

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	myaLogoutKey	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\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$event_qu eue	localstorage	Optimizely uses localstorage for A/B testing to track visitors and deliver consistent experiences across our website.	n/a		
Optimizely	optimizely_data\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$events	localstorage				
Optimizely	optimizely_data\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$layer_ma p	localstorage				
Optimizely	optimizely_data\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$layer_sta tes	localstorage				
Optimizely	optimizely_data\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$session_ state	localstorage				
Optimizely	optimizely_data\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$tracker_ optimizely	localstorage				
Optimizely	optimizely_data\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$variation_ map	localstorage				
Optimizely	optimizely_data\$\$oeu1542019218467r0.8594989081688145\$\$5894600159\$\$visitor_p rofile	localstorage				
Optimizely	optimizely_data\$\$pending_events	localstorage	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		
Optimizely	optimizelyEndUserId	cookie				
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						
Origin	Name	Type	Purpose	Duration	Link to Privacy Policy	
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.	n/a		
Usabilla	usbl.5279a42319e3.c.a62f805ae828	localstorage				
Usabilla	usbl.5279a42319e3.c.d19f42b593a3	localstorage				
Usabilla	usbl.5279a42319e3.c.f2dd709c1077	localstorage				
All Cookies						
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	
iPinYou						
iPinYou	iPinYou	script	We use this script by iPinYou on our Chinese website 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.ipinyou.com.cn/privacy	
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	bcookie	cookie		365 days		
LinkedIn	lang	cookie		session		
LinkedIn	llic	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		0 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	0
WeAdapt						
	WeAdapt	WeAdapt	script	We use this script by WeAdapt to show relevant, personalised advertisements in videos	n/a	https://weadapt.digital/privacy-policy/