a href="http://www.google.com/policies/privacy/partners/">www.google.com/policies/privacy/partners/</a>
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Adobe Dynamic Tag Manager:	Java Script	Fedex.com	<p>Data management tool that lets marketers quickly and easily manage tags and provides innovative tools for collecting and distributing data across digital marketing systems.</p> <p>Dynamic tag management also enables responsive delivery of user-specific content — providing new levels of agility and control to companies seeking to thrive in today's fast paced digital marketplace.</p>	Functional		<a href="https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html/">https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html/</a>
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Relay42	Java Script	Fedex.com	Data management tool that process your personal data based on our legitimate interest to improve and evaluate our website and gain insight into its use.	Functional		<a href="https://relay42.com/privacy">https://relay42.com/privacy</a>
Virtual Assistant: liveagent_oref liveagent_ptid liveagent_sid liveagent_vc X-Salesforce-CHAT	Cookie	salesforceliveagent.com	Cookie required by Salesforce for chat functionality	Functional	Session	<a href="https://www.salesforce.com/company/privacy/">https://www.salesforce.com/company/privacy/</a>

<p>Adobe Analytics:</p> <p>s_vi</p> <p>s_pers</p> <p>s_sess</p> <p>s_cc</p>	<p>Cooke e</p>	<p>FedEx.com</p>	<p>Adobe Analytics uses cookies to differentiate requests from different browsers and to store helpful information that an application can use later. They may also be used to associate browsing information to customer records.</p> <p>In particular, Adobe Analytics uses cookies to define new visitors, help analyze clickstream data, and track historical activity on the website, such as response to particular campaigns or the length of the sales cycle.</p>	<p>Analytical</p>	<p>s_vi - 2 years</p> <p>s_pers – 2 years</p> <p>s_sess - session</p> <p>s_cc - session</p> <p>Session cookie and will be deleted after closing the browser</p>	<p><a href="https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html/">https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html/</a></p>
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<p>Google Analytics: _ga _gat _gid</p>	<p>Cooke e</p>	<p>Fedex.com</p>	<p>These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information on aggregate level, including the number of visitors to the site, where visitors have come to the site from, and the pages they visited.</p>	<p>Analytical</p>	<p>_ga - 2 years _gat -10 minutes _gid - 24 hours</p>	<p><a href="http://www.google.com/policies/privacy/partners/">www.google.com/policies/privacy/partners/</a></p>
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<p>Google Analytics: utm_campaign utm_medium utm_source</p>	<p>Cookie</p>	<p>Fedex.com</p>	<p>These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information on aggregate level, including the number of visitors to the site, where visitors have come to the site from, and the pages they visited.</p>	<p>Analytical</p>	<p>Session</p>	<p><a href="http://www.google.com/policies/privacy/partners/">www.google.com/policies/privacy/partners/</a></p>
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<p>Adobe Audience Manager: demdex dextp dpm</p>	<p>Cooki e</p>	<p>Demdex.net (Adobe)</p>	<p>Adobe Audience Manager relies on cookies to perform different functions, e.g. assigning IDs, recording data calls, error tracking, and testing to see whether cookies can be set.</p>	<p>Tracking</p>	<p>Time to Live (TTL) interval of 180 days upon each user interaction with fedex.com &amp; cookie expires if a user does not come back to site within the TTL interval)</p>	<p><a href="https://marketing.adobe.com/resources/help/en_US/wHITEpapers/cookies/cookies_privacy.html/">https://marketing.adobe.com/resources/help/en_US/wHITEpapers/cookies/cookies_privacy.html /</a></p>
<p>Adobe Target: mbox</p>	<p>Cooki e</p>	<p>Fedex.com</p>	<p>The cookie remains on the visitor's browser two weeks from his or her last login. You cannot change the cookie duration.</p>	<p>Tracking</p>	<p>The cookie remains on the visitor's browser two weeks from his or her last login. You cannot change the cookie duration.</p>	<p><a href="https://marketing.adobe.com/resources/help/en_US/wHITEpapers/cookies/cookies_privacy.html/">https://marketing.adobe.com/resources/help/en_US/wHITEpapers/cookies/cookies_privacy.html /</a></p>

<p>Adobe Experience Cloud: AMCV_###@AdobeOrg</p>	<p>Cookie</p>	<p>FedEx.com</p>	<p>Adobe Experience Cloud uses a cookie to store a visitor ID that is used across Experience Cloud Solutions</p>	<p>Tracking</p>	<p>2 years</p>	<p><a href="https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html/">https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html /</a></p>
<p>Adobe Marketo Munchkin: _mkto_trk</p>	<p>Cookie</p>	<p>FedEx.com</p>	<p>This allows a website to track visitor behavior on the sites on which the cookie is installed and to link a visitor to the recipient of an email marketing campaign, to measure campaign effectiveness. Tracking is performed anonymously until a user identifies himself by submitting a form.</p>	<p>Tracking</p>	<p>2 years</p>	<p><a href="https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html/">https://marketing.adobe.com/resources/help/en_US/witepapers/cookies/cookies_privacy.html /</a></p>

eloqua elqstatus	Cooki e	eloqua.com	Eloqua employs cookies in order for its server to recognize a return visitor as a unique user. The cookies placed by the Eloqua server are readable only by Eloqua, and cookies cannot access, read or modify any other data on a computer. If a visitor refuses the Eloqua cookie, Eloqua does not gather any information on that visitor, but doing so will require you to re-enter certain information at each visit, or prevent us from customizing the site's features according to your preferences.	Tracking	2 years	<a href="https://www.oracle.com/legal/privacy/privacy-policy.html">https://www.oracle.com/legal/privacy/privacy-policy.html</a>
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			<p>Cookies themselves do not contain any personal information. We do link the information we store in cookies to any personally identifiable information you submit while on our site.</p>			
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<p>Google - DoubleClick, Display and Video, CM</p> <p>1P_JAR</p> <p>APISID</p> <p>CONSENT</p> <p>DSID</p> <p>HSID</p> <p>IDE</p> <p>NID</p> <p>SAPISID</p> <p>SID</p> <p>SIDCC</p> <p>SSID</p> <p>cto_lwid</p>	<p>Cooke e</p>	<p>doubleclick.net</p>	<p>These cookies are used to maintain user settings across Google-owned sites as well as to make advertising more engaging to users and more valuable to publishers and advertisers. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance; and to avoid showing ads the user has already seen.</p>	<p>Tracking</p>	<p>DMMUI-PROFILE - 15 days</p> <p>1P_JAR -30 days</p> <p>APISID - 540 days</p> <p>CONSENT - 20 yaers</p> <p>DSID - 15 days</p> <p>HSID - 540 days</p> <p>IDE - 365 days</p> <p>NID - 180 days</p> <p>SAPISID - 540 days</p> <p>SID - 540 days</p> <p>SIDCC - 90 days</p> <p>SSID - 540 days</p> <p>cto_lwid - 540 days</p>	<p><a href="http://www.google.com/policies/privacy/partners/">www.google.com/policies/privacy/partners/</a></p>
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<p>Google - Adwords, Conversion, Remarketing</p> <p>DCONSENT SID NID HSID SSID APISID SAPISID OGPC 1P_JAR AID OTZ</p>	<p>Cooke e</p>	<p>doubleclick.net</p>	<p>We use cookies to make advertising mhours engaging for users and mhours useful for publishers and advertisers. Some common uses of cookies include selecting advertisements based on what is relevant to a user, improving campaign performance reports and avoiding the display of ads that the user has already seen.</p> <p>Google uses cookies, such as NID and SID cookies, to help personalize ads on Google</p>	<p>Tracking</p>	<p>DCONSENT - 20 years SID - 540 days NID - 180 days HSID - 540 days SSID - 540 days APISID - 540 days SAPISID - 540 days OGPC - 60 days 1P_JAR -30 days AID - 540 days OTZ - 30 days</p>	<p><a href="http://www.google.com/policies/privacy/partners/">www.google.com/policies/privacy/partners/</a></p>
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properties, such as Google Search. For example, we use them to show you your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertiser's website. In this way we can show you personalized ads on Google.

We also use one or more cookies for advertising shown throughout the web. One of the most important advertising cookies is called IDE and is stored in

			<p>browsers under the doubleclick.net domain. Another called ANID is sthoursd under the google.com domain. We use other cookies called DSID, FLC, AID, TAID, and exchange_uid. Other Google companies, such as YouTube, may also use these cookies to show you mhours relevant advertisements.</p>			
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Sometimes advertising cookies can be set in the domain of the site you are visiting. In the case of advertising that we display

			<p>throughout the web, cookies called ‘__gads’ or ‘__gac’ can be set on the website you are visiting. Unlike cookies set on Google domains, these cookies cannot be read by Google when you browse on a site other than the one in which they were set. These serve to quantify the interactions with the advertisements on that particular domain and to prevent the same advertisement being shown to the same person too many times.</p>		
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			<p>Google also uses conversion cookies with which the advertiser is given the opportunity to determine how many people who clicked on your ad then became buyers of the related products. These cookies allow Google and the advertiser to see that you have clicked on the ad and that you have subsequently visited the site. Conversion cookies are not used for personalized ads, focusing and insisting</p>			
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			<p>only once. This type of activity is carried out thanks to a cookie called ""Conversion"" which is generally set up under the domains googleadservices.com or google.com (you can find a list of the domains we use for advertising cookies at the end of this page). Some of our other cookies can also be used to quantify conversion events. For example, DoubleClick cookies and Google Analytics.</p>		
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<p>Sonar/Sociomantic: sonar sonar-expires sonar_fedex_rt sonar_matching_eu</p>	<p>Cookie</p>	<p>sociomantic.com</p>	<p>We also use our own cookies and Sociomantic tags on our website to enable tailored advertising and what are known as targeting campaigns. With this technology and on the basis of cookies, users of our website who are interested in certain content are addressed again on other websites. Displaying the corresponding interest-based ads is made possible by recording and evaluating the usage of this website.</p>	<p>Tracking</p>	<p>90 days</p>	<p><a href="https://www.sociomantic.com/website-privacy/">https://www.sociomantic.com/website-privacy/</a></p>
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<p>The Trade Desk: TDID TDCPM TTDOptOut</p>	<p>Cooki e</p>	<p>adsrvr.org</p>	<p>This cookie is used by our third-party trading platform. It contains a unique randomly generated value that allows the platform to distinguish browsers and devices. It is compared to information - such as advertising interest segments and ad stories shown in the browser or device - provided by customers or third parties and sthoursd on the platform. This information is used by Volkswagen customers to select advertisements</p>	<p>Tracking</p>	<p>1 year</p>	<p><a href="https://www.thetradedesk.com/general/privacy">https://www.thetradedesk.com/general/privacy</a></p>
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			<p>for delivery from part of the platform and to measure the performance of, and attribute payments for, such yearuncements. Furthermhours, to allow Volkswagen customers to use non-identifiable Personal Information that they collect outside the platform or acquire from other third parties, this cookie is sometimes combined with (or "synchronized" with) the cookies of customers or third parties that contain such</p>			
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			<p>Unidentifiable Personal Information. It is also used to exclude behavioral advertisements if a user wishes to do so.</p> <p>-The TDCPM cookie is used by our third-party trading platform. It contains data indicating whether a cookie ID is synchronized with our partners. ID synchronization allows our partners to use their data outside of our trading platform on the platform.</p>			
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Facebook: fr oo c_user PI xs csm rc js_ver local sb datr s ick sfau dbln lu act reg_ext_ref reg_fb_gate reg_fb_ref reg_uniqid x-referer x-src	Cooki e	Facebook.com	Primary advertising cookie, used to measure, deliver and improve the relevance of the ad.  Used to record opt-outs from advertising.  Used to authenticate your identity on Facebook.  Used to register that the device or browser is connected via Facebook  Used to authenticate your identity on Facebook  Indicates when an https is required to access the Facebook service.  Used to optimize site	Tracking	fr - 90 days oo - 5 years c_user - 90 days PI - 90 days xs - 90 days csm - 90 days rc - 7 days js_ver - 7 days local - 7 days sb - 2 years datr - 2 years s - 90 days ick - 2 years sfau - 1 day dbln - 2 years lu - 2 years	<a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a>
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			<p>performance for advertisers.</p> <p>Record the age of Facebook javascript files.</p> <p>Identifies the country and language chosen by the last user who accessed the browser or international domain.</p> <p>Used to log in to Facebook.</p> <p>Identify the browser for authentication purposes during the login phase.</p> <p>Identify browsers for security and site integrity reasons.</p> <p>Used to indicate the last time a person used his password.</p> <p>Sthourss an encrypted key</p>			
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			<p>used to encrypt cookies.</p> <p>Optimize the recovery flow after failed login attempts.</p> <p>Used to enable device-based logins.</p> <p>Used to record if the person decides to stay logged in.</p> <p>Session cookies.</p> <p>Used for analysis and research.</p>			
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LinkedIn: Wlfdc1 bcookie L1c BizoID BizoData BizoUserMatch History BizoNetworkP artnerIndex token Player_setting s_0_3 LyndaLoginSta tus throttle-XXX NSC_XXX	Cookie	Linkedin.com	Used for routing Browser cookie ID Secure browser cookie ID Browser cookie ID LinkedIn Analysis Ad LinkedIn Analysis Ad LinkedIn Analysis Ad LinkedIn Analysis Ad Access token Playback settings Access status Throttling on Lynda Load balancing	Tracking	Wlfdc1 – 1day bcookie – 1 year L1c – session BizoID – 6 months BizoData – 6 months BizoUserMat chHistory – 6 months BizoNetwork PartnerIndex – 6 months token – 4 hours Player_settin gs_0_3 – 3 weeks LyndaLogin Status – 10 yaers throttle-XXX – 6 months NSC_XXX – 5 minutes	<a href="https://www.linkedin.com/legal/cookie-table">https://www.linkedin.com/legal/cookie-table</a>
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<p>Ooyala: ooyala guid key_auth0 key_auth1 auth_tokens_1 backjax_token</p>	<p>Cooki e</p>	<p>ooyala.com ooyala cookie - chelseafc.com</p>	<p>Ooyala - 1st party cookie. Holds some sort of viewing history Guid - use to track users across session to calculate things like number of unique users  key_auth0 &amp; key_auth1 - contains a list of pre-authorized assets to speed up future authorization requests. This is not mandatory and in fact will be deprecated soon  auth_tokens_1 - This contains only the authorization token that is sent to SAS in subsequent</p>	<p>Tracking</p>	<p>1 year  auth_tokens_1 - 1 day  backjax_token - 1 month</p>	<p><a href="https://www.ooyala.com/privacy">https://www.ooyala.com/privacy</a></p>
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			<p>calls (this is required)</p> <p>Backjax_token - is a backlot authorization cookie. This is generated when a user logs into Backlot app (or any other OVP app that uses backlot credentials like IQ, themebuilder). It's secure session cookie.</p>			
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