

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: This cookie name is associated with Adobe Tag Manager which is used for the integration of Adobe Dynamic Tag Manager	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 It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category.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_ppvl	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
	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	Adobe 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.	Session
	www.mcdonalds.com	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
	www.mcdonalds.com	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.mcdonalds.com	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.mcdonalds.com	First party	_schn1	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.mcdonalds.com	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.mcdonalds.com	First party	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	2 months

Targeting cookies	demdex.net	Third party	demdex	This cookie helps Adobe Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc	5 months
	amazon-adsystem.com	Third party	ad-id	This domain is owned by online retailer Amazon and is used as part of its affiliate marketing programme	7 months
	doubleclick.net	Third party	receive-cookie-deprecation	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	5 months
	linkedin.com	Third party	lidc	This domain is 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	A few seconds
	linkedin.com	Third party	bcookie	This domain is 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.	1 year
	doubleclick.net	Third party	ar_debug	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	1 month
	doubleclick.net	Third party	IDE	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	1 year
	linkedin.com	Third party	li_gc	This domain is 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.	5 months
	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
	amazon-adsystem.com	Third party	ad-privacy	This domain is owned by online retailer Amazon and is used as part of its affiliate marketing programme	1 year