

Media Channel	Pixel Name	Partners	Cookie-Identification	Cookie-Runtime	Description/Purpose	What information does the Cookie save?	Where are the information saved, collected by the cookie?	Who has access to this information internally?	Who has access to this information externally?	Is there being used a separated provider - if yes, which one?	Script
Google Analytics, Google Ads, and Google Marketing Platform, Google Optimize	gtag.js	Google	_ga	2 years	Used to distinguish users.	It ID used to compile statistics on how the visitor uses the website.	Google Analytics	Google	There are several data sharing settings in your Analytics account. These settings let you customize how you share with Google the data that you collect using an Analytics data collection method. Clients have access to their Platform Data that they collect, acquire, or use on the Platform, and may remove it from the Platform for their own use.	NA	<pre> &lt;script async src="https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID"&gt;&lt;/script&gt; &lt;script&gt;   window.dataLayer = window.dataLayer    [];   function gtag(){dataLayer.push(arguments);}   (function(){     var script = document.createElement('script');     script.src = 'https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID';     script.async = true;     document.head.appendChild(script);   })();   &lt;/script&gt; </pre>
Google Analytics, Google Ads, and Google Marketing Platform, Google Optimize	gtag.js	Google	_gid	24 hours	Used to distinguish users.	a unique ID used to compile statistics on how the visitor uses the website.	Google Analytics	Google	There are several data sharing settings in your Analytics account. These settings let you customize how you share with Google the data that you collect using an Analytics data collection method. Clients have access to their Platform Data that they collect, acquire, or use on the Platform, and may remove it from the Platform for their own use.	NA	<pre> &lt;script async src="https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID"&gt;&lt;/script&gt; &lt;script&gt;   window.dataLayer = window.dataLayer    [];   function gtag(){dataLayer.push(arguments);}   (function(){     var script = document.createElement('script');     script.src = 'https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID';     script.async = true;     document.head.appendChild(script);   })();   &lt;/script&gt; </pre>
Google Analytics, Google Ads, and Google Marketing Platform, Google Optimize	gtag.js	Google	_gat	1 minute	Used to throttle request rate. If Google Analytics is disabled via Google Tag Manager, this cookie will be named _gat_gtm_<property-id>.	a unique ID used to compile statistics on how the visitor uses the website.	Google Analytics	Google	There are several data sharing settings in your Analytics account. These settings let you customize how you share with Google the data that you collect using an Analytics data collection method. Clients have access to their Platform Data that they collect, acquire, or use on the Platform, and may remove it from the Platform for their own use.	NA	<pre> &lt;script async src="https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID"&gt;&lt;/script&gt; &lt;script&gt;   window.dataLayer = window.dataLayer    [];   function gtag(){dataLayer.push(arguments);}   (function(){     var script = document.createElement('script');     script.src = 'https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID';     script.async = true;     document.head.appendChild(script);   })();   &lt;/script&gt; </pre>
Google Analytics, Google Ads, and Google Marketing Platform, Google Optimize	gtag.js	Google	AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, refresh request or an error retrieving a Client ID from AMP Client ID service.	a unique ID used to compile statistics on how the visitor uses the website.	Google Analytics	Google	There are several data sharing settings in your Analytics account. These settings let you customize how you share with Google the data that you collect using an Analytics data collection method. Clients have access to their Platform Data that they collect, acquire, or use on the Platform, and may remove it from the Platform for their own use.	NA	<pre> &lt;script async src="https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID"&gt;&lt;/script&gt; &lt;script&gt;   window.dataLayer = window.dataLayer    [];   function gtag(){dataLayer.push(arguments);}   (function(){     var script = document.createElement('script');     script.src = 'https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID';     script.async = true;     document.head.appendChild(script);   })();   &lt;/script&gt; </pre>
Google Analytics, Google Ads, and Google Marketing Platform, Google Optimize	gtag.js	Google	_gat_gtm_<property-id>	90 days	Contains campaign related information for the user. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie across you opt-out.	a unique ID used to compile statistics on how the visitor uses the website.	Google Analytics	Google	There are several data sharing settings in your Analytics account. These settings let you customize how you share with Google the data that you collect using an Analytics data collection method. Clients have access to their Platform Data that they collect, acquire, or use on the Platform, and may remove it from the Platform for their own use.	NA	<pre> &lt;script async src="https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID"&gt;&lt;/script&gt; &lt;script&gt;   window.dataLayer = window.dataLayer    [];   function gtag(){dataLayer.push(arguments);}   (function(){     var script = document.createElement('script');     script.src = 'https://www.googletagmanager.com/gtag/js?id=UA-TRACKING_ID';     script.async = true;     document.head.appendChild(script);   })();   &lt;/script&gt; </pre>
Facebook pixel <a href="https://www.facebook.com/about/privacy/updates">https://www.facebook.com/about/privacy/updates</a>	Default Pixel	Facebook	facebook.com /act	When browser activity ends	We use cookies to verify your account and determine when you're logged in so we can make it easier for you to access the Facebook Products and show you the appropriate experience and features. We use cookies to help us keep your account, data and the Facebook Products safe and secure. We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the Facebook Products. We use cookies to help us show ads and to make recommendations for businesses and other organizations to people who may be interested in the products, services or causes they promote. We also use cookies to help measure the performance of ad campaigns for businesses that use the Facebook Products. Cookies help us serve and measure ads across different browsers and devices used by the same person. Cookies also allow us to provide insights about the people who use the Facebook Products, as well as the people who interact with the ads, websites, and apps of our advertisers and the businesses that use the Facebook Products. We also use cookies to help you opt out of seeing ads from Facebook based on your interests.	We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit:	Facebook Ltd	Google	We work with third-party partners who help us provide and improve our Products or who use Facebook Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone, and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties we share information with:	NA	<pre> &lt;script&gt;   function(s,a,l,i) {     (function(n) {       n.callMethod.apply(n,arguments);     })(l, {       _fbq: function(m,as) {         if (as) {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         } else {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         }       },       _track: function(e) {         n.queue.push(function(){           n.callMethod.apply(n,arguments);         });       }     });   }   &lt;/script&gt; </pre>
Facebook pixel <a href="https://www.facebook.com/about/privacy/updates">https://www.facebook.com/about/privacy/updates</a>	Default Pixel	Facebook	facebook.com / user	When browser activity ends	We use cookies to verify your account and determine when you're logged in so we can make it easier for you to access the Facebook Products and show you the appropriate experience and features. We use cookies to help us keep your account, data and the Facebook Products safe and secure. We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the Facebook Products. We use cookies to help us show ads and to make recommendations for businesses and other organizations to people who may be interested in the products, services or causes they promote. We also use cookies to help measure the performance of ad campaigns for businesses that use the Facebook Products. Cookies help us serve and measure ads across different browsers and devices used by the same person. Cookies also allow us to provide insights about the people who use the Facebook Products, as well as the people who interact with the ads, websites, and apps of our advertisers and the businesses that use the Facebook Products. We also use cookies to help you opt out of seeing ads from Facebook based on your interests.	We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit:	Facebook Ltd	Google	We work with third-party partners who help us provide and improve our Products or who use Facebook Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone, and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties we share information with:	NA	<pre> &lt;script&gt;   function(s,a,l,i) {     (function(n) {       n.callMethod.apply(n,arguments);     })(l, {       _fbq: function(m,as) {         if (as) {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         } else {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         }       },       _track: function(e) {         n.queue.push(function(){           n.callMethod.apply(n,arguments);         });       }     });   }   &lt;/script&gt; </pre>
Facebook pixel <a href="https://www.facebook.com/about/privacy/updates">https://www.facebook.com/about/privacy/updates</a>	Default Pixel	Facebook	facebook.com / dat	When browser activity ends	We use cookies to verify your account and determine when you're logged in so we can make it easier for you to access the Facebook Products and show you the appropriate experience and features. We use cookies to help us keep your account, data and the Facebook Products safe and secure. We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the Facebook Products. We use cookies to help us show ads and to make recommendations for businesses and other organizations to people who may be interested in the products, services or causes they promote. We also use cookies to help measure the performance of ad campaigns for businesses that use the Facebook Products. Cookies help us serve and measure ads across different browsers and devices used by the same person. Cookies also allow us to provide insights about the people who use the Facebook Products, as well as the people who interact with the ads, websites, and apps of our advertisers and the businesses that use the Facebook Products. We also use cookies to help you opt out of seeing ads from Facebook based on your interests.	We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit:	Facebook Ltd	Google	We work with third-party partners who help us provide and improve our Products or who use Facebook Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone, and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties we share information with:	NA	<pre> &lt;script&gt;   function(s,a,l,i) {     (function(n) {       n.callMethod.apply(n,arguments);     })(l, {       _fbq: function(m,as) {         if (as) {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         } else {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         }       },       _track: function(e) {         n.queue.push(function(){           n.callMethod.apply(n,arguments);         });       }     });   }   &lt;/script&gt; </pre>
Facebook pixel <a href="https://www.facebook.com/about/privacy/updates">https://www.facebook.com/about/privacy/updates</a>	Default Pixel	Facebook	facebook.com / fr	When browser activity ends	We use cookies to verify your account and determine when you're logged in so we can make it easier for you to access the Facebook Products and show you the appropriate experience and features. We use cookies to help us keep your account, data and the Facebook Products safe and secure. We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the Facebook Products. We use cookies to help us show ads and to make recommendations for businesses and other organizations to people who may be interested in the products, services or causes they promote. We also use cookies to help measure the performance of ad campaigns for businesses that use the Facebook Products. Cookies help us serve and measure ads across different browsers and devices used by the same person. Cookies also allow us to provide insights about the people who use the Facebook Products, as well as the people who interact with the ads, websites, and apps of our advertisers and the businesses that use the Facebook Products. We also use cookies to help you opt out of seeing ads from Facebook based on your interests.	We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit:	Facebook Ltd	Google	We work with third-party partners who help us provide and improve our Products or who use Facebook Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone, and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties we share information with:	NA	<pre> &lt;script&gt;   function(s,a,l,i) {     (function(n) {       n.callMethod.apply(n,arguments);     })(l, {       _fbq: function(m,as) {         if (as) {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         } else {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         }       },       _track: function(e) {         n.queue.push(function(){           n.callMethod.apply(n,arguments);         });       }     });   }   &lt;/script&gt; </pre>
Facebook pixel <a href="https://www.facebook.com/about/privacy/updates">https://www.facebook.com/about/privacy/updates</a>	Default Pixel	Facebook	facebook.com / m_pixel_ratio	When browser activity ends	We use cookies to verify your account and determine when you're logged in so we can make it easier for you to access the Facebook Products and show you the appropriate experience and features. We use cookies to help us keep your account, data and the Facebook Products safe and secure. We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the Facebook Products. We use cookies to help us show ads and to make recommendations for businesses and other organizations to people who may be interested in the products, services or causes they promote. We also use cookies to help measure the performance of ad campaigns for businesses that use the Facebook Products. Cookies help us serve and measure ads across different browsers and devices used by the same person. Cookies also allow us to provide insights about the people who use the Facebook Products, as well as the people who interact with the ads, websites, and apps of our advertisers and the businesses that use the Facebook Products. We also use cookies to help you opt out of seeing ads from Facebook based on your interests.	We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit:	Facebook Ltd	Google	We work with third-party partners who help us provide and improve our Products or who use Facebook Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone, and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties we share information with:	NA	<pre> &lt;script&gt;   function(s,a,l,i) {     (function(n) {       n.callMethod.apply(n,arguments);     })(l, {       _fbq: function(m,as) {         if (as) {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         } else {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         }       },       _track: function(e) {         n.queue.push(function(){           n.callMethod.apply(n,arguments);         });       }     });   }   &lt;/script&gt; </pre>
Facebook pixel <a href="https://www.facebook.com/about/privacy/updates">https://www.facebook.com/about/privacy/updates</a>	Default Pixel	Facebook	facebook.com / pi	When browser activity ends	We use cookies to verify your account and determine when you're logged in so we can make it easier for you to access the Facebook Products and show you the appropriate experience and features. We use cookies to help us keep your account, data and the Facebook Products safe and secure. We also use cookies to combat activity that violates our policies or otherwise degrades our ability to provide the Facebook Products. We use cookies to help us show ads and to make recommendations for businesses and other organizations to people who may be interested in the products, services or causes they promote. We also use cookies to help measure the performance of ad campaigns for businesses that use the Facebook Products. Cookies help us serve and measure ads across different browsers and devices used by the same person. Cookies also allow us to provide insights about the people who use the Facebook Products, as well as the people who interact with the ads, websites, and apps of our advertisers and the businesses that use the Facebook Products. We also use cookies to help you opt out of seeing ads from Facebook based on your interests.	We may place cookies on your computer or device, and receive information stored in cookies, when you use or visit:	Facebook Ltd	Google	We work with third-party partners who help us provide and improve our Products or who use Facebook Business Tools to grow their businesses, which makes it possible to operate our companies and provide free services to people around the world. We don't sell any of your information to anyone, and we never will. We also impose strict restrictions on how our partners can use and disclose the data we provide. Here are the types of third parties we share information with:	NA	<pre> &lt;script&gt;   function(s,a,l,i) {     (function(n) {       n.callMethod.apply(n,arguments);     })(l, {       _fbq: function(m,as) {         if (as) {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         } else {           n.queue.push(function(){             n.callMethod.apply(n,arguments);           });         }       },       _track: function(e) {         n.queue.push(function(){           n.callMethod.apply(n,arguments);         });       }     });   }   &lt;/script&gt; </pre>

