viastore Cookie Usage

1.1 Session Cookies

Session cookies are cookies that are automatically deleted at the end of the session (closing the browser).
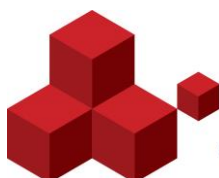
1.2 The identification key

Often no real content is stored in cookies, but only an identification key. This is used to clearly assign the real data, which is temporarily stored on the web server, to the website visitor for the duration of the session.

1.3 Cookies currently in use

1.3.1 Technically necessary cookies

These cookies ensure the security of our website and/or implement basic functions of the website, without which you cannot use our website as intended.

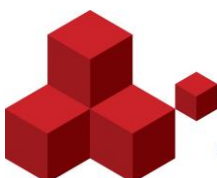| NAME	STORAGE PERIOD	PURPOSE
mq-cookieconsent	365 days	Indication of whether the user has seen and accepted the cookie window.
mq-cookieconsent-default	365 days	Indication whether the user allows technically necessary cookies
mq-cookieconsent-marketing	365 days	Indication whether the user allows marketing cookies
mq-cookieconsent-statistic	365 days	indication if the user allows statistic cookies
manually_set_language	End of session	Indication whether the user has seen the language suggestion
__cfduid	365 days	Fonts from MyFonts (https://www.myfonts.com/) are embedded on the site. More information can be found at https://www.monotype.com/legal/. In addition, MyFonts sets a cookie under the domain .myfonts.net. The exact background is not apparent.

1.3.2 Marketing-Cookies

Marketing cookies are set to optimize advertising, i.e. to target users with advertising that is as interest-based as possible. In addition to personalized ads, such cookies also offer extended analysis and evaluation options about relevant target groups and user behavior. An overview of the partners and tools we use for this purpose can be found in our privacy policy.

1.3.2.1 YouTube-Videos

Videos are provided on the website via YouTube. We use the youtube-nocookie.com domain. No cookies are set there unless the user has consented to the cookie consent on www.youtube.com. If the user has agreed to this cookie consent, the following cookies may be set. The list may not be complete, as it may vary depending on the settings on www.youtube.com .

Further information can be found at https://policies.google.com/technologies/cookies?hl=de.

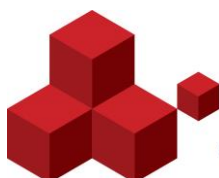| NAME	STORAGE PERIOD	CONTENT
NID	6 months	Contains a unique ID that is used to store preferred settings, such as browser language.
ANID	2 years	This cookie is used to display Google ads on non-Google websites.
IDE / 1P_JAR	30 days	This cookie is used to optimize advertising, to display more relevant ads to users, to improve campaign performance reports, or to prevent a user from seeing the same ads more than once.
VISITOR_INFO1_LIVE	2 years	This cookie is used to display more relevant advertisements.
CONSENT		Saves the cookie consent settings on Google/YouTube. If you do not agree to these, the previous cookies will also not be set when you play a YouTube video embedded at www.viastore.com.

1.3.2.2   LinkedIn

LinkedIn sets cookies on the domains .linkedin.com and .ads.linkedin.com. In addition, LinkedIn sets cookies on .doubleclick.net. Further information can be found at https://de.linkedin.com/legal/l/cookie-table?

NAME	STORAGE PERIOD	PURPOSE
lang	End of session	Remembers the language setting of the user.
lidc	1 day	Optimizes the selection of the data center.
UserMatchHistory	30 days	Synchronization of IDs from LinkedIn Ads.
AnalyticsSyncHistory	30 days	Stores the time of synchronization with the cookie "lms_analytics" for users in the designated countries.
bcookie	2 years	Serves as a browser identifier. Devices accessing LinkedIn are thereby uniquely identified to prevent misuse of the platform.
RUL	1 year	Used by DoubleClick to determine whether website ads were displayed correctly. This is done to make marketing activities more efficient.
IDE	2 years	This cookie is used for ad targeting for DoubleClick.
test_cookie	1 day	Used to check whether the user's browser supports cookies.

1.3.2.3   GoogleAds

We use Google Ads. Once a user clicks on an ad, a cookie is set so that conversions of our ads and posts can be tracked. Further information can be found here: https://policies.google.com/technologies/cookies?hl=de.

1.3.3 Statistics cookies

These cookies help us to better understand the usage behavior and needs of our users and to optimize our offer by, for example, providing us with information about how our visitors interact with our website. For this purpose, analyses of visitor behavior are also carried out by third-party providers whose tools we have implemented in your interest in a data-preserving manner.

1.3.3.1 Google Analytics

NAME	STORAGE PERIOD	PURPOSE
_ga	2 years	Registers a unique ID that is used to generate statistical data about how the visitor uses the website.
_gid	1 day	Registers a unique ID that is used to generate statistical data about how the visitor uses the website.
_gat_UA-172311305-3	1 day	Google Analytics ID