

Functional					
Origin	Name	Type	Purpose	Duration	Link to Privacy Policy
KLM					
KLM.com	ak_bmsc	cookie	We use this cookie to detect if automated bots access our website. This enables us to protect our website functionalities from high bot loads.	2 hours	
KLM.com	bm_sv	cookie	We use this cookie to detect if automated bots access our website. This enables us to protect our website functionalities from high bot loads.	2 hours	
KLM.com	klm_tracking_id	cookie	We use this cookie to track API requests and state across our website (e.g. from flight search to check-out, storing which flights were selected for booking).	session	
KLM.com	visited_klm	cookie	We use this cookie to determine if a visitor has visited our website before.	session	
KLM.com	JSESSIONID	cookie	This is a general purpose platform session cookie, set by sites running on JavaServer Pages. The cookie is used to maintain an anonymous user session on the server.	session	
KLM.com	oldBrowserAccepted	cookie	We use this cookie to determine if a visitor is using an older version of their browser.	1 month	
KLM.com	VROUTE_%2fams%2faccount	cookie	This is a general purpose session cookie, we use these cookies to store and direct you to the right internal environments.	session	
KLM.com	VROUTE_%2fams%2fpos	cookie	This is a general purpose session cookie, we use these cookies to store and direct you to the right internal environments.	session	
KLM.com	VROUTE_%2fams%2fsearch	cookie	This is a general purpose session cookie, we use these cookies to store and direct you to the right internal environments.	session	
KLM.com	cookiesWereAccepted	cookie	We use this cookie to keep track of whether a visitor has accepted the use of cookies on our website.	session	
KLM.com	myalLogoutKey	localstorage	We use this cookie to enable account log-in/log-out and related functionalities	n/a	
Optimizely					
Optimizely	Optimizely	script	We use this script by Optimizely to conduct A/B tests to further improve our website. This enables us to test new features and different variants and designs of our website.	n/a	https://www.optimizely.com/privacy/
Optimizely	optimizely_data\$oeu1542019218467r0	localstorage			
Optimizely	8594989081688145\$5894600159\$sevent_queue optimizely_data\$oeu1542019218467r0	localstorage			
Optimizely	8594989081688145\$5894600159\$sevents optimizely_data\$oeu1542019218467r0	localstorage			
Optimizely	8594989081688145\$5894600159\$slayer_map optimizely_data\$oeu1542019218467r0	localstorage			
Optimizely	8594989081688145\$5894600159\$slayer_states optimizely_data\$oeu1542019218467r0	localstorage	Optimizely uses localstorage for A/B testing to track visitors and deliver consistent experiences across our website.	n/a	
Optimizely	8594989081688145\$5894600159\$session_state optimizely_data\$oeu1542019218467r0	localstorage			
Optimizely	8594989081688145\$5894600159\$tracker_optimizely optimizely_data\$oeu1542019218467r0	localstorage			
Optimizely	8594989081688145\$5894600159\$variation_map optimizely_data\$oeu1542019218467r0	localstorage			
Optimizely	8594989081688145\$5894600159\$visitor_profile optimizely_data\$pending_events	localstorage			
Optimizely	optimizelyEndUserId	cookie	This first-party cookie is used by Optimizely to store a unique ID and is used in our A/B tests to keep track of which test variant of our website is shown to a visitor.	180 days	
Relay42					
Relay42	Relay42	script	We use this tag management script by Relay42 in order to manage which tags and cookies are loaded at which point in time. The script is also used to measure the quality and effectiveness of our website.	n/a	https://relay42.com/privacy
Relay42	_svlet	cookie	This cookie is used by Relay 42 to keep a time-code of a visitor's last entry to our website. This enables us to determine if a visitor is browsing many pages in one visit or if a visitor is visiting our website multiple times.	session	
Relay42	_svs	cookie	This first-party cookie is used by Relay 42 to store visitor specific settings such as their consent to cookies and values necessary to operate our tag management system. The values in these cookies are not unique to the visitor, it is not used to identify their device. If other visitors use the website at the same time and pick the same cookie consent preferences, they will receive the same cookie.	24 months	
Relay42	_svtri	cookie	This first-party cookie is used by Relay 42 to store an anonymized random number for each device, allowing us to combine collected data with previous visits.	24 months	
Relay42	_svtri	cookie	This third-party cookie is used by Relay42 to store an anonymized random number for each device, allowing us to combine collected data with previous visits.	24 months	
Relay42	r42-collect-80d24f51-e37d-4439...	cookie	This third-party cookie is set by Relay42 to merge user profiles based on a common third-party cookie	90 days	
Analytical					
Decibel					
Decibel	Decibel Insight	script	We use this script by Decibel to collect information about how visitors use our website, including information about the pages most visited, how long they are visited and if users experience any errors. We use this information to improve the quality, effectiveness and performance of our website.	n/a	https://www.decibelinsight.com/privacy-policy/
Google Analytics					
Google Analytics	Google Analytics	script	We use Google Analytics to collect information about how visitors use our website, including information about the pages most visited, how long they are visited and if users experience any errors. We use this information to improve the quality, effectiveness and performance of our website. This script is used by Google Analytics to assign values to the cookies that are needed to collect this information.	n/a	https://policies.google.com/privacy
Google Analytics	Google Universal Analytics (analytics.js)	script	We use Google Analytics to collect information about how visitors use our website, including information about the pages most visited, how long they are visited and if users experience any errors. We use this information to improve the quality, effectiveness and performance of our website. This script is used by Google Analytics to assign values to the cookies that are needed to collect this information.	n/a	https://policies.google.com/privacy
Google Analytics	_ga	cookie	This first-party cookie is set by Google Analytics to register a unique ID that is used to generate statistical data on how the visitor uses the website.	24 months	
Google Analytics	_gid	cookie	This first-party cookie is set by Google Analytics to register a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	
Hotjar					

Hotjar	Hotjar	script	We use this script by Hotjar to collect information about how visitors use our website, including information about the pages most visited, how long they are visited and if users experience any errors. We use this information to improve the quality, effectiveness and performance of our website.	n/a	https://www.hotjar.com/privacy
Qualtrics					
Qualtrics	Qualtrics	script	We use this script by Qualtrics to conduct user surveys.	n/a	https://www.qualtrics.com/privacy-statement/
Qualtrics	QSI_History	localstorage	Qualtrics uses localstorage to keep track of and maintain user survey sessions.	n/a	
Qualtrics	QSI_HistorySession	cookie	This cookie is used by Qualtrics to keep track of and maintain user survey sessions.	n/a	
Usabilla					
Usabilla	UsaBilla	script	We use this script by Usabilla to gather visitor feedback on our website in general or on specific elements of our website. We use this feedback to improve the quality of our website.	n/a	https://usabilla.com/privacy/
Usabilla	usbl.5279a42319e3.c.3b69cc8391ad	localstorage	Usabilla uses localstorage to enable the use of feedback functionalities on our website.		
Usabilla	usbl.5279a42319e3.c.a62f805ae828	localstorage			
Usabilla	usbl.5279a42319e3.c.d19f42b593a3	localstorage			
Usabilla	usbl.5279a42319e3.c.f2dd709c1077	localstorage			
All Cookies					
Origin	Name	Type	Purpose	Duration	Link to Privacy Policy
AppNexus					
AppNexus	AppNexus	script	We use this script by AppNexus to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) and to show relevant, personalised advertisements or offers via e-mail, social media and banner ads on third-party websites, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://www.appnexus.com/platform-privacy-policy
Facebook					
Facebook	fbp	cookie	This first-party cookie is used by Facebook to deliver a series of advertisement products, such as real time bidding by third party advertisers.	90 days	
Facebook Pixel	Facebook Pixel	script	We use Facebook Pixel to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) on Facebook and to show relevant, personalised advertisements or offers on Facebook, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://www.facebook.com/about/privacy
Facebook Pixel	fr	cookie	This third-party cookie is set by Facebook Pixel to store an encrypted Facebook ID and Browser ID	90 days	
Facebook Social Plugin					
Facebook Social Plugin	Facebook Social Plugins	script	We use Facebook Social Plugins to make a link with Facebook, so you will be recognised when you wish to use Facebook through KLM.com.	n/a	https://www.facebook.com/about/privacy
Google					
Google	Google Adwords Conversion	script	We use this script by Google Adwords for conversion tracking to measure the effectiveness of our advertising campaigns.	n/a	https://policies.google.com/privacy
Google	Google Adwords Remarketing	script	We use this script by Google Adwords for remarketing to create target audiences and show relevant, personalised advertisements on and off our website	n/a	https://policies.google.com/privacy
Google	Google Tag Manager	script	We use this script by Google to facilitate loading other Google scripts on our website.	n/a	https://policies.google.com/privacy
Google	GA Audiences	script	We use this script by Google Audiences for remarketing to create target audiences and show relevant, personalised advertisements on and off our website	n/a	https://policies.google.com/privacy
Google	_gcl_au	cookie	This first-party cookie is used by Google for conversion linker functionality to store information about ad clicks across our website	90 days	
Google	1P_JAR	cookie	We use this script by Google Audiences for remarketing to create target audiences and show relevant, personalised advertisements on and off our website	365 days	
Google	CONSENT	cookie	We use this script by Google Audiences for remarketing to create target audiences and show relevant, personalised advertisements on and off our website	365 days	
Google	NID	cookie	We use this script by Google Audiences for remarketing to create target audiences and show relevant, personalised advertisements on and off our website	365 days	
Google DoubleClick					
Google DoubleClick	DoubleClick	script	We use this script by Google DoubleClick Floodlight to measure the effectiveness of our advertising campaigns (e.g.) by tracking conversions) and to show relevant, personalised advertisements or offers via e-mail, social media and banner ads on third-party websites, based on your visit to and click behaviour on our website and third-party websites.	n/a	https://policies.google.com/technologies/ads
Google DoubleClick	IDE	cookie	This third-party cookie is set by Google DoubleClick	365 days	
Google DoubleClick Floodlight					
Google DoubleClick Floodlight	DoubleClick Floodlight	script	We use this script by Google DoubleClick Floodlight to measure the effectiveness of our advertising campaigns (e.g.) by tracking conversions) and to show relevant, personalised advertisements or offers via e-mail, social media and banner ads on third-party websites, based on your visit to and click behaviour on our website and third-party websites.	n/a	https://policies.google.com/technologies/ads
LinkedIn					
LinkedIn	LinkedIn Marketing Solutions	script	We use this script by LinkedIn to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) on LinkedIn and to show relevant, personalised advertisements or offers on LinkedIn, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://www.linkedin.com/legal/privacy-policy
LinkedIn	LinkedIn Ads	script	We use this script by LinkedIn to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) on LinkedIn and to show relevant, personalised advertisements or offers on LinkedIn, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://www.linkedin.com/legal/privacy-policy
LinkedIn	lang	cookie	These third-party cookies are set by LinkedIn	session	
LinkedIn	lbcokkie	cookie		365 days	
LinkedIn	lang	cookie		session	
LinkedIn	lidc	cookie		1 day	
LinkedIn	UserMatchHistory	cookie		1 month	

LinkedIn	bscookie	cookie		365 days	
LinkedIn/Bizo					
LinkedIn/Bizo	Bizo	script	We use this script by Bizo/LinkedIn to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) on LinkedIn and to show relevant, personalised advertisements or offers on LinkedIn, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://www.linkedin.com/legal/privacy-policy
LinkedIn/Bizo	BizoID	cookie	This third-party cookie is set by Bizo/LinkedIn	365 days	
Now Interact					
Now Interact	Now Interact	script	We use this script by Now Interact to gain better insight into visitor behaviour on our website in order to recommend the most effective contact channel for website visitors	n/a	https://www.nowinteract.com/privacy-policy
Now Interact	imp_uk	localstorage	Now Interact uses local storage to provide their services	n/a	
Pinterest					
Pinterest	Pinterest	script	We use this script by Pinterest for conversion tracking to measure the effectiveness of our digital marketing campaigns on Pinterest. The script also enables us to create target audiences and show relevant, personalised advertisements on Pinterest	n/a	https://policy.pinterest.com/en/privacy-policy
Relay42					
Relay42	_r42HighestLevel	localstorage	Relay42 uses local storage to provide their services	n/a	
Relay42	r42CustomMarkers	localstorage		n/a	
Snapchat					
Snapchat	Snap Pixel	script	We use this script by Snapchat for conversion tracking to measure the effectiveness of our digital marketing campaigns on Snapchat. The script also enables us to create target audiences and show relevant, personalised advertisements on Snapchat.	n/a	https://www.snap.com/en-US/privacy/privacy-policy/
Twitter					
Twitter	Twitter Conversion Tracking	script	We use this script by Twitter to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) on Twitter and to show relevant, personalised advertisements or offers on Twitter, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://business.twitter.com/en/help/ads-policies/other-policy-requirements/policies-for-conversion-tracking-and-tailored-audiences.html
Twitter	Twitter Advertising	script	We use this script by Twitter to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) on Twitter and to show relevant, personalised advertisements or offers on Twitter, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://business.twitter.com/en/help/ads-policies/other-policy-requirements/policies-for-conversion-tracking-and-tailored-audiences.html
Twitter		script	We use this script by Twitter to measure the effectiveness of our advertising campaigns (e.g. by tracking conversions) on Twitter and to show relevant, personalised advertisements or offers on Twitter, based on your visit to and click behaviour on our website and third-party websites;	n/a	https://twitter.com/en/privacy
Twitter	personalization_id	cookie	This third-party cookie is set by Twitter	365 days	
WeAdapt					
WeAdapt	WeAdapt	script	We use this script by WeAdapt to show relevant, personalised advertisements in videos	n/a	https://weadapt.digital/privacy-policy/