

## Tekla Online services - Targeting / Marketing Cookies

Cookie name	Host	Expiry	Purpose
__qca	.linkedin.com	5 years	Domain owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.
__utma __utmb __utmv __utmz	.linkedin.com	-	Domain owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.
__drt__	.doubleclick.net	session	Domain owned by Doubleclick (Google). Doubleclick is Google's real time bidding advertising exchange.
__fbp	.tekla.com	3 months	Cookie used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
__lpt	.linkedin.com	30 days	Domain owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.

_mkto_trk	*.tekla.com	2 years	Cookie associated with an email marketing service provided by Marketo. This tracking cookie allows a website to link visitor behavior to the recipient of an email marketing campaign, to measure campaign effectiveness.
ANONCHK	c.clarity.ms	session	Cookie used by Microsoft Clarity service to carry information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
bcookie	.linkedin.com	1 year	Domain owned by LinkedIn, the business networking platform. It typically acts as a third party host where website owners have placed one of its content sharing buttons in their pages, although its content and services can be embedded in other ways. Although such buttons add functionality to the website they are on, cookies are set regardless of whether or not the visitor has an active LinkedIn profile, or agreed to their terms and conditions. For this reason it is classified as a primarily tracking/targeting domain.
CONSENT	google.com youtube.com	20 years	Google and YouTube are Google owned platforms. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.
IDE	doubleclick.net		Domain owned by Doubleclick (Google). Cookie is used to determine if the user's browser supports cookies.
li_gc	.linkedin.com	6 months	Domain owned by LinkedIn, the business networking platform. Cookie is used to store cookie consent preferences.
li_sugr	.linkedin.com	90 days	Domain owned by LinkedIn, the business networking platform. Cookie is used to store and track a visitor's identity.
lidc	.linkedin.com	1 day	Domain owned by LinkedIn, the business networking platform. Cookie is used to provide load balancing functionality.
test_cookie	doubleclick.net	15 min	Domain owned by Doubleclick (Google). Cookie is used to determine if the user's browser supports cookies.
TESTCOOKIESENABLED	youtube.com	1 day	Cookie issued by Youtube to track user's interaction with embedded content.
VISITOR_INFO1_LIVE	youtube.com	6 months	Cookie issued by Youtube for showing the length of the period at which a service can store and/or read certain data from your computer by using a cookie, a pixel, an API, cookieless tracking, or other

			resources.
VISITOR_PRIVACY_META DATA	youtube.com	6 months	Cookie issued by Youtube for storing the user's cookie consent state for the current domain.
YSC	youtube.com	session	Cookie issued by Youtube for storing and tracking interaction.