

## RAI cookie statement

### What are cookies?

A cookie is a small file stored on your computer or mobile device. It has a unique ID which is assigned to your device so that the website can remember your actions and preferences (such as location, language, letter size and other screen preferences) for a given period of time. This saves you the time and effort of entering the information again when you visit the website the next time or going from page to page. Cookies can also help us to personalise your browsing experience.

Not all cookies contain personal information, but if they do we will treat it as personal data in accordance with our [Privacy Statement](#).

Information from cookies relating to your account (My homepage) or other contact details are also treated as personal data.

### Types of cookies

In general, cookies can be divided into two categories: permanent cookies and session cookies. Permanent cookies remain on your device until they are erased, either manually or automatically. Session cookies remain on your device until you close your browser. At that point they are automatically erased.

### Why do we use cookies?

Generally, there are several reasons why we use cookies.

- **Strictly necessary cookies:** these cookies are essential for the proper operation of the website and cannot be switched off. Usually they are defined only in response to actions taken by you to make use of the services we offer (definition of your privacy preferences, connection, completion of forms, etc.).
- **Statistical cookies:** these cookies enable us to monitor browsing patterns, determine what sections of our website have been visited, measure browsing habits and improve our services. They show us which pages are most and least popular and how visitors move around the site. If you do not permit these cookies, we do not know when you have visited our site and cannot monitor your browsing habits.
- **Personalisation cookies:** these cookies help us to improve the functionality of our website and give users a personalised service. They can be activated by us or by third parties whose services we have added to our pages. If you do not permit these cookies, it is possible that some or all of our services will not function properly.
- **Targeting cookies:** these cookies can be placed by our advertising partners on our site to build up a profile of your interests and show you relevant advertisements on other sites. They do not collect personal data directly, but are based on the unique identifier of your browser and device. If you do not permit these cookies, you will see fewer targeted advertisements.

More information about the types of cookies we use can be found below.

### Strictly necessary cookies

These are cookies we need in order to offer you a fully functioning website and enable you to use the services we offer. If these cookies are blocked, you can no longer use our website.

Name	Provider	Target	Expiration date
ASP.NET_SessionId	RAI Amsterdam	Keep track of the session status of the visitor about page requests.	Session
CookieConsent	RAI Amsterdam	Stores the cookie status of the user for the current domain	1 year
AWSELB	writer.smartlook.com	Used to distribute traffic to the website on different servers to optimize response times.	Session

## Statistical cookies

These cookies help us to measure browsing patterns and identify what sections of our website have been visited. We use them to evaluate visitor habits so that we can improve our online products and services. We can save IP addresses (these are the electronic addresses of computers with an Internet link) in order to analyse trends, manage the website, track visitor movements and collect wide-ranging demographic data.

Name	Provider	Target	Expiration date
_dc_gtm_UA- #	RAI Amsterdam	Used by Google Tag Manager to control the loading of a Google Analytics script tag.	Session
_ga	RAI Amsterdam	Registers a unique ID that is used to generate statistics about how the visitor uses the website.	2 years
_hole	RAI Amsterdam	Used by Google Analytics to slow down request speed	Session
_gid	RAI Amsterdam	Registers a unique ID that is used to generate statistics about how the visitor uses the website.	Session
optimizelyBuckets	RAI Amsterdam	Saves settings from Optimizely user experience experiments and variations to which the visitor has gone. This ensures that the visitor consistently sees the same variation, even during several sessions.	10 years
optimizelyEndUserId	RAI Amsterdam	Used to measure how selected users respond to targeted changes in the content and functionality of the website, to determine which variation is most effective in terms of converting users to customers.	10 years
optimizelyPendingLogEvents	RAI Amsterdam	Used by Optimizely as a cache of a user's actions between follow-up calls.	Session
optimizelySegments	RAI Amsterdam	Used by Optimizely to store the target and dimension data of the user (eg browser, campaign, mobile, source type, custom dimensions).	10 years
SC_ANALYTICS_GLOBAL_COOKIE	RAI Amsterdam	Used by Sitecore Engagement Analytics to identify the visitor on repeated visits to the website.	10 years
__utmz	s3.amazonaws.com	Collects data about where the user came from, which search engine was used, which link was clicked and which search term was used.Used by Google Analytics.	6 months
__utm.gif	google-analytics.com	Tracking code from Google Analytics that records details about the visitor's browser and computer.	Session
__utma	s3.amazonaws.com	Collects data about the number of times a user has visited the website, as well as dates for the first and most recent visit.Used by Google Analytics.	2 years
__utmb	s3.amazonaws.com	Registers a timestamp with the exact time at which the user visited the website. Used by Google Analytics to calculate the duration of a website visit.	Session
__utmc	s3.amazonaws.com	Registers a timestamp with the exact time at which the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.	Session
__utmt	s3.amazonaws.com	Used to control the speed of requests to the server.	Session
__utmvt	s3.amazonaws.com	Stores user-defined tracking parameters for use in Google Analytics.	2 years
v.gif	visualwebsiteoptimizer.com	Not classified	Session

### Personalisation cookies

These cookies enable us to recognise your computer and welcome you whenever you visit our website, without having to inconvenience you by asking you to register or log in.

Name	Provider	Target	Expiration date
long [x2]	ads.linkedin.com cdn.syndication.twimg.com	Remember the user-selected language version of a website	Session
usbl. #. c. #	RAI Amsterdam	Not classified	Persistent

### Targeting cookies

These are cookies placed on our website by third parties on our behalf. The cookies enable us to place personalised advertising messages on our websites based on the information we have about you, for example what pages you visit on our website. Our websites can also place cookies for services of third parties, such as social media.

We do not disclose personal information to third parties who place cookies on our website. Third parties can assume that users who consult personalised advertisements or content on our website will come within the target group of the advertisement or content. We do not have access to or control over cookies or other functions which advertisers and third party websites may use. The information practices of third parties are not covered by our Privacy Statement or Cookie Statement. Please contact them directly for more information about their privacy procedures.

Name	Provider	Target	Expiration date
IDE	doubleclick.net	Used by Google DoubleClick to record and report the website user's actions after viewing or clicking on any of the advertiser's ads for the purpose of measuring the effectiveness of an ad and presenting targeted advertisements to the user.	1 year
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	Session
fr	facebook.com	Used by Facebook to deliver a range of advertising products, such as real-time bidding from external advertisers.	3 months
_hjIncludedInSample	RAI Amsterdam	Determines whether the navigation of the user must be registered in a certain temporary statistical indication.	Session
optimizely_data \$ first_session collect	RAI Amsterdam google-analytics.com	Used for targeted advertising. Used to send data to Google Analytics about the device and the behavior of the visitor. Traces the visitor on different devices and marketing channels.	Session Session
bcookie	linkedin.com	Used by the social network service, LinkedIn, for monitoring the use of embedded services.	2 years
bscookie	linkedin.com	Used by the social network service, LinkedIn, for monitoring the use of embedded services.	2 years
lidc	linkedin.com	Used by the social network service, LinkedIn, for monitoring the use of embedded services.	Session
OAID	trai.nl	Registers a unique ID that identifies the device of a returning user. The ID is used for targeted advertisements.	1 year

PREF	youtube.com	Registers a unique ID used by Google to keep statistics on how the visitor uses YouTube videos on different websites.	8 months
VISITOR_INFO1_LIVE	youtube.com	Try to estimate user bandwidth on pages with integrated YouTube videos.	179 days
YSC	youtube.com	Registers a unique ID to keep track of which videos from YouTube the user has seen.	Session
ads / ga-audiences	google.com	Used by Google AdWords to re-engage visitors that are likely to convert online.	Session
BizoID	ads.linkedin.com	Not classified	179 days
UserMatchHistory	ads.linkedin.com	Not classified	179 days
r / collect	doubleclick.net	Not classified	Session
tr	facebook.com	Not classified	Session
ads / user-lists / #	google.com	Not classified	Session
i / jot / syndication	twitter.com	Not classified	Session

### Other technologies

Our website may make use of other technologies, as explained below.

Name	Provider	Target	Expiration date
_n200store	RAI Amsterdam	Not classified	2 days
_vwo_uuid_v2	RAI Amsterdam	Not classified	1 year
SL_C_23361dd035530_KEY	RAI Amsterdam	Not classified	2 years
SL_C_23361dd035530_SID	RAI Amsterdam	Not classified	2 years
SL_C_23361dd035530_VID	RAI Amsterdam	Not classified	2 years
SL_L_23361dd035530_KEY	RAI Amsterdam	Not classified	Persistent
SL_L_23361dd035530_SID	RAI Amsterdam	Not classified	Persistent
SL_L_23361dd035530_VID	RAI Amsterdam	Not classified	Persistent
UUID # [abcdef0123456789] {53}	RAI Amsterdam	Not classified	Session
smartlookCookie	manager.smartlook.com	Not classified	Session
COMPASS_GID	rai-hotelservice.com	Not classified	Session

### Your preferences

It is possible to limit or block cookies or even erase cookies already placed on your computer. If you do so, you may possibly find that you can no longer gain access to certain parts of our website and that we assume that you have never visited us. In that case we will show the cookie notification again and ask your consent to place cookies.

You can limit or block cookies by altering your browser settings. Consult the specific information in the help section of your browser to find out how you can manage the cookie settings.

### Contacting us

If you still have any questions or comments about cookies, please do not hesitate to contact us at [corcom@rai.nl](mailto:corcom@rai.nl).