

Name script/cookie/web beacon	Technique	Domain	Description goal script / cookie / web beacon
Functional			
klm.com sticky-key / klm_tracking_id / countrylanguage / cookiesWereAccepted / _bizo_np_stats / _bizo_cksm / _bizo_bzid / Visited_Services / PD_STATEFUL_fa86c777-78aa-4b94- b948-51f6b3b4c48c / PD_STATEFUL_cc10471d-15fe-4a45- 85df-5fcee83ce247 / PD_STATEFUL_94e7596c-7a15- 43a8-b923-480d4a3b52c9 / PD_STATEFUL_0e20c1ba-8928-49cc- b78e-e04633be57de / MfTrack_js / MfPers_js / MetrixLab_session / MetrixLab_p23101_klm / ML_Variables / KLMCOM_SESSIONCOOKIE	cookie	klm.com	Functional cookie to facilitate interaction and ease of use on klm.com. This pertains for example to log-in of the user, remembering chosen country - language combinatiosn, and having completed (or not) the online questionnaire.
Analytics			
Relay42	javascript	svtrd.com	Analytics & tag management & cookiebar manager. This script is used for measuring the website to get insights into the effectiveness and quality. Besides this, the script also takes care of managing all analytics and tracking cookies, and with that to compliancy with legislation
Relay42	cookie	klm.com	See previous
svtri / svjs / svlet			
Tag Commander	javascript	tagcommander.com	Analytics & tag management & cookiebar manager. This script is used for measuring the website to get insights into the effectiveness and quality. Besides this, the script also takes care of managing all analytics and tracking cookies, and with that to compliancy with legislation
Tag Commander	cookie	klm.com	See previous
tc_cj_v2 / TCSESSION / TCID / TCBlockedScripts			

Google Analytics	javascript	google-analytics.com	Analytics. This script uses a single cookie to assign a unique identifier to the visitor. This is a random generated number. 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 Analytics ga / gat	cookie	klm.com	See previous
Webtrends	javascript	webtrendslive.com	Analytics. This script is used for measuring the effectiveness of the website and to get insights into the quality and performance of the website
Webtrends / _wt.user-176978 / _wt.mode-176978 / _wt.control- 176978-ta_KLM_54_MultiCity_ABn / _wt.control-176978- ta_KLM_53_StaveView_ABn / _wt.control-176978- ta_KLM_52_PackageDealsAB / _wt.control-176978- ta_KLM_51_MailMeSearchLink_AB / _wt.control-176978- ta_AVE2EBTdashboardtitleNO /	cookie	klm.com	See previous
Usabilla	javascript	usabilla.com	Analytics. This script is used for measuring the effectiveness of the website and to get insights into the quality and performance of the website
NowInteract	javascript	nowinteract.com	Now Interact uses persistent and session cookies. The cookie names start with "imp_". Now Interact improves web site visitor experience. The cookies are not used to track any personal data
Quantar	javascript	quantar.com	Analytics. This script is used for measuring the effectiveness of the website and to get insights into the quality and performance of the website
MyFeelback	javascript	myfeelback.com	Analytics. This script is used for measuring the effectiveness of the website and to get insights into the quality and performance of the website
Hotjar	javascript	hotjar.com	Analytics. This script is used for measuring the effectiveness of the website and to get insights into the quality and performance of the website

Marketing/overige cookies			
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Facebook connect	javascript	facebook.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of social media advertising campaigns and anonymized gathering of data. Besides, this cookie is also make sure the social media widget on the homepage functions properly.
Google Adwords Conversion	javascript	googleadservices.com	Analytics. This script is used for tracking the website to get insights into the effectiveness and performance of Google Adwords campaigns.
Bing Conversion	javascript	bing.com	Analytics. This script is used for tracking the website to get insights into the effectiveness and performance of Bing campaigns.
AppNexus	javascript	adnxs.com	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 country-language 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.
Atlantic	javascript	ad-serverparc.nl	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 country-language 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. In this case it pertains to personalised homepage takeovers.
Atlas	javascript	atdmt.com	Analytics. This script is used for tracking the website to get insights into the effectiveness and performance of advertising campaigns.
Atlas	cookie	atdmt.com	See previous

AA003 / ATN

DoubleClick	javascript	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 country-language 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.
DoubleClick Floodlight	cookie	doubleclick.net	See previous
DoubleClick DSID / drt / id	cookie	doubleclick.net	See previous
Facebook custom audience	javascript	facebook.com	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 country-language 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 Facebook.
Facebook custom audience c_user / csm / datr / fr / lu / s / xs	cookie	facebook.com	See previous
Facebook Exchange (FBX)	javascript	facebook.com	See previous
Google dynamic remarketing	javascript	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 country-language 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, in particular for text ads through the Google display network (GDN).

Linkedin Marketing Solutions	javascript	js.bizographics.com	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 country-language 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 LinkedIn.
Linkedin Ads	javascript	doubleclick.net	See previous
Adara	javascript	yieldoptimizer.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized gathering of data. This data gathering pertains to the country-language 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 various external website, where Adara also makes use of its own data.
RadiumOne	javascript	gwallet.com	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 country-language 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, where RadiumOne also makes use of its own data, amongst other based on social media.
Twitter Advertising	javascript	twitter.com	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 country-language 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 Twitter.

Androit digital solutions	javascript	adroitdigital.com	Tracking & remarketing. Deze cookie (gezet door een script) wordt gebruikt voor het verzamelen voor advertentie-doeleinden, namelijk het geanonimiseerd doormeten van advertentie campagnes en het geanonimiseerd verzamelen van data. Dit laatste betreft de land/taal combinatie icm het gezochte product, om zo in de juiste taal een relevante advertentie te tonen aan de klant op websites
Bluekai	javascript	bluekai.com	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 country-language 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.
Brightroll	javascript	btrll.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of video advertising campaigns and anonymized gathering of data, which is used for showing relevant videos.
Salesforce live agent	javascript	salesforceliveagent.com	Functional. This script is used to trigger the web chat, with which it's possible to ask support to a chat agent.
MediaMath	javascript	mathtag.com	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 country-language 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.
MediaMath HRL8 / mt_misc / mt_mop / uuid / uudc	cookie	mathtag.com	See previous