## Cookie overview asrnederland.nl

| Who sets the cookie? | Name of the cookie | Purpose of the cookie | For how long will the cookie be stored? |
|---|---|---|---|
| Necessary website cookies set by a.s.r. | ASP.NET_SessionId<br>Cookie_ACM<br>SC_ANALYTICS_GLOBAL_COOKIE<br>TS[id] | These cookies make sure that the website is technically operating. | end of session<br>1 day<br>10 years<br>end of session |
| Google Analytics | __utma, __utmb, __utmc, __utmv, __utmz, _ga, _ga_tealium_0, _gid, _gat_[tracker] | Cookies are set in order to gain insights in this website's visitor behavior, which will be used to improve user experience for this website and its traffic sources. | 2 years |
| Google Ads | Conversion | This cookie is set for anonymously storing information about a visitor's conversion / interaction with the website, which will be used in determining the value of the advertising partner. | 1 month |
| Hotjar | _hjIncludeInSample, _hjMinimizedPolls, _hjUserId | Cookies are set in order to gain qualitative insights about this website's visitors and their clicking behavior, which will be used to improve user experience for this website. | 1 year |
| VWO | _vwo_uuid, _vis_opt_* | Cookies are set in order to gain insights in this website's visitor behavior, which will be used to improve user experience for this website and its traffic sources. | 100 days |
| Tealium | utag_main | This cookie is necessary for the technical functionality of several tools like Usabilla and Hotjar. | 1 year |
| | OPTOUTMULTI | This cookie is necessary for the opt-in and opt-out functionalities to work. | |
| Marketing cookies | Facebook<br>LinkedIn<br>Google Ads | These cookies will be used to show personalized messages, like special offers, to website visitors based on their online behavior. | Varying from end of session to 6 months |