

| Name script/cookie/web beacon | Technique | Domain | Description goal script / cookie / web beacon |
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| 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 | | | |

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| 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 |

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| 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 |

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| DoubleClick | javascript | | 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.net | |
| DoubleClick Floodlight | cookie | doubleclick.net | See previous |
| DoubleClick | cookie | | See previous |
| DSID / drt / id | | doubleclick.net | |
| 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 | cookie | facebook.com | See previous |
| c_user / csm / datr / fr / lu / s / xs | | | |
| 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). |

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| 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. |

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| 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 |