

Partners used by GroupM for customers	Cookies name	Duration	Explanation	What information is collected and saved?	Where is it generated and stored?	Who has internal access to the generated information?	Who has external access to the generated information?	Is a special provider used for this purpose? If yes, which one?
DSP / Xandr	anj	90 days	The Platform uses cookies, beacons, pixels, tags, mobile SDKs, and other non-cookie technologies to collect and store Platform Data about web browsers and devices across web sites and apps and over time.	The anj cookie contains data denoting whether a cookie ID is synced with our partners. ID syncing enables our partners to use their data from outside the Platform on the Platform.	Xandr / Global	Xandr	Where permitted, we provide clients and their third-party providers access to their Platform Data that they collect, acquire, or use on the Platform, and typically they may remove it from the Platform for their own use. For a current list of third-party providers who may, subject to our clients' permission, receive your data, see here . Xandr may also provide Platform Data and Other Information to partners and service providers for the purpose of operating, managing, maintaining, or enhancing our services, including for the safety and security of the Platform and the online industry, with Xandr affiliates, including but not limited to Microsoft Corp., and subsidiaries, or as required by law. Xandr may share Platform Data with other affiliates for those companies' business purposes. Xandr does not share the information collected on the Platform with other third parties, unless legally required.	Xandr
	sess	session		The sess cookie contains a single non-unique value: „1“. It is used by the Platform to test whether a browser is configured to accept cookies from Xandr.				
	uuid2	90 days		This cookie contains a unique randomly-generated value that enables the Platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the Platform. This information is used by clients to select advertisements for delivery by the Platform, and to measure the performance of, and attribute payment for, those advertisements. In addition, we use this cookie to enable clients to use data which does not reveal or use an Internet user's real-world identity or data they collect outside of the Platform or acquire from other third parties.				
GroupM / [m]Insights GroupM / [m]Insights	mookie1.com / id mookie1.com / mdata	13 months	When you view and interact with websites and advertisements where our services are utilised, we may collect information through our services regarding your browsing, usage and interactions. We may also collect information that allows us to identify browsers and devices we have interacted with previously. The information collected through our services may include the type of Internet browser, browser language and operating system you use, your device's Internet protocol address ("IP address"), unique identifiers located on or assigned to your device, the connection type (wired or Wi-Fi), the region where your device is located, the network to which your device is connected, the longitude and latitude of a (mobile) device, the mobile carrier (if available), the website and the individual pages you came from before and visited after, views of an advertisement as well as information related to the website and the individual pages you are viewing (e.g. for the purpose of identifying your interests). Relevant devices include computers, mobile devices, tablets, e-readers as well as other web-enabled digital devices.	We are a globally operating company and may therefore transfer information to other countries, including countries or continents other than your own. Where necessary, we will take appropriate security measures to ensure that the corresponding information is protected.	GroupM / Xaxis	<p>We may disclose information we collect about you as well as information derived from it to our clients and service providers. As we do not collect usernames, mailing addresses, phone numbers, email addresses or similar personal information through our services, we do not disclose any such information to third parties. However, if you decide to provide personal information via one of our clients' advertisements or websites, then that information will be received by that client and will then be subject to that client's privacy policy. Our service providers are generally not permitted to use non-aggregated information we disclose to them for any purpose other than providing services to us or our clients.</p> <p>Our affiliate [m]Platform operates and maintains a proprietary data management platform that we and other affiliates use to provide services. The information we disclose to [m]Platform may be used by [m]Platform and by affiliates not only to provide services to us and our clients, but also to provide services to other affiliates and their respective clients.</p> <p>We may also disclose the information we collect to third parties, including law enforcement, when we reasonably believe we are obligated to do so by law, and in order to investigate, prevent or take action regarding suspected or actual prohibited activities, including, but not limited to fraud and situations involving potential threats to the physical safety of any person.</p>	-	
Google	doubleclick.net / IDE	13 months	https://policies.google.com/technologies/cookies	Google / Global	Google	<p>> Google (all data)</p> <p>> GroupM, respective GroupM Agentur (aggregated data)</p>	Google	
	google.at / 1P_JAR	1 month						
	google.at / CONSENT	20 years						
	google.at / NID	6 months						