

Tag	Cookies	Technique	Domain	Description	Category	Retention Period	Link to Privacy Policy
Adobe Analytics	demdex dpm s_ecid s_ref s_pers s_sess s_cc	Cookie	fedex.com	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. 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 campaign or the length of the sales cycle.	Analytics	s_vi - 2 years s_pers - 2 years s_sess - session s_cc - session Session cookie and will be deleted after closing the browser	https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_privacy.html
Adobe Audience Manager	demdex dextp dst ds	Cookie	fedex.com	Adobe Audience Manager is a data management platform that helps build unique audience profiles to identify the most valuable segments and use them.	Analytical	180 days	https://experienceleague.adobe.com/en/docs/core-services/interface/data-collection/cookies/audience-manager
Adobe Experience Cloud	ANCV #B#B# AdobeC#B#	Cookie	fedex.com	Adobe Experience Cloud uses a cookie to store a visitor ID that is used across Experience Cloud Solutions	Advertising	2 years	https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_privacy.html
Adobe Launch		Javascript	fedex.com	Data management tool that lets marketers quickly and easily manage tags and provides innovative tools for collecting and distributing data across digital marketing systems. 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.	Functional	NA	https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_privacy.html
Adobe Marketo Munchkin				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.			
	mkto_trk	Cookie	fedex.com		Advertising	2 years	https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_privacy.html
Adobe Target	mbox mboxEdgeCluster	Cookie	fedex.com	Allows FedEx to track visitor behavior and correlate to a known or unknown user to deliver relevant, personalized content to visitors on fedex.com	Advertising	The cookie remains on the visitor's browser two weeks from his or her last login. You cannot change the cookie duration.	https://marketing.adobe.com/resources/help/en_US/whitepapers/cookies/cookies_privacy.html
Facebook/Meta	fr oo c_user pi is xm rc js_ver local sb data s lick sfau dble lu act reg_ext_ref reg_fb_gate reg_fb_ref reg_unioid x-referrer x-src	Cookie	Facebook.com	Facebook/Meta cookies are used to track visits tied to specific ad campaigns/promotions on the platform, to measure effectiveness. 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 performance for advertisers. Record the age of Facebook javascript files. Identifies the country and language chosen by the last user who accessed the browser or international domain. Used to log in to Facebook. Identify the browser for authentication purposes during the login phase. Identify browsers for security and site integrity reasons. Used to indicate the last time a person used their password. Uses an encrypted key used to encrypt cookies. Optimize the recovery flow after failed login attempts. Used to enable device-based logins. Used to record if the person decides to stay logged in. Session cookies. Used for analysis and research.	Advertising	fr - 90 days oo - 5 years c_user - 90 days pi - 90 days is - 90 days xm - 90 days rc - 7 days js_ver - 7 days local - 7 days sb - 2 years data - 2 years s - 90 days lick - 2 years sfau - 1 day dble - 2 years lu - 2 years	https://developers.facebook.com/docs/privacy https://www.facebook.com/privacy/policies/cookies/7entry-point-cookie-policy_redirect?entryc=D
FedEx Functional	cc_gat 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	https://www.fedex.com/content/dam/fedex.com/legal/FedEx_Cookie_Notice.pdf
Google - Adwords, Conversion, Remarketing	DCONSENT SID NID HSID SSID APISID SAPISID OGPC JP_JAR ADT	Cookie	doubleclick.net	We use cookies to enhance our advertising, to improve our services and to make our advertising more engaging to users and more 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. Google uses cookies, such as NID and SID cookies, to help personalize ads on Google 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 browsers under the doubleclick.net domain. Another called ANID is stored 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 more relevant advertisements. Sometimes advertising cookies can be set in the domain of the site you are visiting. In the case of advertising that we display throughout the web, cookies called '_gads' or '_gat' can be set on the website you are visiting. Unlike cookies set on Google domains, these cookies can 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. Google also uses conversion cookies with which the advertiser is given the opportunity to determine how	Advertising	DCONSENT - 20 days SID - 540 days NID - 180 days HSID - 540 days SSID - 540 days APISID - 540 days SAPISID - 540 days OGPC - 60 days JP_JAR - 30 days ADT - 540 days DTZ - 30 days	https://policies.google.com/technologies/partner-sites
Google - DoubleClick, Display and Video, CM	2P_JAR APISID CONSENT DSID HSID IDE NID SAPISID SID SIDCC SSID cto_hwid	Cookie	doubleclick.net	DoubleClick is owned by Google, and is the platform Google uses to display their ads on websites. 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.	Advertising	DMUUI PROFILE - 15 days 2P_JAR - 30 days APISID - 540 days CONSENT - 20 years DSID - 15 days HSID - 540 days IDE - 365 days NID - 180 days SAPISID - 540 days SID - 540 days SIDCC - 90 days SSID - 540 days cto_hwid - 540 days	https://policies.google.com/technologies/partner-sites Customer data policies - Search Ads 360 Help Google.com
Google Analytics	_ga _gid	Cookie	fedex.com	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	Analytical	_ga - 2 years _gid - 10 minutes _gid - 24 hours	https://policies.google.com/technologies/partner-sites
Google Analytics	utm_campaign utm_medium utm_source	Cookie	fedex.com	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	Analytical	Session	https://policies.google.com/technologies/partner-sites
Google Floodlight		Cookie	google.com	Floodlight is the conversion tracking system for Google Marketing Platform. Like other conversion tracking systems, it consists of tags that track activity on a site, along with reporting features for adding conversion data to your reports. It uses a cookie to recognize repeat visits from a specific browser.	Analytical		https://support.google.com/searchads/answer/11055518?hl=en&qid=7991792916120638957-NC
Gtag (Google Global Site Tag)		Javascript	google.com	Gtag serves as a multi-use tag from Google. Instead of managing multiple tags for different Google product accounts, the Google tag can be used across an entire website and connect the tag to multiple destinations.	Functional		https://support.google.com/searchads/answer/11055518?hl=en&qid=7991792916120638957-NC https://policies.google.com/technologies/partner-sites
Interaction Studio (SalesForce)	sfid_Sc79	Cookie	fedex.com	Allows FedEx to track visitor behavior and correlate to a known or unknown user to deliver relevant, personalized content to visitors on fedex.com	Advertising	2 years	Web Integration Marketing Cloud Personalization Salesforce Developers https://corp.kaltura.com/legal/privacy/privacy-policy/ https://knowledge.kaltura.com/help/list-of-cookies-used-in-kms-and-the-kaltura-player
Kaltura		Cookie	kaltura.com	Kaltura is a video cloud platform allowing for streaming or on demand videos to be formatted and streamlined on pages for ease of use to the end customer.	Functional		
LinkedIn Insights	WlIdc1 bcookie L1c Bisid BisidData BisidUserMatch History BisidNetworkP artrindex token Player_setting c_0_3 LyndalLoginSta tus throttle-XXX NSC_XXX	Cookie	LinkedIn.com	LinkedIn cookies are used to track visits tied to specific ad campaigns/promotions on the platform, to measure effectiveness.	Advertising	WlIdc1 - 1day bcookie - 1 year L1c - session Bisid - 6 months BisidData - 6 months BisidUserMat - 6 months BisidNetworkPartnerindex - 6 months token - 4 hours Player_setting - 3 weeks LyndalLoginStatus - 10 years throttle-XXX - 6 months NSC_XXX - 5 minute	https://www.linkedin.com/legal/privacy-policy
Nuance		Cookie	nuance.com	Nuance is an AI and verticle powered system designed to help streamline customer engagement. Nuance is used in Virtual Assistant and other similar customer engagement instances.	Analytical		https://www.nuance.com/about-us/company-policies/privacy-policies.html

				Some Optimizely Services use cookies (a small text file containing a string of alphanumeric characters and data), local storage objects, and/or similar technologies to help our customers analyze and personalize their websites, apps and digital products.	Advertising	3 months	https://www.optimizely.com/legal/cookie-notice/
Optimizely		Javascript	fedex.com	Survey tool used to collect relevant information about site visitors for experience optimization	Analytical/Advertising		https://www.qualtrics.com/privacy-statement/
Qualtrics		Javascript	qualtrics.com				
The Trade Desk	TDID TDCPM TDOptOut	Cookie	adserver.org	The Trade Desk is an independent platform designed to report customer journey data to reference when buying media ads. 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. This cookie is sometimes combined with (or "synchronized" with) the cookies of customers or third parties that contain such identifiable Personal Information. It is also used to exclude behavioral advertisements if a user wishes to do so. 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.	Analytical	1 Year	https://www.thetradedesk.com/us/openpass-privacy-policy
Virtual Assistant	Liveagent_pref liveagent_ptid liveagent_sid liveagent_vc X-Salesforce_CHAT	Cookie	Salesforceliveagent.com	Cookie required by Salesforce for chat functionality	Functional	Session	https://www.salesforce.com/company/privacy/
Yahoo		Cookie	yahoo.com	Yahoo cookies and tags are used to track visits tied to specific ad campaigns/promotions on the platform, to measure effectiveness.	Advertising		https://legal.yahoo.com/us/en/yahoo/privacy/index.html
				The Cisco AppDynamics business transaction (BT) correlation with End User Monitoring (EUM) feature collects user data from base pages, reports the data to the Controller, and correlates the end-user activity with backend performance in the UI. The base-page cookie consent setting requires cookie consent from users to correlate business transactions (BT) with EUM. In turn, the setting either activates or deactivates BT correlation based on how end users interact with your cookie consent requirements. When the setting is activated, you are requiring consent from your users to use cookies (on base pages) for business transaction correlation with EUM.			https://www.appdynamics.com/legal/cookie-policy https://docs.appdynamics.com/appd74.x/latest/en/end-user-monitoring/browser-monitoring/browser-real-user-monitoring/cookie-consent-management
AppDynamics		Cookie	fedex.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. 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	Analytics	NA	
Eloqua	eloqstatus	Cookie	eloqua.com		Advertising	2 years	https://www.oracle.com/legal/privacy/privacy-policy.html
Glassbox		Cookie	glassbox.com	Glassbox focuses on customer journey analytics, providing data through tags to allow insights on conversions, drop-offs, struggles and errors across pages. Glassbox, a web analytics service, uses cookies to gather information about how users interact with their site. This information is used to create anonymous reports that summarize website activity, such as the number of visitors, where they came from, and which pages they visited	Analytical	2 years	https://www.glassbox.com/cookie-policy/
Ooyala	guid key_auth0 key_auth1 auth_tokens_1 backjax_token	Cookie	fedex.com	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 & 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 calls (this is required) 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 ID, themebuilder). It's secure session cookie.	Advertising	1 year auth_tokens_1 - 1 day backjax_token - 1 month	https://www.ooyala.com/privacy
Oracle		Cookie	fedex.com	Oracle employs Eloqua 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.	Advertising	2 years	https://www.oracle.com/legal/privacy/privacy-policy.html
Relay 42		Javascript	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.	Analytical/Advertising		https://relay42.com/privacy
Sonar/Sociomantic	sonar-expires sonar_fedex_rt sonar_matching_eu	Cookie	sociomantic.com	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.	Advertising	90 Days	https://www.sociomantic.com/website-privacy/
AppNexus (Xandr)	Adms	Cookie	Microsoft.com	Xandr Inc. ("Xandr") provides an advertising technology that allows websites, apps and other internet-connected properties to generate revenue by showing advertisements to their users, and allows marketers and other advertisers to show advertisements to individuals online who may be interested in their products or services. The Platform is designed to use information on Internet users that cannot identify them "in the real world." Xandr has contractual provisions that prohibit clients of the Platform from directly associating Platform cookies with any personal information that directly identifies an individual.	Advertising	90 Days	https://about.ads.microsoft.com/en/resources/policies/platform-privacy-policy https://about.ads.microsoft.com/en/resources/policies/digital-platform-cookie-policy
Bidswitch		Cookie	bidswitch.com	IDSWITCH is a provider of real time online advertising support services, enabling buyers and sellers of online media to trade media with each other.	Analytical		https://www.idswitch.com/policies/legal/bidswitch-privacy-policy/ https://protocol.bidswitch.com/support/cookie-matching.html
Brightcove		Cookie	brightcove.com	Brightcove allows companies to stream video content on web pages in a secure and end-user friendly interface.	Functional		https://www.brightcove.com/en/legal/brightcove-privacy-policies/
Flashalking		Cookie	flashalking.com	Flashalking's platform uses various technologies to collect information, including cookies, web beacons, web storage, advertising device identifiers, and similar technologies. Cookies are small data files stored on your hard drive or in device memory that help to recognize that the same device has been seen before, and where, in the context of a client's ad campaign. This helps indicate if an ad is effective for the advertiser, and helps the advertiser tailor messages, offers, recommendations, and promoted content to your preferences over time.	Advertising		https://www.flashalking.com/privacy-policy
Freewheel Ads		Cookie	freewheel.com	Freewheel, a Comcast company, provides ad platforms for publishers, advertisers, and media buyers. Our Services enable our Publisher customers to use information captured through our use of Cookies to enhance the targeting of ads served through the Platform.	Advertising		https://www.freewheel.com/privacy-policy
Hotjar		Cookie	hotjar.com	Hotjar is behavior analytics software. It is used by website owners to gain a better understanding of how users interact with their website and to identify issues that their users are running into when browsing their website. Hotjar provides website owners with tools such as Heatmaps, Recordings, and Surveys that help them to gain insight into their users' experience on their website	Analytical	1 year	https://help.hotjar.com/hc/en-us/articles/360045430794-Privacy-FAQs
IndexExchange		Cookie	indexexchange.com	Index Exchange uses cookies on our Exchange Platform to help our clients deliver relevant ads to you.	Advertising	1 year	https://www.indexexchange.com/privacy/index-exchange-platform-cookie-notice/
LeadForensics		Cookie	leadforensics.com	Lead Forensics is a software that reveals the identity of your anonymous website traffic and turns them into actionable leads within a business to business environment.	Advertising		https://www.leadforensics.com/cookie-policy/
Lotame		Cookie	lotame.com	Lotame cookies and tags collect and format site visitor data to help guide users through a pre-determined funnel, to give insight into each customers wants and needs across pages.	Analytical		https://www.lotame.com/privacy-principles/
Medallia		Cookie	medallia.com	Medallia cookies and tags collect data to tailor each journey to the specific wants and needs of individuals through intelligent personalization tools and automations.	Analytical		https://www.medallia.com/privacy-policy/
Media Math		Cookie	mediamath.com	MediaMath, an omnichannel programmatic platform, uses cookies to help companies understand how users interact with their website, recognize devices, and deliver relevant advertising	Analytical	13 months	https://www.mediamath.com/privacy-policy/

Neustar		Cookie	transunion.com	Neustar, now a TransUnion company, offers cookies and tags that allow for real time data tracking related to customer data that can be used for marketing purposes.	Analytical		https://www.transunion.com/privacy/neustar
Open X		Cookie	fedex.com	OpenX is an independent supply-side platform for audience, data, and identity targeting. Using data collected through the embedded cookies/tags, OpenX matches user data to third party identifiers. OpenX connects publishers that offer advertising space on their websites, mobile applications, or connected television applications with brands looking to purchase that advertising space in order to reach consumers engaging online.	Advertising		https://www.openx.com/privacy-center/
PubMatic		Cookie	fedex.com	PubMatic partners with website publishers to deliver relevant ads based on user activity across various websites	Advertising		https://pubmatic.com/legal/platform-cookie-policy/
Quantcast		Cookie	quantcast.com	Quantcast uses AI-driven analytics to report real time analytics for reference in audience measurement and ad buying. Quantcast is a technology company that offers an AI-powered DSP that automatically predicts and optimizes audiences for display advertising campaigns	Advertising		https://www.quantcast.com/privacy-choices/
Rubicon (Magnite)		Cookie	magnite.com	This tool enables media owners to seamlessly create, segment, and synchronize audiences. It helps publishers build audiences and understand the size and scale of segments for commercialization	Advertising		Advertising Platform Privacy Policy - Magnite https://snowplow.io/privacy-policy/
Snowplow		Cookie	snowplow.com	Snowplow offers a Behavioral Data Platform that shows real time customer data and insights stored in a data warehouse to recommend customer needs in advance.	Analytical	2 years	https://docs.snowplow.io/docs/collecting-data/collecting-from-own-applications/javascript-trackers/web-tracker/cookies-and-local-storage/configuring-cookies/
Sovrn Ads		Cookie	sovrn.com	Sovrn Ads is an ad market platform designed to match advertisers and customers. Through the use of several tools to collect data on site visitors, the platform then matches the advertisers with customers to produce the maximum value for both sides.	Advertising		https://www.sovrn.com/privacy-policy/policy-center/
TapAd		Cookie	tapad.com	Tapad, Inc. ("Tapad") is a technology company that provides Services to connect digital identifiers and related data. Our Clients use our Services for marketing purposes including tailored advertising, marketing, measurement, analytics, and research.	Advertising		https://www.tapad.com/global-privacy-notice