

www.mcdonalds.com/nl

Category	Host	Third/First Party Cookies	Cookie name	Purpose / Description	Duration
Strictly necessary cookies	www.mcdonalds.com	First party	OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user.	1 year
	www.mcdonalds.com	First party	adobeajs-optin	This cookie name is associated with Adobe Inc. which is used to determine whether the user has accepted the cookie consent box and to enable opt-in and pre-approve Adobe Analytics.	1 year
	mcdonalds.com	First party	ak_bmsc	This cookie is associated with Akamai and is used to differentiate between traffic from humans and bots.	A few seconds
	www.mcdonalds.com	First party	_abck	The _abck cookie is associated with Akamai's Bot Manager, which is used to prevent fraud and abuse by safeguarding online interactions and detecting irregularities that could suggest malicious activity, such as bot-driven attacks or hacking attempts.	1 year
	mcdonalds.com	First party	s_lastvisit_s	Adobe Analytics technology: Discription / purpose is missing	1 year
	www.mcdonalds.com	First party	bm_sz	This cookie is associated with Akamai and is used to differentiate between traffic from humans and bots.	A few seconds
	www.mcdonalds.com	First party	MCDCountry_code	This cookie is used to identify the McDonald's region.	1 year
	www.mcdonalds.com	First party	OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	1 year
Performance cookies	www.mcdonalds.com	First party	s_cc	This cookie is associated with the Adobe Site Catalyst. It determines whether cookies are enabled in the web browser.	1 year
	www.mcdonalds.com	First party	s_ppv	This cookie is associated with Adobe Analytics site tracking and is used to measure a user's scroll activity to see how much of a page they view before moving to another page.	1 year
	www.mcdonalds.com	First party	bm_sz	This cookie is associated with Akamai Bot Manager Service. It is used for bot detection to protect websites from malicious bot activity.	A few seconds
	www.mcdonalds.com	First party	s_ecid	Adobe Analytics cookie containing the the Adobe Experience Cloud 1st party visitor id if the Analytics AMCV visitor id is not found.	1 year
	www.mcdonalds.com	First party	RT	The roundtrip (RT) Boomerang cookie is used by Akamai to measure page load time and/or other timers associated with the page.	6 days
	www.mcdonalds.com	First party	s_ppvt	This cookie is set by Adobe Analytics to store information on the percentage of the page displayed to the end user.	1 year
	www.mcdonalds.com	First party	PLTGE	In this cookie we save the loading speed of a website. For example, we can determine whether individual pages load too slowly and then make appropriate optimizations.	Session
	www.mcdonalds.com	First party	s_sq	Adobe Site Catalyst cookie, stores information about the previous link clicked within the site	1 year
Functional cookies	www.mcdonalds.com	First party	locationpopup	Used to store preferences for location-based notification. It prompts to track the location in order to suggest the nearest restaurant in the restaurant locator.	A few seconds
Targeting cookies	www.mcdonalds.com	First party	AMCV_XXXXAdobeOrg	This cookie is used to identify a unique visitor for tracking purposes by Adobe Experience Cloud. This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier, and uses an organisation identifier to allow a company to track users across their domains and services.	1 year
	www.mcdonalds.com	First party	AMCVS_XXXXAdobeOrg	This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier, and uses an organisation identifier to allow a company to track users across their domains and services. This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier, and uses an organisation identifier.	1 year
	www.mcdonalds.com	First party	prevPageName	Google Analytics. These cookies are used to collect information on how visitors use the site. This information (including number of visitors and where they are from) are anonymized and used to improve the site.	1 year

www.werkenbijmcdonalds.nl

Category	Host	Third/First Party Cookies	Cookie name	Purpose / Description	Duration
Strictly Necessary Cookies	www.werkenbijmcdonalds.nl	First party	OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user.	1 year
	www.werkenbijmcdonalds.nl	First party	.SESSION	This is a functional cookie to let the site/CMS work	2 months
	www.werkenbijmcdonalds.nl	First party	OptanonConsent	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user.	1 year
Performance Cookies	www.werkenbijmcdonalds.nl	First party	gid	Google Universal Analytics cookie used to distinguish unique sessions or visits for reporting purposes.	1 day
	www.werkenbijmcdonalds.nl	First party	_ga_XXXXXXXXXX	Set by Google Analytics to track user interactions on the website	1 year
	www.werkenbijmcdonalds.nl	First party	ga	It is Google Analytics cookie that register a unique ID that is used to generate statistical data on how the visitor uses the website	2 years
Functional Cookies	www.werkenbijmcdonalds.nl	First party	SITE	This cookie is essential for the basic functionality of the website such as remembering user inputs, settings and preferences. It can also track website behaviour for reporting purposes.	6 months
Targeting / Advertising Cookies	www.werkenbijmcdonalds.nl	First party	fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	2 months
	www.werkenbijmcdonalds.nl	First party	scid	Cookie associated with Snapchat. 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 realtime bidding for advertisers.	1 year
	sc-static.net	Third party	X-AB	This domain is commonly associated with Scorecard Research, a service that provides marketers with analytics and other tracking information.	A few seconds
	www.werkenbijmcdonalds.nl	First party	scid_r	Cookie associated with Snapchat. 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 realtime bidding for advertisers.	1 year
	www.werkenbijmcdonalds.nl	First party	sch1	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
	www.werkenbijmcdonalds.nl	First party	screload	Used by Snapchat to implement advertising content on the website - The cookie detects the efficiency of the advertisements and collects visitor data for further visitor segmentation.	1 year

www.mcdonaldsrestaurant.nl

Category	Host	Third/First Party Cookies	Cookie name	Purpose / Description	Duration
Strictly Necessary Cookies	mcdonaldsrestaurant.nl	First party	OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given.	1 year
	mcdonaldsrestaurant.nl	First party	XSRF-TOKEN	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.	A few seconds
	www.mcdonalds.com	First party	MCDCountry_code	This cookie is used to identify the McDonald's region.	Session
	www.mcdonalds.com	Third party	ak_bmsc	This cookie is associated with Akamai and is used to differentiate between traffic from humans and bots.	A few seconds
	www.mcdonalds.com	First party	_abck	Used to detect and defend against replay-cookie-attacks – The cookie is necessary for the security and integrity of the website.	Session
	mcdonaldsrestaurant.nl	First party	mpromo_session	The restaurant-specific data that you find on the local sites comes from the Mpromo database, so from McDonaldsrestaurant.nl there is a connection to Mpromo.	A few seconds
	mcdonaldsrestaurant.nl	First party	OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user.	1 year
Performance Cookies	mcdonaldsrestaurant.nl	First party	_ga	It is Google Analytics cookie that register a unique ID that is used to generate statistical data on how the visitor uses the website	13 months
	mcdonaldsrestaurant.nl	First party	_gid	Google Universal Analytics cookie used to distinguish unique sessions or visits for reporting purposes.	A few seconds
	www.mcdonalds.com	Third party	bm_mi	It's associated with Akamai bot manager service.	A few seconds
	www.mcdonalds.com	Third party	bm_sz	This cookie is associated with Akamai Bot Manager Service. It is used to assist in bot detection and management by providing a timestamp and a unique identifier for each visitor's session	A few seconds
Targeting / Advertising Cookies	mcdonaldsrestaurant.nl	First party	_fbp	It is the Facebook browser id that set by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	15 months
	mcdonaldsrestaurant.nl	First party	_gat_gtag_xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx	Google Analytics to store a unique user ID.	A few seconds