# Cookies used on the website [www.vbo-feb.be](www.vbo-feb.be)

## Google

ı'gads"

This cookie is associated with the DoubleClick for Publishers service from Google. Its purpose is to do with the showing of adverts on the site, for which the owner may earn some revenue.

ııutmz" records whether the visitor came from a search engine (and if so, the search keyword used), a link, or from no previous page (e.g. a bookmark).

ııutma'l stores the amount of visits (for each visitor), the time of the first visit, the previous visit, and the current visit

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꜀utmb" and " utmc" are used to check approximately how fast people leave: when a visit starts, and approximately ends (c expires quickly). If you look at cookie state changes (e.g. using firecookie), you will see these change regularly.

## Click Dimensions

ı'cuvidl'

This cookie is typically written to the browser upon the first visit to the site from that web browser. If the cookie has been deleted by the browser operator, and the browser subsequently visits the site, a new _cuid cookie is written with a different visitor unique ID. This cookie is used to determine unique visitors to the site and it is updated with each page view. Additionally, this cookie is provided with a unique ID that the application uses to ensure both the validity and accessibility of the cookie as an extra security measure.          2 years from set/update.

ı'cusidt'

This cookie is used to establish and continue a user session with the site. When a user views a page on the site, the script code attempts to update this cookie. If it does not find the cookie, a new one is written and a new session is established. Each time a user visits a different page on the site, this cookie is updated to expire in 30 minutes, thus continuing a single session for as long as user activity continues within 30-minute intervals. This cookie expires when a user pauses on a page on the site for longer than 30 minutes.   30 minutes from set/update.

ı'cuvon"

Used to signal the last time a visitor viewed a page.

## Gemius

"Gdyn" The main business activity is: Audience profiling, marketing effectiveness

## ASP .Net

"ASP .Net_SessionId" Standard .Net Cookie storing (server) session Id

## LinkedIn

▯bizo bzid 'l

This cookie name is associated with a B2B marketing platform, formerly known as Bizo, which is now owned by LinkedIn.