3.4. Personalized advertisement

No.	Title of cookies	Retention period	Cookies description	First party cookie	Third party cookie	Type of the solution, information on a service provider of the cookie, data transfer to third party (if any) and data transfer outside European Union (if any)	Data processed:	Websites where cookie is used
3.4.1.	cto_bundle	13 months	To provide functions across websites		x	Type of solution – Cookie – Criteo; The Service provider of cookies – airBaltic, Criteo; Data is transferred to a third party (Criteo) and data may be shared outside European Union according to Criteo Privacy Policy More information: Privacy Policy | Criteo https://www.criteo.com/privacy/how-we-use-your-data/	Number of websites visited, info about websites visited, how many ads shown, if user clicked on ads, search information, session cookies.	https://www.airbaltic.com
3.4.2.	uid/udi	1 year	User to detect user		x			
3.4.3.	optout	persistent	Retargets visitors to our site with display ads on other sites		x			
3.4.4.	zdi	6 months	Retargets visitors to our site with display ads on other sites		x			
3.4.5.	eid	6 months	Retargets visitors to our site with display ads on other sites		x			
3.4.6.	opt	1 year	Retargets visitors to our site with display ads on other sites		x			
3.4.7.	criteo_#	1 year	Retargets visitors to our site with display ads on other sites		x			
3.4.8.	OptanonAlertBoxClosed	1 year	To store information if user accepted cookie on banner		x			
3.4.9.	OptanonConsent	1 year	To store information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category		x			

3.4.10.	ABTasty	13 months	Used as part of multi-variable tests.		x			
3.4.11.	amplitude_id_#	persistent	Analytics data collecting cookie		x			
3.4.12.	cto_lwid	13 months	to provide admin functions		x			
3.4.13.	cto_tld_test	1 day	Used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.		x			
3.4.14.	criteo_write_test	1 day	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.		x			
3.4.15.	_gcl_au	3 months	To store and track conversions		x	Type of the solution – Cookie – Google Ads;	Collects user unique ID, user	https://www.airbaltic.com

3.4.16.	SIDCC	2 years	To provide the identification of trusted website traffic		x	The Service provider of cookies – airBaltic, (Google Inc.); Data is transferred to third parties (Google Inc. and Google Subservices) and data transfer outside European Union (United States of America)	settings (language/prefer ences), user behavior on the website and between google websites & services, user visits of website, if clicks on links/ads	careers.airbaltic.com blog.airbaltic.com
3.4.17.	SSID	2 years	Google collects visitor information for videos hosted by YouTube on maps integrated with Google Maps.		x			
3.4.18.	__Secure-3PAPISID	2 years	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.		x	Privacy commitments and topical information on data protection measures for data transfer outside European Union provided by Google are available here: http://www.google.com/privacy/		
3.4.19.	__Secure-3PSIDCC	2 years	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.		x	More detail information on Google Analytic you can find information herein: https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage		
3.4.20.	SAPISID	2 years	Google collects visitor information for videos hosted by YouTube.		x	You can prevent Google Analytics from collecting and processing your data by downloading and installing the browser plug-in available from the following link: tools.google.com/dlpage/gaoptout?hl=en		
3.4.21.	APISID	2 years	Personalizes Google ads on websites based on recent searches and interactions.		x			
3.4.22.	__Secure-1PAPISID	2 years	Builds a profile of website visitor interests to show relevant and		x	Please, be informed that when setting Google Analytic tool, we have opted out from the function		

			personalized ads through retargeting.			which would allow Google to use information for Google's own services.		
3.4.23.	SID	2 years	Encrypted records of Google Account		x			
3.4.24.	__Secure-1PSID	2 years	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.		x			
3.4.25.	HSID	2 years	Encrypted records of Google Account		x			
3.4.26.	__Secure-3PSID	2 years	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.		x			
3.4.27.	IDE	1.5 year	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.		x			
3.4.28.	NID	0.5 year	Stores visitors' preferences and personalizes ads on Google websites based on recent		x			

			searches and interactions.		
3.4.29.	AEC	1 month	Based on recent searches and previous interactions, custom ads are shown on Google sites.		x
3.4.30.	1P_JAR	1 month	Based on recent searches and previous interactions, custom ads are shown on Google sites.		x
3.4.31.	OGPC	session	Google Ads Optimization cookie		x
3.4.32.	DSID	2 weeks	Google Double Click store user preferences		x
3.4.33.	CONSENT	persistent	For storing user's settings in the search engine, for advertising		x
3.4.34.	OTZ	2 months	User preferences and information while viewing websites with Google Maps on them		x
3.4.35.	DV	1 day	User preferences and information while viewing websites with Google Maps on them		x

3.4.36.	CMID	1 year	Collects anonymous data related to the user's visits to the website		x
3.4.37.	CMRUM3	1 year	Collects anonymous data related to the user's visits to the website		x
3.4.38.	CMST	session	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and what websites have been loaded, with the purpose of displaying targeted ads.		x
3.4.39.	AID	2 years	This cookie from Google Analytics links your activities on other devices you have previously logged into using your Google account.		x
3.4.40.	UULE	1 day	Placed by Google and YouTube and are used to measure traffic on YouTube. A unique text word is saved to identify browser, timestamp for interactions and		x

			the browser/sourcepage that led the user to this website.		
3.4.41.	SEARCH_SAMESITE	5 months	This cookie is used for the correct sending of data to Google.		x	
3.4.42.	cct	1 year	Necessary for cart ads functionality (technical details for cart functionality)		x	
3.4.43.	tuuid	3 months	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.		x	
3.4.44.	tuuid_lu	3 months	Contains a unique visitor ID, which allows to track the visitor across multiple websites. This allows to optimize advertisement relevance and ensure that the visitor does not see		x	

			the same ads multiple times.		
3.4.45.	um	3 months	Registers the visitor's behavior on social media - can be used to optimize ad-relevance and general targeting.		x
3.4.46.	umeh	3 months	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.		x
3.4.47.	tu	1 year	Used to target ads by registering the user's movements across websites.		x
3.4.48.	uu	1 year	Used to target ads by registering the user's movements across websites.		x
3.4.49.	CMTS, CMPS, CMPRO	3 months	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the		x

			purpose of displaying targeted ads.		
3.4.50.	test_cookie	15 min	To measure the visitors' actions after they click through from an advert. Expires after each visit.		x
3.4.51	mv_tokens, mv_tokens_eu_v#	13 days	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.		x
3.4.52.	data-c	29 days	Presents the user with relevant content and advertisement. The service is provided by third-party advertisement hubs, which facilitate real-		x

			time bidding for advertisers.		
3.4.53.	data-c-ts	29 days	Collects data on the user across websites - This data is used to make advertisement more relevant.		x
3.4.54.	visitor-id	1 year	This cookie is used to collect information on the visitor to analyze ads performance		x
3.4.55.	obuid	3 months	Sets a unique ID for the visitor, that allows third party advertisers to target the visitor with relevant advertisement.		x
3.4.56.	pxrc	2 months	This cookie registers data on the visitor. The information is used to optimize advertisement relevance.		x
3.4.57.	dspuuid	29 days	Registers data on visitors from multiple visits and on multiple websites.		x
3.4.58.	psyn	29 days	Used in context with video-		x

			advertisement. The cookie limits the number of times a user is shown the same advertisement. The cookie is also used to ensure relevance of the video-advertisement to the specific user.					
3.4.59.	MUID	1 year	Identifies unique website browsers visiting Microsoft sites. These cookies are used for advertising, site analytics, and other operational purposes.		x	Type of the solution – Cookie – Bing; The Service provider of cookies – airBaltic, Bing (Microsoft), Hotjar; Data is transferred to third parties (Microsoft) and data transfer outside European Union (United States of America)

Privacy commitments of Microsoft and topical information on data protection measures for data transfer outside European Union is available herein: https://privacy.microsoft.com/en-us/privacystatement | User unique ID to track between different Microsoft services, website visits information and user behavior on website (websites visits/buttons clicked) - to show most relevant offers on different channels | https://www.airbaltic.com |
| 3.4.60. | _uetvid | 16 days | To store and track visits across websites | | x | | | |
| 3.4.61. | _uetsid | 1 day | Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement | | x | | | |
| 3.4.62. | EBFC53116360 | 1 week | Identifies total frequency capping for expanding banner | | x | Type of the solution – Cookie – adForm; The Service provider of cookies – airBaltic, adForm; | Adform cookies collect information about the visit to | https://www.airbaltic.com

blog.airbaltic.com |

3.4.63.	TPC	2 weeks	Identifies if user's browser accepts third party cookies		x	Data are transferred to third parties (AdForm) and data transfer outside European Union (United States of America), More Info: https://site.adform.com/privacy-center/adform-cookies/ Privacy commitments of AdForm and topical information on data protection measures for data transfer outside European Union: https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/	the website and allow to display segmented ads based on the users' profile. Adform collects cookies anonymously and does not collect personal data. (User ID could be the case)	
3.4.64.	CM14	2 weeks	Identifies if there is a need to re-check partner's cookie matching existence		x			
3.4.65.	uid	2 months	Unique identifier		x			
3.4.66.	C	If C=1 - 60 days If C=3 - 3650 days	Identifies if user's browser accepts cookies. 1 – Cookies are allowed 3 – Opt-out		x			
3.4.67.	IDSYNC	1 year	Used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement – The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.		x	Type of the solution – Cookie – Yahoo; The Service provider of cookies – airBaltic, Yahoo; Data are transferred to third parties (Yahoo) and data transfer outside European Union (United States of America) More info and privacy commitments of Yahoo and topical information on data protection measures for data transfer outside European Union: https://legal.yahoo.com/ie/en/yahoo/privacy/cookies/index.html https://policies.yahoo.com/xa/en/yahoo/privacy/index.htm;	Tracks unique user ID to link with Yahoo services, websites visited, clicks on different buttons (User behavior on the website - in order to display relevant ads)	https://www.airbaltic.com
3.4.68.	GUC	5 months	Used for targeted advertising		x			
3.4.69.	A1S	1 year	Collects information on user behavior on multiple websites.		x			

			This information is used in order to optimise the relevance of advertisement on the website.			see also: https://policies.yahoo.com/xa/en/yahoo/privacy/topics/		
3.4.70.	A1	1 year	Collects information on user behavior on multiple websites. This information is used in order to optimise the relevance of advertisement on the website.		x			
3.4.71.	A3	1 year	Collects information on user behavior on multiple websites. This information is used in order to optimise the relevance of advertisement on the website.		x			
3.4.72.	datr	persistent	To identify the website browser being used to connect to Facebook independent of the logged in user		x	Type of the solution – Cookie and other technology– Facebook Pixel (API connection); The Service provider of cookies – airBaltic, Facebook, Hotjar, Criteo, Taboola; Data are transferred to third parties (Facebook) and data transfer outside European Union (United States of America)	Used to track user data (user id, ip, name, surname, could be e-mail), user search data and fact of booking. User session data - different activities on website tracking - log-	https://www.airbaltic.com careers.airbaltic.com blog.airbaltic.com
3.4.73.	wd	session	Stores the browser window dimensions and is used by Facebook to optimise the		x			

			rendering of the website.			More info: [Privacy Policy | Criteo](#) https://lv-lv.facebook.com/business/learn/facebook-ads-pixel Privacy commitments of Meta (previous – Facebook) and topical information on data protection measures for data transfer outside European Union: https://www.facebook.com/privacy/policy	in/newsletter subscribe (true or false value)	
3.4.74.	usida	2 years	Collects a combination of the user's browser and unique identifier, used to tailor advertising to users		x			
3.4.75.	_fbp	3 months	User unique number to store and track visits across website & Facebook		x			
3.4.76.	AnalyticsSyncHistory	1 month	Used to store information about the time a sync took place with the lms_analytics cookie		x	Type of the solution – Cookie – LinkedIn; The Service provider of cookies – LinkedIn; Data are transferred to third parties (LinkedIn) and data transfer outside European Union (United States of America), More info: https://www.linkedin.com/legal/l/cookie-table Privacy commitments of LinkedIn and topical information on data protection measures for data transfer outside European Union: https://www.linkedin.com/legal/privacy-policy	Client ID, logged in status, to provide access to the LinkedIn through different apps, opt-in status in LinkedIn, sharing user searched information with LinkedIn (job title/id/language), analytical information - same as GA	[careers.airbaltic.com](#) [blog.airbaltic.com](#)
3.4.77.	lidc	1 day	To facilitate data center selection		x			
3.4.78.	s_tslv	6 months	Used to retain and fetch time since last visit in Adobe Analytics		x			
3.4.79.	s_cc	session	Used to determine if cookies are enabled for Adobe Analytics		x			
3.4.80.	s_ppv	session	Used by Adobe Analytics to retain and fetch what percentage of a website was viewed		x			
3.4.81.	s_tp	2 years	Tracks percent of website viewed		x			

3.4.82.	li_mc	2 years	Used as a temporary cache to avoid database lookups for a member's consent		x
3.4.83.	s_pltp	session	Provides websitename value (URL) for use by Adobe Analytics		x
3.4.84.	s_plt	session	Tracks the time that the previous websitetook to load		x
3.4.85.	AMCV_#	180 days & session	Unique id for visitor & Indicates the start of a session		x
3.4.86.	anj	3 months	Ads targeting cookie for LinkedIn services		x
3.4.87.	s_ips	2 years	Tracks percent of website viewed		x
3.4.88.	lang	session	Used to remember a user's language		x
3.4.89.	li_gc	2 years	Used to store consent of guests regarding the use of cookies for non-essential purposes		x
3.4.90.	UserMatchHistory	1 month	LinkedIn Ads ID syncing		x
3.4.91.	bcookie/bscookie	2 years	Browser Identifier cookie to uniquely identify devices accessing LinkedIn to detect abuse on the platform		x
3.4.92.	gpv_pn	6 months	Used to retain and fetch previous		x

			website visited in Adobe Analytics					
3.4.93.	lms_analytics	1 month	Used to identify LinkedIn Members off LinkedIn for analytics		x			
3.4.94.	liap	1 year	Used by non-www.domains to denote the logged in status of a member		x			
3.4.95.	lms_ads	1 month	Used to identify LinkedIn Members off LinkedIn for advertising		x			
3.4.96.	uuid2	3 months	The unique user ID is used for targeted ads in LinkedIn		x			
3.4.97.	_ttp	13 months	Collects data about behavior and purchases on website and to measure the effect of advertising.		x	Type of the solution – Cookie – TikTok; The Service provider of cookies – airBaltic (TikTok), Criteo (TikTok); Data are transferred to third parties (TikTok) and data transfer outside European Union (China), More info: Privacy Policy | Criteo https://ads.tiktok.com/help/article?aid=10007540 https://ads.tiktok.com/help/article?aid=717665906670358459 Privacy commitments of TikTok and topical information on data	Show personalized TikTok videos based on the cookies. Tracks visiting our website and will recommend you to check videos related to airbaltic.com (tracks user behaviour - websites visited, if purchase was made)	https://www.airbaltic.com
3.4.98.	_tt_enable_cookie	13 months	Collects data about behaviour and purchases on website and to measure the effect of advertising.		x			

						protection measures for data transfer outside EU: https://www.tiktok.com/legal/privacy-policy-eea?lang=en		
3.4.99.	previewsSiteCountryCode	2 years	Saves the user's previews country code in cases where there are visits from multiple countries for the same user		x	Type of the solution – Cookie – Taboola; The Service provider of cookies – airBaltic, Taboola; Data are transferred to third parties (Taboola) and data transfer outside European Union (United States of America), More info: https://www.taboola.com/policies/cookie-policy Privacy commitments of Taboola and topical information on data protection measures for data transfer outside European Union: https://www.taboola.com/policies/privacy-policy	Collects user unique ID, user settings (language/preferences), user behavior on the website and between google websites & services, user visits of website websites, if clicks on links/ads	https://www.airbaltic.com
3.4.100.	GA_#	2 years	Saves users information and interaction events with website		x			
3.4.101.	ufcStatus	2 years	Describes if and when the user exposed to certain marketing activities		x			
3.4.102.	d_id	1 day	To identify users by Taboola		x			
3.4.103.	siteState	2 years	Maintains a record of the user's US state for legal compliance purposes.		x			

3.4.104.	_mkto_trk	2 years	This tracking cookie allows a website to link visitor behavior to the recipient of an email marketing campaign, to measure campaign effectiveness.		x			
3.4.105.	ufcStatusSetSession	1 year	Describes if and when the user exposed to certain marketing activities		x			
3.4.106.	siteCountryCode	1 day	Saves the user's previews country code in cases where there are visits from multiple countries for the same user		x			

3.4.107.	_clsk	1 day	To store and combine websites views by a user into a single session recording.		x			
3.4.108.	__utmzzses	session	To identify users by Taboola		x			
3.4.109.	tbp-consent	1 year	Used to track user consent		x			
3.4.110.	t_gid	1 year	Assigns a unique User ID that Taboola uses for attribution and reporting purposes, and to tailor recommendations to this specific user.		x			

3.4.111.	DE: _aw_m_29865	1 year	Stores a reference to an individual click to attribute a sale between publisher and advertiser websites.		x	Type of the solution – Cookie – Awin; The Service provider of cookies – AwinChannelCookie; Data are transferred to third parties (Awin Ltd), no data transfer outside European Union Privacy commitments and more information available herein: https://www.awin.com/gb/legal https://privacy.awin.com/ https://ui.awin.com/legal-docs/privacy-policy	Visitor ID and click reference to check the attribute which is interested for person in order to provide voucher/discount	airbaltic.com blog.airbaltic.com
3.4.112.	FI: _aw_m_29867				x			
3.4.113.	DE: _aw_sn_29865		Used for Strictly Necessary journeys where the consumer		x			

3.4.114.	FI: _aw_sn_29867		must receive a desired service from the measurement of the journey (cashback or voucher discount). Stores a reference to an individual click to attribute a sale between publisher and advertiser websites.		x			
3.4.115.	visitor_id	2 years	Preserves the visitor's session state across websites requests.		x	Type of the solution – Cookie – Getyourguide; The Service provider of cookies – Get Your Guide; Data are transferred to third parties (GetYour Guide) and no data transfer outside European Union, Berlin based company	Unique visitor ID to track if visited blog websites in order to show appropriate content for experiences	blog.airbaltic.com

						Privacy commitments and other information available: https://www.getyourguide.co.uk/privacy_policy?visitor-id=UJSQ54TL1YOSK3F6LCA3MUNXMXMGILJA&locale_autoredirect_optout=true		
3.4.116.	_pin_unauth	1 day	Used by Pinterest to track the usage of services		x	Type of the solution – Cookie – Pinterest; The Service provider of cookies – Pinterest; Data are transferred to third parties (Pinterest) and data transfer outside European Union (United States of America) Privacy commitments and other information available: https://policy.pinterest.com/en/privacy-policy#:~:text=We're%20committed%20to%20showing,on%20your%20activity%20on%20Pinterest.	Identifier in order to track if Pinterest is connected for user	airBaltic.com