

CONCLUSION

Cookie declaration last updated on 22/05/2023

Necessary (8)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiry	Type
__cf_bm	js.hs-scripts.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	1 day	HTTP Cookie
bscookie	www.linkedin.com	This cookie is used to identify the visitor through an application. This allows the visitor to login to a website through their LinkedIn application for example.	1 year	HTTP Cookie
CookieConsent	consent.cookiebot.com	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
li_gc	linkedin.com	Stores the user's cookie consent state for the current domain	180 days	HTTP Cookie
ppms_webstorage	conclusion.containers.piwik.pro	The cookie is used in context with the local-storage function in the browser. This function allows the website to load faster by pre-loading certain procedures.	Persistent	HTML Local Storage
stg_debug	www.conclusion.nl	Checks whether a technical debugger-cookie is present.	Session	HTTP Cookie
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	1 day	HTTP Cookie
wow.schedule	t.spotlerleads.nl	This cookie is used in context with load balancing - This optimizes the response rate between the visitor and the site, by distributing the traffic load on multiple network links or disk drivers.	1 day	HTTP Cookie

Preferences (2)

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Name	Provider	Purpose	Expiry	Type
@@scroll#	www.conclusion.nl	Unclassified	Session	HTML Local Storage
lidc	linkedin.com	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	1 day	HTTP Cookie

Statistics (27)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Purpose	Expiry	Type
__hssc	js.hs-analytics.net	Identifies if the cookie data needs to be updated in the visitor's browser.	1 day	HTTP Cookie
__hssrc	js.hs-analytics.net	Used to recognise the visitor's browser upon reentry on the website.	Session	HTTP Cookie
__hstc	js.hs-analytics.net	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	180 days	HTTP Cookie
_clk	www.clarity.ms	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year	HTTP Cookie
_clsk	www.clarity.ms	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	1 day	HTTP Cookie
_cltk	www.clarity.ms	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	HTML Local Storage

Name	Provider	Purpose	Expiry	Type
_ga	www.google-analytics.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	HTTP Cookie
ga#	www.googletagmanager.com	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years	HTTP Cookie
_gat	www.google-analytics.com	Used by Google Analytics to throttle request rate	1 day	HTTP Cookie
_gid	www.google-analytics.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	HTTP Cookie
_hjAbsoluteSessionInProgress	script.hotjar.com	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day	HTTP Cookie
_hjFirstSeen	script.hotjar.com	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	1 day	HTTP Cookie
hjIncludedInSessionSample#	script.hotjar.com	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and	1 day	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		what pages have been read.		
hjSession#	script.hotjar.com	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 day	HTTP Cookie
hjSessionUser#	script.hotjar.com	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 year	HTTP Cookie
_hjTLDTTest	script.hotjar.com	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	Session	HTTP Cookie
AnalyticsSyncHistory	linkedin.com	Used in connection with data-synchronization with third-party analysis service.	30 days	HTTP Cookie
c.gif	c.clarity.ms	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	Session	Pixel Tracker
CLID	www.clarity.ms	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
collect	www.google-analytics.com	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
hubspotutk	js.hs-analytics.net	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	180 days	HTTP Cookie
ln_or	snap.licdn.com	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	1 day	HTTP Cookie
personalization_id	twitter.com	This cookie is set by Twitter - The cookie allows the visitor to share content from the website onto their Twitter profile.	2 years	HTTP Cookie
u_scsid	sc-static.net	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	Session	HTML Local Storage
wow.anonymousId	t.spotlerleads.nl	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	2 years	HTTP Cookie
wow.session	t.spotlerleads.nl	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	1 day	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
X-AB	sc-static.net	This cookie is used by the website's operator in context with multi-variate testing. This is a tool used to combine or change content on the website. This allows the website to find the best variation/edition of the site.	1 day	HTTP Cookie

Marketing (41)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Provider	Purpose	Expiry	Type
__ptq.gif	js.hs-scripts.com	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
__ss	koi-3r47tm087o.marketingautomation.services	Collects information on visitor behaviour on multiple websites - This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	1 day	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
__ss_referrer	koi-3r47tm087o.marketingautomation.services	Collects information on visitor behaviour on multiple websites - This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	1 day	HTTP Cookie
__ss_tk	koi-3r47tm087o.marketingautomation.services	Collects information on visitor behaviour on multiple websites - This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	25 years	HTTP Cookie
_fbp	connect.facebook.net	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months	HTTP Cookie
_gcl_au	www.googletagmanager.com	Used by Google AdSense for	3 months	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		experimenting with advertisement efficiency across websites using their services.		
_rdt_uuid	www.redditstatic.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	3 months	HTTP Cookie
_schn1	sc-static.net	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	1 day	HTTP Cookie
_scid	sc-static.net	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement	13 months	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		hubs, which facilitates real-time bidding for advertisers.		
_scid_r	sc-static.net	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	13 months	HTTP Cookie
A3	yahoo.com	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.	1 year	HTTP Cookie
ads/ga-audiences [x2]	www.google.com www.google.ie	Used to detect whether the user intends to leave the page via cursor movements. This allows the website to trigger certain pop-ups to keep the user on the website or convert them to customer.	Session	Pixel Tracker

Name	Provider	Purpose	Expiry	Type
anj	adnxs.com	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	3 months	HTTP Cookie
ANONCHK	c.clarity.ms	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	1 day	HTTP Cookie
bcookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 year	HTTP Cookie
i/adsct	analytics.twitter.com	The cookie is used by Twitter.com in order to determine the number of visitors accessing the website through Twitter advertisement content.	Session	Pixel Tracker
IDE	doubleclick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the	1 year	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		purpose of measuring the efficacy of an ad and to present targeted ads to the user.		
IDSYNC	analytics.yahoo.com	Used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.	1 year	HTTP Cookie
koitk	marketingautomation.services	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	10 years	HTTP Cookie
li_sugr	linkedin.com	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	3 months	HTTP Cookie
MR [x2]	c.bing.com c.clarity.ms	Used to track visitors on multiple websites, in	7 days	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		order to present relevant advertisement based on the visitor's preferences.		
MUID [x2]	bing.com clarity.ms	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	1 year	HTTP Cookie
p	tr.snapchat.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Session	Pixel Tracker
pa_#_ts	prfct.co	Used across websites that use the same ad network to display ads to the other advertisers in the network.	Session	HTTP Cookie
pa_uid	prfct.co	Used across websites that use the same ad network to display ads to the other advertisers in the network.	Session	HTTP Cookie
rp.gif	alb.reddit.com	Necessary for the implementation	Session	Pixel Tracker

Name	Provider	Purpose	Expiry	Type
		of the Reddit.com's share-button function.		
sc_at	snapchat.com	Used by Snapchat to implement advertisement content on the website - The cookie detects the efficiency of the ads and collects visitor data for further visitor segmentation.	Session	HTTP Cookie
SM	c.clarity.ms	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	Session	HTTP Cookie
SRM_B	c.bing.com	Tracks the user's interaction with the website's search-bar- function. This data can be used to present the user with relevant products or services.	1 year	HTTP Cookie
stg_externalReferrer	conclusion.containers.piwik.pro	Registers how the user has reached the website to enable pay-out of referral commission fees to partners.	Session	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
u_sclid	sc-static.net	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	Persistent	HTML Local Storage
u_sclid_r	sc-static.net	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement hubs, which facilitates real-time bidding for advertisers.	Persistent	HTML Local Storage
u_scsid_r	sc-static.net	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement. This pairing service is provided by third party advertisement	Session	HTML Local Storage

Name	Provider	Purpose	Expiry	Type
		hubs, which facilitates real-time bidding for advertisers.		
UserMatchHistory	linkedin.com	Ensures visitor browsing-security by preventing cross-site request forgery. This cookie is essential for the security of the website and visitor.	30 days	HTTP Cookie
uuid	tracker.onrecruit.net	This cookie is used to optimize ad relevance by collecting visitor data from multiple websites – this exchange of visitor data is normally provided by a third-party data-center or ad-exchange.	3 years	HTTP Cookie
uuid2	adnxs.com	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	3 months	HTTP Cookie
w/1.0/sd	us-u.openx.net	Registers data on visitors such as IP addresses, geographical location and advertisement interaction. This information is used optimize the advertisement on	Session	Pixel Tracker

Name	Provider	Purpose	Expiry	Type
		websites that make use of OpenX.net services.		
wow.utmvalues	t.spotlerleads.nl	Used to measure the efficiency of the website's advertisement efforts, by collecting data on the conversion rate of the website's ads across multiple websites.	1 day	HTTP Cookie

Unclassified (3)

Unclassified cookies are cookies that we are in the process of classifying, together with the providers of individual cookies.

Name	Provider	Purpose	Expiry	Type
__orqid	analytics.onrecruit.net	Unclassified	Session	HTTP Cookie
wow.data	t.spotlerleads.nl	Unclassified	Session	HTTP Cookie
wow.trackingData	t.spotlerleads.nl	Unclassified	Session	HTTP Cookie