

## Cookie overview Rijk Zwaan websites

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Created by:	Name script/cookie	Domain Description	Expiry	goal script / cookie / web beacon
<b>Essential or functional:</b>				
Rijk Zwaan	apiToken	*.rijkszwaan.*	1 year	The API token used by the Intershop Commerce Management REST API.
Rijk Zwaan	cookieConsent	*.rijkszwaan.*	1 year	Saves the user's cookie consent settings.
<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
Mouseflow	mf_[website-id]	*.rijkszwaan.*	End of session	A cookie for identifying the current session on a website
Mouseflow	mf_user	*.rijkszwaan.*	3 months	A cookie for checking if the user is new or returning
				<i>Note: Rijk Zwaan may use Mouseflow to track page content and click/touch, movement, scroll, and/or keystroke activity on its websites. Visitors can opt-out for Mouseflow cookies at any time through: <a href="http://mouseflow.com/opt-out">http://mouseflow.com/opt-out</a>.</i>
<b>Tracking or 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		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

We do our utmost to keep this information up to date. If you nevertheless come across a cookie on our website that is not in this list, please report this to us via: [privacy@rijkszwaan.nl](mailto:privacy@rijkszwaan.nl).