

Use for Shops	Type	Name supplier (name technology)	Purpose of technology	Shared with third parties	Lifetime of technology
TRUE	Functional	<a href="#">Takeaway.com</a>			
TRUE	Functional	nibl_*	Imperva Incapsula DDoS Protection and Web Application Firewall: Load balancing cookie. To ensure requests by a client are sent to the same origin server.		Until end of session
TRUE	Functional	incap_ses	This cookie is set to allow a visitor to receive site content from one out of multiple servers as the visitor browses the site. This allows the visitor's session to be maintained		Until end of session
TRUE	Functional	visid_incap_*	This cookie is from the Incapsula CDN and helps us with reliability, security and the performance of our site		1 year
TRUE	Functional	AWSSELB	Cookie is used by Amazon for its load balancing method. So it stores which instance of the application you were connected to, so the future requests will also go to the same instance		1 year
TRUE	Functional	AWSSELCORS	Cookie is used by Amazon for its load balancing method. So it stores which instance of the application you were connected to, so the future requests will also go to the same instance.		1 year
TRUE	Functional	PLAY_SESSION	We use a session cookie to store string information about the user ( for example some information from TMS in the splash page.		Until end of session
TRUE	Functional	tk-track-visits	We track the number of clicks in the page, to set the cookie/Consent to temporal by default and remove the cookie hint banner if the user register more than 3 clicks in the page		Until end of session
TRUE	Functional	Tealium_privacy banner	Checks if the user agrees the cookie statement	Not shared with third parties	1 year
TRUE	Functional	Utag_main	Cookie set by Tealium to enable us to use their tag manager solution	Yes, the information is forwarded to Telium.	1 year
	Analytical	<a href="#">Takeaway.com</a>			
TRUE	Analytical	Takeaway.com ( __cfduid)	Measures the performance of the site.	Is shared with Cloudflare that only uses this for reporting to takeaway.com.	Gets deleted after 1 year.
TRUE	Analytical	Optimizely			
TRUE	Analytical	OptimizelyBuckets	Store page variants assigned to visitors for A/B performance testing.	Is shared with Optimizely that only uses this for reporting to takeaway.com.	Gets deleted after 10 years.
TRUE	Analytical	OptimizelyEndUserID	Unique visitor identifier.	Is shared with Optimizely that only uses this for reporting to takeaway.com.	Gets deleted after 10 years.
TRUE	Analytical	OptimizelyGeographical	Stores information certain geographical areas or languages which are set in the visitors browsers.	Is shared with Optimizely that only uses this for reporting to takeaway.com.	Gets deleted after 10 years.
TRUE	Analytical	OptimizelySegments	Hold visitor's audience segmentation information.	Is shared with Optimizely that only uses this for reporting to takeaway.com.	Gets deleted after 10 years.
TRUE	Analytical	OptimizelyPendingLogEvents	Record visitor activity.	Is shared with Optimizely that only uses this for reporting to takeaway.com.	Gets deleted after 15 seconds.
TRUE	Analytical	Google Analytics			
TRUE	Analytical	_ga__ga_*	To differentiate between different user, unique visitor ID.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 2 years.
TRUE	Analytical	_gtag__gtag_au	This cookie is used by Google Ads to attribute the conversion to the right ad click.	Data shared with Google.	Gets deleted after 3 months.
TRUE	Analytical	_gat	To Request rate throttling.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 10 minutes.
TRUE	Analytical	_gid	To differentiate between different user, unique visitor ID.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 2 years.
TRUE	Analytical	utma	To distinguish users and sessions.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 2 years.
TRUE	Analytical	utmb	To determine new sessions/visits.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 2 years.
TRUE	Analytical	utmc	Used in conjunction with utmb cookie to determine whether the user was in a new session/visit.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 2 years.
TRUE	Analytical	utmv	To store visitor-level custom variable data.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 2 years.
TRUE	Analytical	utmz	To store the traffic source or campaign that explains how the user reached the site.	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 2 years.
TRUE	Analytical	uid	This is an identifier for a user provided by the site (user-id)	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 60 days.
TRUE	Analytical	cid	This anonymously identifies a particular user, device or browser (clientid)	Is shared with Google Analytics that only uses this for reporting to Takeaway.com.	Gets deleted after 60 days.
TRUE	Analytical	Hotjar			
TRUE	Analytical	_hjClosedSurveyInvites	Ensures that the same invite does not re-appear if it has already been shown.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjDonePolls	Ensures that the same Poll does not re-appear if it has already been filled in.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjMinimizedPolls	Ensures that the widget stays minimized when the visitor navigates through the site.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjDoneTestersWidgets	Ensures that the same form does not re-appear if it has already been filled in.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjMinimizedTestersWidgets	Ensures that the widget stays minimized when the visitor navigates through the site.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjDoneSurveys	Used to only load the survey content if the visitor hasn't completed the survey yet.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjIncludedInSample	Let's Hotjar know whether a visitor is included in the sample which is used to generate Heatmaps, Funnels, Recordings, etc.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjShowFeedbackMessage	Ensures that the widget stays minimized when the visitor navigates through the site.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	365 days
TRUE	Analytical	_hjid	This cookie is set to ensure that behavior in subsequent visits to the same site will be attributed to the same user ID.	Is shared with Hotjar that only uses this for reporting to takeaway.com.	Gets deleted after 1 year
TRUE	Marketing	Bing			
TRUE	Marketing	Bing Ads, UET	Bing Ads helps us to provide directed advertising on the basis of your search history.	Data shared with Bing.	Gets deleted after 30 days.
TRUE	Marketing	MUID, MUIDB	This cookie is used to retarget website visitors via Bing.	Data shared with Bing.	1 year
TRUE	Marketing	Google Adwords Conversion			
TRUE	Marketing	NID	Used by Google to remember your preferences and other information, such as your preferred language, how many search results you wish to have shown per page and whether or not you wish to have Google's SafeSearch filter turned on.	Data shared with Google.	Gets deleted after 30 days.
TRUE	Marketing	HSID	Used to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties.	Data shared with Google.	Gets deleted after 30 days.
TRUE	Marketing	SSID	Used in combination with HSID to block attacks from unauthorized parties.	Data shared with Google.	Gets deleted after 30 days.
TRUE	Marketing	APISID	Used for advertisement campaigns.	Data shared with Google.	Gets deleted after 30 days.
TRUE	Marketing	SAPISID	Used for advertisement campaigns.	Data shared with Google.	Gets deleted after 30 days.
TRUE	Marketing	Facebook			
TRUE	Marketing	sb	Identifies browser for login authentication purposes.	Data shared with Facebook.	Gets deleted after 680 days.
TRUE	Marketing	pl	Used to record that a device or browser logged in via Facebook platform.	Data shared with Facebook.	Gets deleted after 40 days.
TRUE	Marketing	wd	Measures the performance of the website.	Data shared with Facebook.	Gets deleted after session.
TRUE	Marketing	fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Data shared with Facebook.	Gets deleted after 90 days.
TRUE	Marketing	xs	Used in conjunction with the c_user cookie to authenticate your identity to Facebook	Data shared with Facebook.	Gets deleted after 90 days.
TRUE	Marketing	datr	Identifies browsers for purposes of security and site integrity, including for account recovery, and identification of potentially compromised accounts.	Data shared with Facebook.	Gets deleted after 680 days.
TRUE	Marketing	c_user	Used in conjunction with the xs cookie to authenticate your identity to Facebook	Data shared with Facebook.	Gets deleted after 90 days.
TRUE	Marketing	act	Analyses website behaviour.	Data shared with Facebook.	Gets deleted after session.
TRUE	Marketing	reg_fb_gate	Analyses website behaviour.	Data shared with Facebook.	Gets deleted after session.
TRUE	Marketing	reg_fb_ref	Analyses website behaviour.	Data shared with Facebook.	Gets deleted after session.
TRUE	Marketing	reg_ext_ref	Analyses website behaviour.	Data shared with Facebook.	Gets deleted after session.
TRUE	Marketing	_fbp	This cookie is used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	Data shared with Facebook.	90 days
TRUE	Marketing	TDID	Contains a unique randomly-generated value that enables the platform to distinguish browsers and devices.	yes	1 year
TRUE	Marketing	TDCPM	Contains data denoting whether a cookie ID is synced, enabling the data to be used outside the trading platform.	yes	1 year
TRUE	Marketing	Datatics			
TRUE	Marketing	_pk_id		Yes, data shared with datatics	730 days
TRUE	Marketing	_pk_ref		Yes, data shared with datatics	730 days
TRUE	Marketing	_pk_ses		Yes, data shared with datatics	1 year