

Name of the cookie or local storage	Category of cookie or local storage	Partner/host	Expiry date	Technology	Description
__cq_bc	Necessary	Salesforce	30 days	Cookie	Contains activity history, such as the last 10 products viewed by the shopper. Used to collect information about the shopper's activities HEMA's website. This information is used to provide recommendations about relevant products. This information is also used for analytics purposes.
__cq_dnt	Necessary	Salesforce	Session	Cookie	This opt-out cookie identifies if the visitor has deselected any cookies, trackers or other audience targeting tools.
__cq_seg	Necessary	Salesforce	30 days	Cookie	Contains inferred shopping propensity attributes and other segment attributes used in predictive sort.
__cq_uuid	Necessary	Salesforce	13 months	Cookie	Contains a randomly generated user ID. Used to collect information about the shopper's activities HEMA's website. This information is used to provide recommendations about relevant products. This information is also used for analytics purposes.
_derived_epik	Marketing	Pinterest	one year	Cookie	is placed by the Pinterest tag when a match is identified when no cookies are present, such as enhanced match
_fbp	Marketing	Facebook	90 days	Cookie	Advertising, recommendations, insights and measurement (identifies browsers for the purposes of providing advertising and site analytics services)
_ga	Statistics	Google Analytics	2 years	Cookie	Registers a unique ID that is used to generate statistical data on how the visitor uses the website. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
ga#	Statistics	Google Analytics	399 days	Cookie	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. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_gc_au	Marketing	Google AdSense	90 days	Cookie	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
hjSession#	Analytics	Hotjar	1 day	Cookie	Collects Analytics 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.
hjSessionUser#	Analytics	Hotjar	1 year	Cookie	Collects Analytics 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.
_hjTLDTest	Analytics	Hotjar	Session	Cookie	Cookie is used to determine the most generic cookie path to use, instead of page hostname.
_pin_unauth	Marketing	Pinterest	one year	Cookie	This cookie is associated with Pinterest and is used to track the user's Pinterest activity and login status.
_pinterest_ct_ua	Marketing	Pinterest	one year	Cookie	These cookies allow users to share pictures via Pinterest / the "Pin It" button, and Pinterest can collect statistical information about usage of their service.
_scid	Marketing	Snapchat	1 year	Cookie	The "_scid" cookie, used by Snapchat, tracks individual sessions on the website. It allows the website to gather statistical data from multiple visits and can be used to generate leads for marketing purposes on Snapchat.com.
_uetsid	Marketing	Bing	1 day	Local Storage / Session Storage	The "_uetsid" cookie is used by Microsoft Bing Ads. It helps Bing Ads communicate with users who have previously visited this website.
_uetvid	Marketing	Bing	one year	Local Storage / Session Storage	The "_uetvid" cookie is utilized by Microsoft Bing Ads. It helps Bing Ads communicate with users who have previously visited our website.
abdefaultcookiecheck	Necessary	HEMA	Session	Cookie	Checking for the default cookie settings
abtestcheck	Statistics	HEMA	Session	Cookie	is used by HEMA to support A/B Testing.
acceptedMarketingCookies	Necessary	HEMA	5 months	Cookie	When a customer clicks on the button 'accepterem' on the cookie wall the customers accepts that marketing cookies, necessary and analytical cookies are applied
adyenResponse	Necessary	Adyen	Session	Cookie	This cookie is related to the Adyen payment platform and is used to store the response data during the payment process.
ajs_anonymous_id	Marketing	Segment	one year	Cookie	This cookie is set by Segment as a randomly generated ID. This 1 year cookie counts how many people visit the website by tracking if you have visited before.
ajs_group_id	Marketing	Segment	one year	Cookie	This cookie is set by Segment. This 1 year cookie is used to track visitor usage and events within the website.
ajs_user_id	Marketing	Segment	one year	Cookie	This cookie is set by Segment. This 1 year cookie is used to track visitor usage, events, and target marketing. It can also measure website performance and stability.
allowMarketingCookies	Necessary	HEMA	5 months	Cookie	This cookie is used to track the user's consent for marketing cookies. It stores the user's preference regarding the acceptance of marketing-related cookies.
app_identify	Statistics	Google Tag Manager (Web)	1 day	Cookie	Cookie to identify an appuser, with custom logic for Google Analytics. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
appReloadDone	Necessary	HEMA	Session	Local Storage / Session Storage	Related to tracking the completion of an app reload process
appUser	Necessary	HEMA	Session	Cookie	Cookie used to identify a visitor for the purpose of facilitating payments and returning the visitor to the website after a payment.
bv_metrics	Analytics	Bazaarvoice	1 day	Cookie	Performance diagnostic events for less than 1/1000th of users.
BVBRANDID	Analytics	Bazaarvoice	1 year	Cookie	Allows internal Bazaarvoice web analytics to be correlated to the same user for interactions within a particular client domain.

BVBRANDSID	Analytics	Bazaarvoice	1 day	Cookie	Allows internal Bazaarvoice web analytics to be correlated to the same user browsing session for interactions within a particular client domain.
car	Necessary	HEMA	Session	Cookie	Is used for Abandoned cart reminder feature
connect_id	Statistics	HEMA	1 day	Cookie	Cookie used to connect users interacting between app and web in relation to analytics. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
CookieConsent	Necessary	Cookiebot	1 year	Cookie	Stores the user's cookie consent state for the current domain
cookieConsentSubmitted	Necessary	HEMA	5 months	Cookie	This cookie is used to track the user's consent submission for cookies. It stores information about whether the user has submitted their consent.
cookies_accepted	Necessary	HEMA	5 months	Cookie	This cookie is used to track the user's acceptance of cookies. It stores information about whether the user has accepted cookies.
cq.anchor	Necessary	Salesforce	Session	Local Storage / Session Storage	Contains anchor product IDs. Used to collect information about the shopper's activities HEMA's website. This information is used to provide recommendations about relevant products. This information is also used for analytics purposes.
cq.recoUUID	Necessary	Salesforce	Session	Local Storage / Session Storage	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.
cqcid	Necessary	Salesforce	Session	Cookie	Is used by Demandware to measure performance, to support the personalization of content and to reduce loading times.
cquid	Necessary	Salesforce	Session	Cookie	Determines which products the user has viewed, allowing the website to promote related products.
criteo_write_test	Marketing	Criteo	Session	Cookie	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.
cto_bundle	Marketing	Criteo	13 months	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
cto_tld_test	Marketing	Criteo	Session	Cookie	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.
customerEmail	Marketing	HEMA	Session	Cookie	This cookie is used to store the customer's email address for identification or personalization purposes.
dw_dnt	Necessary	Salesforce	Session	Cookie	Used by Demandware to determine whether a user allows tracking or not.
dwac_#	Necessary	Salesforce	Session	Cookie	Stores the following data for analytics purposes: Session ID, report suite name, shopper's customer ID, source code group ID (encoded), currency mnemonic, and time zone. The # in the cookie name is a value unique to the site.
dwanonymous_UID{32}	Necessary	Salesforce	179 days	Cookie	This cookie contains a specific ID on the visitor in order to distinguish visitors. This information allows the website to remember the visitor's preferences, settings and secures the functionality of the shopping basket.
dwsid	Necessary	Salesforce	Session	Cookie	This cookie is set to count the number of times a specific visitor is shown a specific ad - the cookie enables the advertisers to differentiate the specific ads shown and thereby making the advertising more efficient.
emailOptin	Necessary	HEMA	9 days	Cookie	This cookie is used to determine if content should be displayed to the user that requests the user to provide an opt-in for emails.
eu_cn	Marketing	X (Formerly Twitter)	one year	Cookie	X uses this cookie for behavioural advertising and analytics.
_fbclid	Marketing	Facebook	one year	Cookie	This cookie identifies browsers for HEMA in connection to the use of Meta Products for the purposes of providing advertising and site analytics services.
flyoutAssets	Necessary	HEMA	Session	Local Storage / Session Storage	Related to storing assets or information for flyout menus or dropdowns. This cookie is used to only download menu content when it is needed (just-in-time delivery).
flyoutAssetsIDs	Necessary	HEMA	Session	Local Storage / Session Storage	Related to storing asset IDs for flyout menus or dropdowns. This cookie is used to only download menu content when it is needed (just-in-time delivery).
FPAU	Marketing	HEMA	90 days	Cookie	Collects information about the users and their activity on the website through embedded elements with the purpose of analytics and reporting.
fr	Marketing	Facebook	one year	Cookie	Depending on your choices, this cookie is used to deliver, measure and improve the relevancy of ads.
guest_id	Marketing	X (Formerly Twitter)	one year	Cookie	X cookie appears on pages that use the button "Tweet" and serves to identify the user with a unique number associated with Twitter.
hemaLoginState	Necessary	DEV Emakina	Session	Cookie	This cookie is used to track the user's login state or authentication status on the HEMA website.
hideBanner	Necessary	HEMA	Session	Cookie	This banner contains list of top banners and recall banners that are closed by customers. Banners are closed by pressing X button.
hjViewportId	Analytics	Hotjar	Session	Local Storage / Session Storage	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
IDE	Marketing	Google	one year	Cookie	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 purpose of measuring the efficacy of an ad and to present targeted ads to the user.

lastVisitedCategoryId	Necessary	HEMA	1 day	Cookie	Used to store the ID or identifier of the last visited category on a website. This is used to offer functionality to let a visitor navigate back to that category.
loggedCustomer	Necessary	HEMA	1 day	Cookie	Is used by HEMA to determine if a user is logged in.
mbox	Marketing	X (Formerly Twitter)	one year	Cookie	X uses this cookie for behavioural advertising and analytics.
muc	Marketing	X (Formerly Twitter)	one year	Cookie	This cookie is for bot detection by X.
muc_ads	Marketing	X (Formerly Twitter)	one year	Cookie	This cookie is for advertising by X.
newsletter_from_mail	Necessary	HEMA	Session	Cookie	When a customer clicks on a link to the website in an email, this cookie signals the website that that customer will not see the newsletter sign-up pop-up.
preferred_locale	Necessary	HEMA	session	Cookie	This cookie stores the customers preferred locale.
preferred_site	Necessary	HEMA	session	Cookie	This cookie stores the customers preferred site.
preferredLocale	Necessary	HEMA	1 year	Cookie	This cookie is used by HEMA to store the user's preferred language.
redirectOption	Necessary	HEMA	Session	Cookie	Used to determine redirect options across multiple HEMA sites.
searchquery_check	Statistics	Google Tag Manager (Web)	15 minutes	Cookie	Check for storing the search query (search done via free search functionality). If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
searchquery_value	Statistics	Google Tag Manager (Web)	15 minutes	Cookie	Stores the search query (search done via free search functionality). If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
showproductas	Necessary	HEMA	Session	Cookie	This cookie is used to indicate the display or visibility status of a product on a website. It is utilized for tracking purposes and controlling product visibility.
sid	Necessary	HEMA	Session	Cookie	Preserves users states across page requests. Used to determine which content should be displayed. For example if a user has confirmed that content has been viewed then this makes it possible to not display it again.
snapinsPage_#	Necessary	Salesforce	Persistent	Local Storage / Session Storage	It is used to store information related to the specific snap-ins functionality on a particular page
snapinsPageTime_#	Necessary	Salesforce	Persistent	Local Storage / Session Storage	It is used to store information related to the specific snap-ins functionality on a particular page
snapinsPc	Necessary	Salesforce	Persistent	Local Storage / Session Storage	Determines when the visitor last visited the different subpages on the website, as well as sets a timestamp for when the session started.
snapinsStart	Necessary	Salesforce	Persistent	Local Storage / Session Storage	Determines when the visitor last visited the different subpages on the website, as well as sets a timestamp for when the session started.
tt_appInfo	Marketing	TikTok	one year	Local Storage / Session Storage	Used by the social networking service, TikTok, for tracking the use of embedded services.
tt_sessionId	Marketing	TikTok	one year	Local Storage / Session Storage	Used by the social networking service, TikTok, for tracking the use of embedded services.
uid	Marketing	Criteo	13 months	Cookie	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
user_bucket_int	Necessary	Google Tag Manager (Web)	6 months	Cookie	This cookie is randomly assigned a value from 1 to 100. Based on that value we only apply certain technologies to a subset of users. The technologies that are subsequently applied always respect the cookie preferences of the users.
userId	Analytics	HEMA	Session	Cookie	Preserves users states across page requests. Used for analytics purposes to determine which data relates to which visitor.
VISITOR_INFO1_LIVE	Marketing	Youtube	180 days	Cookie	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
YSC	Marketing	YouTube	Session	Cookie	Registers a unique ID to keep Analytics of what videos from YouTube the user has seen.
yt.innertube::nextId	Marketing	YouTube	Persistent	Local Storage / Session Storage	It records a unique ID to keep Analytics on which YouTube videos the user has watched.
ytidb::LAST_RESULT_ENTRY_KEY	Marketing	YouTube	Persistent	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.
yt-remote-cast-available	Marketing	YouTube	Session	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.
yt-remote-cast-installed	Marketing	YouTube	Session	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.
yt-remote-connected-devices	Marketing	YouTube	Persistent	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.
yt-remote-device-id	Marketing	YouTube	Persistent	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.

yt-remote-fast-check-period	Marketing	YouTube	Session	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.
yt-remote-session-app	Marketing	YouTube	Session	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.
yt-remote-session-name	Marketing	YouTube	Session	Local Storage / Session Storage	Stores the user's video player preferences using an embedded YouTube video.
cwr_c	Necessary	Spheremall	Persistent	Local Storage / Session Storage	This cookie is used for monitoring opportunities for improvement of and problems with a service for personalizing the webpages and products that are displayed to users.
rc::a	Analytics	Google	Persistent	Local Storage / Session Storage	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.
rc::c	Analytics	Google	Session	Local Storage / Session Storage	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.
CookieConsentPolicy	Necessary	Salesforce	1 year	Cookie	Stores the user's cookie consent state for the current domain
LSKey-c\$CookieConsentPolicy	Necessary	Salesforce	1 year	Cookie	Determines whether the user has accepted the cookie consent box.
weird_get_top_level_domain	Necessary	HEMA	Session	Cookie	The cookie determines the preferred language and country-setting of the visitor - This allows the website to show content most relevant to that region and language.
X-Salesforce-CHAT	Necessary	Salesforce	Session	Cookie	Necessary for the functionality of the website's chat-box function.
_sp_id.#.expires	Analytics	Snowplow / Spheremall	2 years	Local Storage / Session Storage	Contains the expiry-date for the cookie with corresponding name.
_sp_ses.#.expires	Analytics	Snowplow / Spheremall	30 minutes	Local Storage / Session Storage	Contains the expiry-date for the cookie with corresponding name.
snowplowOutQueue_#_post2	Analytics	Snowplow / Spheremall	2 years	Local Storage / Session Storage	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
snowplowOutQueue_#_post2.expires	Analytics	Snowplow / Spheremall	2 years	Local Storage / Session Storage	Contains the expiry-date for the cookie with corresponding name.
BrowserId	Necessary	Salesforce	1 year	Cookie	Registers a unique ID that identifies the user's device for return visits.
sp	Analytics	Snowplow / Spheremall	1 year	Cookie	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
dwpersonalization_UID{32}	Marketing	HEMA	Session	Cookie	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.
NID	Marketing	Google	6 months	Cookie	With Google Ads cookies, we can determine whether you make a purchase after clicking on an advertisement displayed in the Google Ads advertising network. The purpose of this is to measure the effectiveness of the advertisements. With these insights, we can improve the effectiveness of our services and future advertising campaigns.
iU5q-!O9@\$	Marketing	YouTube	Session	Local Storage / Session Storage	Registers a unique ID to keep Analytics of what videos from YouTube the user has seen.
LAST_RESULT_ENTRY_KEY	Marketing	YouTube	Session	Cookie	Used to track user's interaction with embedded content.
LogsDatabaseV2:V# LogsRequests	Marketing	YouTube	Persistent	IndexedDB	Stores the user's video player preferences using embedded YouTube video
nextId	Marketing	YouTube	Session	Cookie	Used to track user's interaction with embedded content.
remote_sid	Marketing	YouTube	Session	Cookie	Necessary for the implementation and functionality of YouTube video-content on the website.
requests	Marketing	YouTube	Session	Cookie	Used to track user's interaction with embedded content.
ServiceWorkerLogsDatabase#SWHealthLog	Marketing	YouTube	Persistent	IndexedDB	Necessary for the implementation and functionality of YouTube video-content on the website.
TESTCOOKIEENABLED	Marketing	YouTube	1 day	Cookie	Used to track user's interaction with embedded content.
YtldbMeta#databases	Marketing	YouTube	Persistent	IndexedDB	Used to track user's interaction with embedded content.
_sp_id.#	Analytics	Snowplow / Spheremall	2 years	Local Storage	Stores user information that is created when a user first visits a site and updated on subsequent visits.
_sp_ses.#	Analytics	Snowplow / Spheremall	30 minutes	Local Storage	Used to identify if the user is in an active session on a site or if this is a new session for a user (i.e. cookie doesn't exist or has expired).
mopDeploy	Marketing	Mopinion	Session	Local Storage / Session Storage	Helpt Mopinion om de feedback widget up-to-date te houden.
cwr_s	Analytics	Amazon CloudWatch RUM	1 day	Cookie	The Amazon CloudWatch RUM cookies allows us to perform real user monitoring and to collect and view client-side data about our website performance.

cwr_u	Analytics	Amazon CloudWatch RUM	30 days	Cookie	The Amazon CloudWatch RUM cookies allows us to perform real user monitoring and to collect and view client-side data about our website performance.
loggedin	Necessary	HEMA	Session	Cookie	Determine if the user is logged in.
_ttp	Marketing	TikTok	13 months	Cookie	To measure and improve the performance of the advertising campaigns and to personalize the user's experience (including ads) on TikTok.
_ttp	Marketing	TikTok	13 months	Cookie	To measure and improve the performance of the advertising campaigns and to personalize the user's experience (including ads) on TikTok.
_pangle	Marketing	TikTok	13 months	Cookie	To measure and improve the performance of the advertising campaigns and to personalize the user's experience (including ads) on TikTok.
_pinterest_ct_rt	Marketing	Pinterest	12 months	Cookie	This cookie is set in the person's in-app browser whenever the person views offsite content, such as a third-party website, from within the Pinterest app.
_epik	Marketing	Pinterest	12 months	Cookie	Set when a person visits a page from a Pinterest ad. When someone clicks on a Pinterest ad, information is added to the URL to help the Pinterest tag find a match. The Pinterest tag caches this information in this cookie.
guest_id_marketing	Marketing	X (Formerly Twitter)	13 months	Cookie	Used to detect whether a user is logged into X.
twitter_ads_id	Marketing	X (Formerly Twitter)	13 months	Cookie	 This cookie is for advertising personalization.
guest_id_ads	Marketing	X (Formerly Twitter)	13 months	Cookie	This cookie lets website visitors use X related features from within the web page they are visiting.
u	Necessary	creativecdn.com	13 months	Cookie	This cookie by PayPal supports payment services in the website. Contains unique ID established for the browser you use.
ts	Necessary	creativecdn.com	13 months	Cookie	This cookie by PayPal supports payment services in the website. Stores the timestamp needed to establish cookie lifetime.
optout	Marketing	Criteo	400 days	Cookie	Used so that Criteo knows that the user does not want to be traced by Criteo
receive-cookie-deprecation	Marketing	Criteo	13 months	Cookie	Preparation for the end of third-party cookies: test to see how sites work without third-party cookies
browser_data	Marketing	Criteo	13 months	Cookie	Used for personalized marketing for users who agree to this
cto_optout	Marketing	HEMA	400 days	Cookie	Used so that Criteo knows that the user does not want to be traced by Criteo
criteo_localstorage_check	Marketing	Criteo	Persistent	Local Storage / Session Storage	Used to check if Criteo can add information to the local storage
__gsas	Marketing	Google	3 months	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
__gpi	Marketing	Google	13 months	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
__gpi_optout	Marketing	Google	13 months	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
DSID	Marketing	doubleclick.net	2 weeks	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
test_cookie	Necessary	doubleclick.net	15 minutes	Cookie	Used for functionality that allows users to interact with a service or site to access features that are fundamental to that service. Things considered fundamental to the service include preferences like the user's choice of language, product optimizations that help maintain and improve a service, and maintaining information relating to a user's session, such as the content of a shopping cart.
id	Marketing	doubleclick.net	13 months, but if you explicitly opt-out then it will be saved until September 2030	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
__gads	Marketing	Google	13 months	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
GED_PLAYLIST_ACTIVITY	Marketing	Google	Session	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
ACLK_DATA	Marketing	YouTube	5 minutes	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.

pm_sess	Necessary	doubleclick.net, google.com	30 minutes	Cookie	This is used for functionality that allow users to interact with a service or site to access features that are fundamental to that service. Things considered fundamental to the service include preferences like the user's choice of language, product optimizations that help maintain and improve a service, and maintaining information relating to a user's session, such as the content of a shopping cart. It is also used for security to authenticate users, prevent fraud, and protect users as they interact with a service.
pm_sess_NNN	Necessary	doubleclick.net, google.com	30 minutes	Cookie	This is used for functionality that allow users to interact with a service or site to access features that are fundamental to that service. Things considered fundamental to the service include preferences like the user's choice of language, product optimizations that help maintain and improve a service, and maintaining information relating to a user's session, such as the content of a shopping cart. It is also used for security to authenticate users, prevent fraud, and protect users as they interact with a service.
aboutads_sessNNN	Necessary	doubleclick.net, google.com	30 minutes	Cookie	This is used for functionality that allow users to interact with a service or site to access features that are fundamental to that service. Things considered fundamental to the service include preferences like the user's choice of language, product optimizations that help maintain and improve a service, and maintaining information relating to a user's session, such as the content of a shopping cart. It is also used for security to authenticate users, prevent fraud, and protect users as they interact with a service.
IDE	Marketing	doubleclick.net	13 months EEA UK / 24 months elsewhere	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
FPGCLDC	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
_gcl_dc	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
FLC	Marketing	doubleclick.net	10 seconds	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
RUL	Marketing	doubleclick.net	12 months	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
FCDCDF	Necessary	Google	13 months	Cookie	This is used for functionality that allow users to interact with a service or site to access features that are fundamental to that service. Things considered fundamental to the service include preferences like the user's choice of language, product optimizations that help maintain and improve a service, and maintaining information relating to a user's session, such as the content of a shopping cart.
FCNEC	Statistics	Google	365 days	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
FPGLAW	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
FPGLGB	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
_gcl_gb	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
_gac_gb_<wpid>	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
_gcl_aw	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
Conversion	Marketing	Google	90 days	Cookie	This cookie is used to track user behavior and display personalized ads.
VISITOR_INFO1_LIVE__k	Marketing	YouTube	180 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
VISITOR_INFO1_LIVE__default	Marketing	YouTube	180 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
FPLC	Statistics	Google	20 hours	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
gac<wpid>	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.

_utma	Statistics	Google	2 years	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_utmb	Statistics	Google	30 minutes	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_utmc	Statistics	Google	Session	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_utmt	Statistics	Google	10 minutes	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_utmz	Statistics	Google	6 months	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_utmv	Statistics	Google	2 years	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
AMP_TOKEN	Necessary	Google	30 seconds to 1 year	Cookie	This is used for functionality that allow users to interact with a service or site to access features that are fundamental to that service. Things considered fundamental to the service include preferences like the user's choice of language, product optimizations that help maintain and improve a service, and maintaining information relating to a user's session, such as the content of a shopping cart.
FPID	Statistics	Google	2 years	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
GA_OPT_OUT	Necessary	Google Analytics	10 Nov 2030 (all cookies)	Cookie	This is used for functionality that allow users to interact with a service or site to access features that are fundamental to that service. Things considered fundamental to the service include preferences like the user's choice of language, product optimizations that help maintain and improve a service, and maintaining information relating to a user's session, such as the content of a shopping cart.
ga <_wpid>	Statistics	Google	2 years	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_dc_gtm_ <property-id>	Statistics	Google	1 minute	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_gaexp	Statistics	Google	Set by customer	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_gaexp_rc	Statistics	Google	10 seconds	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_opt_awcid	Statistics	Google	24 hours	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_opt_awmid	Statistics	Google	24 hours	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_opt_awgid	Statistics	Google	24 hours	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_opt_awkid	Statistics	Google	24 hours	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".

_opt_utmc	Statistics	Google	24 hours	Cookie	This is used for statistics to help collect data that allows HEMA to understand how users interact with HEMA services. These insights allow services both to improve content and to build better features that improve the user's experience. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_gcl_gf	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
_gcl_ha	Marketing	Google	90 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
PAIDCONTENT	Marketing	doubleclick.net	30 days	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
APC	Marketing	doubleclick.net	6 months	Cookie	This is used for advertising, including serving and rendering ads, personalizing ads, limiting the number of times an ad is shown to a user, muting ads you have chosen to stop seeing, and measuring the effectiveness of ads.
main_voucher_animation_shown	Necessary	HEMA	Session	Cookie	Used to determine if content should be shown to a visitor.
gdpr	Marketing	id5-sync.com	Session	Cookie	Determines whether the visitor has accepted the cookie consent box. This ensures that the cookie consent box will not be presented again upon re-entry.
opt_out	Marketing	postrelease.com	365 days	Cookie	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
hjActiveViewportsIds	Analytics	Hotjar	Session	Local Storage / Session Storage	This cookie contains an ID string on the current session. This contains non-personal information on what subpages the visitor enters – this information is used to optimize the visitor's experience.
visitor-id	Marketing	media.net	365 days	Cookie	This cookie is used to collect information on the visitor. This information will be stored for internal analytics at the website's operator – Internal analytics is used by websites to optimize their domains.
_rxuuid	Marketing	1rx.io	365 days	Cookie	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.
anj	Marketing	adnxs.com	90 days	Cookie	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
uuid2	Marketing	adnxs.com	90 days	Cookie	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
XANDR_PANID	Marketing	adnxs.com	90 days	Cookie	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.
tt_pixel_session_index	Marketing	Tiktok	Session	Local Storage / Session Storage	Used by the social networking service, TikTok, for tracking the use of embedded services.
CMID	Marketing	casalemedia.com	365 days	Cookie	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
CMPRO	Marketing	casalemedia.com	90 days	Cookie	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.
CMPS	Marketing	casalemedia.com	90 days	Cookie	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
lastExternalReferrer	Marketing	Facebook	Persistent	Local Storage / Session Storage	Detects how the user reached the website by registering their last URL-address.
lastExternalReferrerTime	Marketing	Facebook	Persistent	Local Storage / Session Storage	Detects how the user reached the website by registering their last URL-address.
demdex	Marketing	demdex.net	180 days	Cookie	Via a unique ID that is used for semantic content analysis, the user's navigation on the website is registered and linked to offline data from surveys and similar registrations to display targeted ads.
dpm	Marketing	demdex.net	180 days	Cookie	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.
am_tokens	Marketing	exchange.mediavine.com	14 days	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
am_tokens_eu-v1	Marketing	exchange.mediavine.com	14 days	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
criteo	Marketing	exchange.mediavine.com	14 days	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
mv_tokens	Marketing	exchange.mediavine.com	14 days	Cookie	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.
mv_tokens_eu-v1	Marketing	exchange.mediavine.com	14 days	Cookie	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.
callback	Marketing	id5-sync.com	Session	Cookie	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.

cf	Marketing	id5-sync.com	Session	Cookie	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.
cip	Marketing	id5-sync.com	Session	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
cnac	Marketing	id5-sync.com	Session	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
gpp	Marketing	id5-sync.com	Session	Cookie	This cookie is used to track consent in relation to third-party advertisements.
data-c	Marketing	media.net	30 days	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
data-c-ts	Marketing	media.net	30 days	Cookie	Collects data on the user across websites - This data is used to make advertisement more relevant.
ayl_visitor	Marketing	omnitagjs.com	30 days	Cookie	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.
tv_UICR	Marketing	tremorhub.com	30 days	Cookie	Collects information on user behaviour on multiple websites. This information is used in order to optimize the relevance of advertisement on the website.
tvid	Marketing	tremorhub.com	365 days	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
_rxuuid	Marketing	unrulymedia.com	365 days	Cookie	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
_anact	Analytics	HEMA	Session	Cookie	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.
#-#	Analytics	YouTube	Session	Local Storage / Session Storage	Used to track user's interaction with embedded content.
_Secure-ROLLOUT_TOKEN	Marketing	YouTube	180 days	Cookie	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
parameter_inference_rule	Marketing	Tiktok	Session	Local Storage / Session Storage	This is used for the placement of advertisements and for analyzing the performance of advertisements.
revisionNumber	Necessary	Spheremall	Persistent	Local Storage / Session Storage	This is used to make sure the right version of content is displayed.
_gtmeec	Analytics	HEMA	90 days	Cookie	Used for analytics purposes.
WWW.HEMA.COM a_visitor_info	Necessary	Salesforce	Session	Local Storage / Session Storage	This cookie is necessary to provide chat functionality.
_dc_env	Necessary	HEMA	Session	Cookie	This is necessary to provide the functionality of the website.
_dcact	Necessary	HEMA	Session	Cookie	This is necessary to provide the functionality of the website.
appWebViewTab	Necessary	HEMA	Session	Local Storage / Session Storage	This cookie controls which content is visible.
landing_cookies_shown_url	Necessary	HEMA	365 days	Cookie	This cookie is part of the cookie bar functionality on hema.com landing page and necessary to show the cookie bar if needed.
pageVisitedTimes	Necessary	HEMA	Session	Local Storage / Session Storage	This cookie is used to determine if a popup should be displayed.
ar_debug	Marketing	doubleclick.net	30 days	Cookie	Checks whether a technical debugger-cookie is present.
ar_debug	Statistics	Google Analytics	90 days	Cookie	Checks whether a technical debugger-cookie is present. If you accept "Analytics"-cookies, then a HEMA-ID is linked and this cookie becomes "Analytical".
_uetsid_exp	Marketing	Bing	1 day	Local Storage / Session Storage	Contains the expiry-date for the cookie with corresponding name.
MSPTC	Marketing	Bing	390 days	Cookie	Used to present the visitor with personalized advertisements.
MUID	Marketing	Bing	390 days	Cookie	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.
acceptCookies	Necessary	HEMA	Persistent	Local Storage / Session Storage	This cookie is used to manage cookie consent.