

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 combinations, 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 svtri / svsv / svlet	cookie	klm.com			See previous
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 tc_cj_v2 / TCSESSION / TCID / TCBlockedScripts	cookie	klm.com			See previous

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	webtrends.live.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
_wt.T54/ /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.

Marketing/overige cookies			
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.
Adlantic	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 AA003 / ATN	cookie	atdmt.com	See previous
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	qwallet.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. 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 external 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.
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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 / uuidc	cookie	mathtag.com	See previous

Vendemore	javascript	Vendemore.com	Description: Analytics. This script uses first party cookies to deliver a unique identifier for the user. This ID is used by Vendemore to gather statistics regarding number of users, sessions and page views. The script is used to identify which organization the user belongs to. No personal information is gathered and no information is shared with a third party.
iPinYou	javascript	ipinyou.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymised tracking of display advertising campaigns and anonymised 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 and videos and only applies for the Chinese KLM website.
Pinterest	javascript	pinterest.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymised tracking of display advertising campaigns and anonymised 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 Pinterest.

Snapchat conversion	javascript	snapchat.com	Analytics. This script is used for tracking the website to get insights into the effectiveness and performance of Snapchat campaigns.
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