



Adhese Cookie Information

22 September 2020

Introduction

This document lists the cookies that might get set when a browser visits a webpage that contains Adhese software. Not all cookies listed are always in use, this depends on the implementation of the Adhese account holder.

Privacy Legislation / Default Behaviour

All cookies listed below are only to be used with the proper consent from the user. Adhese is part of the IAB TCF2 (Vendor ID 553) framework and does not claim any Legitimate Interest for any purpose.

This means that use of any cookie is bound to a legal consent from the user, as covered by the DPA that is part of each Adhese contract.

If no consent information is delivered to Adhese, no cookies will be used, nor will any other form of user identification be applied.

Possible Active Cookies

| Domain | Name | Type | Purpose | Lifetime |
|--------------------------|--|-------------|---|--|
| ads-[account].adhese.com | adhese2 <i>Ex. adhese2=123fg23fg23fgh</i> | Analytic | Unique Reach reporting | Max. 30 days |
| ads-[account].adhese.com | Cap[campaign_id] <i>Ex. Cap342=4</i> | Functional | Frequency Capping (limiting the number of times a user can see a campaign) | Depends on duration of campaign, max 30 days |
| .adhese.com | [ssp]_uid <i>Ex. Rubicon_uid=ABCDEFGHIJKL</i> | Advertising | When Adhese is used as server connection to SSPs or DSPs with whom the Account holder has a contract, a user syncing process can be installed where the SSP user_uid is stored in an Adhese | Max. 7 days |

| | | | | |
|--|--|--|---|--|
| | | | cookie. This is dependent of consent for all parties involved (Account holder, SSP, Adhese) | |
|--|--|--|---|--|