

# Cookies Overview

Partenaire	Cookie	Type of cookie	Technology	Domain	Description / Purpose
<b>Hema</b>	ExGr	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to place people in experimental groups, to then be able to classify a person in a specific A/B test.
Hema	hema_cookie	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to keep track of the user's cookie status.
Hema	HemaShopBasketId	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to save the products in the shopping cart.
Hema	lastExp	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to keep track of the experiment that the user was last placed in.
Hema	lastVisitedCategoryId	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Contains, for example, the last category that the person visited on Hema.nl.
Hema	loggedCustomer	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used by Hema to determine when a user was last logged in.
Hema	preferredLocale	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used by Hema to save the user's preferred language on the website.
Hema	search_history	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Contains the user's search history on hema.nl.
Hema	tids	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Measures whether a transaction took place within the session.
Hema	userId	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	
Hema	cookies_accepted	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Keeps track of the fact that the user consented to the use of cookies.
Hema	cookies_shown_url	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to keep track of which page the cookie notice is displayed on.
Hema	criteoDedup	Marketing	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Marketing cookie from Criteo. Used to allocate transactions to a specific referring party.
<b>Microsoft</b>	.ASPXANONYMOUS	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	A cookie, that's technically necessary, from Microsoft's .NET platform, allowing websites to allocate an anonymous user ID to users so they don't have to sign in or otherwise have to identify themselves.
<b>Google</b>	_gat_UA-6008644-1	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	A cookie that limits the number of requests to DoubleClick.
Google	_ga_gjid	Analytical	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	A cookie that makes a distinction between unique visitors for analytical purposes via Google Analytics.
Google	swpushnotificationsdb		Indexed DB	<a href="https://adservice.google.com">adservice.google.com</a>	Saves the device ID, amongst other things.
DoubleClick	DSID	Marketing	Cookie	<a href="https://doubleclick.net">doubleclick.net</a>	Used for re-targeting, optimisation, reports and allocation of online advertisements.
DoubleClick	id	Marketing	Cookie		
Digital Storefront	dw_dnt	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to determine if 'do not track' is active.
Digital Storefront	dwanonymous_*	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to store customer details and -preferences, the shopping cart and e-commerce details.
Digital Storefront	dwcustomer_*	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Identifies a customer that's signed in.
Digital Storefront	dwsecuretoken_*	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Identifies the current browser session
Digital Storefront	dwsid	Technically necessary	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Identifies the current browser session
Demandware	__cq_bc	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	A cookie that keeps track of the user's activity, so performance can be measured and improved. Can also be used for personalisation.
Demandware	__cq_dnt	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	A cookie that keeps track of the user's activity, so performance can be measured and improved. Can also be used for personalisation. Measures 'Do not track'.
Demandware	__cq_seg	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Contains segment information for personalised searches.
Demandware	__cq_uuid	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Contains a randomly generated user ID.
Demandware	cqcid	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Hashed user ID.
Demandware	cquid	Functional	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	User ID for a user that's signed in.

Cloudflare	__cfduid	Functional	Cookie	hemashop.com/gb	A cookie that uses Cloudflare to anonymously determine whether the user is trusted (not malicious).
Cloudflare	mirage_cache_manifest	Functional	Local storage	hemashop.com/gb	Used by Cloudflare for Mirage image optimisation, speeding up the process of image downloads. Contains a list of images.
Cloudflare	mirage_network_connection	Functional	Local storage	hemashop.com/gb	Used by Cloudflare for Mirage image optimisation, speeding up the process of image downloads. Contains a network type.
Cloudflare	cf_use_ob	Functional	Cookie	hemashop.com/gb	A cookie from CloudFlare, a web service that's used for caching, CDN, DNS, DDoS protection and security.
Olark Livechat	_okdetect	Functional	Local storage	hema.mopinion.com	Used for the live chat technical functionality
Olark Livechat	olark-next-convo-id	Functional	Local storage	hema.mopinion.com	Used for the live chat technical functionality
Visual Website Optimizer	_vis_opt_exp_***_combi	Functional	Cookie	hemashop.com/gb	VWO is used for A/B testing. This cookie keeps track of which test variant a user is placed in.
Visual Website Optimizer	_vis_opt_s	Functional	Cookie	hemashop.com/gb	A cookie that helps determine if a user is new or is returning to a specific test in VWO.
Visual Website Optimizer	_vis_opt_test_cookie	Functional	Cookie	hemashop.com/gb	A temporary cookie that's saved via VWO, to determine if the user consents to the use of cookies.
Bazaarvoice	bvpacefRatingsAndReviews	Functional	Cookie	hemashop.com/gb	A cookie from Bazaarvoice that keeps track of whether a user has reviewed a product.
Bazaarvoice	BVBRANDID	Functional	Cookie	hemashop.com/gb	A cookie that ensures that a user only loads Bazaarvoice once per session.
Mopinion	MSopened	Functional	Cookie	hemashop.com/gb	
Mopinion	Pastease.passive.activated.*		Cookie	hemashop.com/gb	
Mopinion	Pastease.passive.chance.*		Cookie	hemashop.com/gb	
Mopinion	Pastease.pro_active.activated.*		Cookie	hemashop.com/gb	Used to keep track of feedback about the website via Mopinion.
Mopinion	Pastease.pro_active.chance.*		Cookie	hemashop.com/gb	
Mopinion	Pastease.session		Cookie	hemashop.com/gb	
Hotjar	_hjIncludedInSample	Analytical	Cookie	hemashop.com/gb	A cookie that allows the same user to be tracked across several pages and during various sessions so that Hotjar can track the click behaviour. This happens by way of random sampling, and this cookie keeps track of whether a person is included in the random sample.
Hotjar	__hstc	Marketing	Cookie		The main cookie for Hubspot, with information about the domain, the visitor and his/her visits.
Hotjar	_ga	Functional	Cookie		Google Analytics cookie used by Hotjar for analytical purposes.
Hotjar	hubspotutk	Functional	Cookie		A cookie that Hubspot uses to identify a user via Hotjar.
Hotjar	intercom-lou-c5ke8zbr	Functional	Cookie		A cookie that Hubspot can use to follow users via Hotjar.
Hotjar	mp_6d7c50ad560e01715a871a117a2fbd90_mixpanel	Functional	Cookie	hotjar.com	A cookie that Hubspot can use to follow users via Hotjar.
Hotjar	mp_hj_mixpanel	Functional	Cookie		A cookie that Hubspot can use to follow users via Hotjar.
Hotjar	optimizelyBuckets	Functional	Cookie		A cookie that keeps track of which Optimizely Classic test variations a user has seen.
Hotjar	optimizelyEndUserId	Functional	Cookie		A cookie that contains a unique user ID that's used for Optimizely.
Hotjar	optimizelySegments	Functional	Cookie		A cookie that contains Optimizely segment information about the user.
Hotjar	db	Functional	Indexed DB	hotjar.com	Hotjar database with information about the user
Facebook	fr	Marketing	Cookie	.facebook.com	
Facebook	_js_reg_fb_ref	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	pl	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	wd	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	xs	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	datr	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.

Facebook	dpr	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	reg_ext_ref	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	reg_fb_gate	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	reg_fb_ref	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	sb	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Facebook	user_c	Marketing	Cookie	.facebook.com	Used for re-targeting, optimisation, reports and allocation of online advertisements.
Criteo	cto_lwid	Marketing	Cookie	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to keep track of which products are viewed for Criteo, so that personalised ads can be displayed on partner sites.
Criteo	cto_lwid	Marketing	Local storage	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used to keep track of which products are viewed for Criteo, so that personalised ads can be displayed on partner sites.
Einstein	cq.anchor	Marketing	Session storage	<a href="https://hemashop.com/gb">hemashop.com/gb</a>	Used for Salesforce Einstein and contains anchor product IDs.