Information on the use of cookies by Ligatus

The Ligatus technology relies on the use of cookies and Ligatus cookies are frequently utilized on websites of our partners and clients (perhaps among further cookies or similar technologies provided by other suppliers). A cookie is a text-only string of information is stored to the cookie directory of the browser on your computer. Cookies alone cannot be used to identify you. Cookies allow the Ligatus websites and certain web elements we operate on behalf of our clients and partners to perform properly and remember your browsing history. Cookies also help a website to arrange content to match your preferred interests more quickly. We hereby would like to inform you on the types of cookies, our technology uses and the purposes this is done for. You can find out more about the cookies we use and how to control them using the following information on the use of cookies by Ligatus.

Generally, we have adjusted **all Ligatus cookies** in a way, that they **will comply with the provisions of the EU cookie directive** and and applicable European Data Protection legislation. In some European countries this - at least for some types of cookies - however includes, that a valid consent to the utilization of such cookies must be obtained from the website's user. Moreover, **it is the respective website operator's responsibility to actually obtain the required consent from the user** by providing the necessary information and by facilitating means of refusing cookies. Please acknowledge, that it is also the responsibility of the specific website's operator (this may be a Ligatus partner as advert publisher or a Ligatus client as an advertiser) to implement the cookies in a legally sufficient way. All website operators using Ligatus cookies on their websites are obliged to implement Ligatus cookies only in a legally compliant manner and Ligatus cookies must never be stored in a user's device or accessed from there without the previously given, specific and informed consent of the user, if such consent is legally required. Ligatus cannot be held responsible in case the advert publisher or the advertiser fails to obtain a valid consent from the user or misses to meet further requirements stipulated by the applicable law.

In the following, you will find a table that lists all cookies, which may be stored or utilized by Ligatus (may it be on our own websites or on the websites of our partners and clients). The table contains all information that according to the European Data Protection legislation generally has to be provided to the user:

- It explains **which cookies** are stored or read by Ligatus and
- **for which purposes** each cookie will be used.
- It further states the **maximum storage period** of each cookie,
- explains **which cookies are optional** (and may be refused by the user) **and which ones are technically mandatory** (and therefore may - according to the Data Protection Authorities – be regarded as functional

cookies and, as long as the user is sufficiently informed on the use of such cookies, be dropped even without previous consent) and

- finally describes **how a user can object to the use of cookies or how he may withdraw a previously given consent** by using the **opt-out mechanisms** for behavioral targeting technology provided by Ligatus.

However, please note, that the scope and the extend of the utilisation of cookies of course in particular depends on which Ligatus services the referenced website specifically uses. Maybe, not all cookies mentioned in the table will be stored or utilised via the specific website which you as a user may have visited. Please further note, that the information provided hereby **is only valid for Ligatus cookies** and does not at all cover any further cookies, which the referenced website may be using for other purposes (for further details please refer to our non-exhaustive overview of Ligatus cooperation Partners that particularly may use own cookies at the bottom of this page).

If you should have further specific questions on the cookies Ligatus uses, please do not hesitate to contact us:

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D-50674 Cologne, Germany

Tel.: +49(0) 221 56 939-500
Fax: +49(0) 221 56 939-599
E-Mail: info@ligatus.com

Kind regards,

Your team from Ligatus

Cookies used on Ligatus_Websites (available under any "Ligatus"-URL):

Cookie Name	Description (function and purpose of the cookie)	Optional / mandatory	Time-Interval / validity (maximum storage duration)
contenido	This cookie is used to **define the language of the Ligatus website** during an established online connection with our website. Basically, this cookie keeps information about the user's browsing history for the duration of that session.	This Cookie is technically **mandatory** for the proper functioning of the web services.	**End of the session** Cookie will be automatically deleted after closing of web browser, interruption of session or when user logs out.
locale_da	This cookie is used to **define the language of the user-interface** (Direct Ads account) during an established online connection. Basically, this cookie keeps information about the user's browsing history for the duration of that session.	This Cookie is technically **mandatory** for the proper functioning of the web services.	**End of the session** Cookie will be automatically deleted after closing of web browser, interruption of session or when user logs out.
tenant_da	This cookie is used to **define the user's country** as a Tenant Id during an established online connection (Direct Ads account) for the technical validation of the current session and ensures that the online connection stays established. Basically, this cookie keeps information about the user's browsing history for the duration of that session.	This Cookie is technically **mandatory** for the proper functioning of the web services.	**End of the session** Cookie will be automatically deleted after closing of web browser, interruption of session or when user logs out.
jsessionid	This cookie is used during an established online connection **for the technical validation**	This Cookie is technically **mandatory** for the proper functioning of the web services.	**End of the session** Cookie will be automatically

	of the current Java session and ensures that the established session for the information exchange does not get interrupted. Basically, this cookie keeps information about the user's browsing history for the duration of that session.		deleted after closing of web browser, interruption of session or when user logs out.
utma, utmb,__utmc, __utmx, __utmxx, __utmz, _ga (Google Analytics)	The Google Analytics cookies are utilised on the Ligatus websites to help us **improve the content on our websites, by giving us basic tracking information**. Basically, these cookies keep information on the attendance and use of the Ligatus websites, as for example, the number of times users have visited, which search engine users came from, and the keyword they have used. On our behalf Google will use this information to evaluate the use of the website, to compile reports on website activity and to provide us with more services related to the website and internet use. Please note, that the application of Google Analytics within our webservices has been enhanced with the code „gat._anonymizeIp();" to enable the anonymous logging of IP addresses (so-called "IP-masking"). Prior to the transmission the user's IP address will be truncated by Google within the member states of the European Union	This cookie is **optional** and **will not be stored in case the user has opted out from the use of Google Analytics** by installing the browser plug-in available for dowload via the following link: [http://tools.google.com/dlpage/gaoptout?hl=en.]As an alternative to the above mentioned browser plug-in or when using mobile devices, the user can disable the collection of the information generated by the cookie by clicking the following link: <ahref="javascript:gaOptout()">Google Analytics deaktivieren Then, an opt-out cookie will be placed, which disables the collection of the user's data in case of future visits of our websites (and further websites, which also use Google Analytics). Please note, that after deletion of all cookies in the browser's cookie directory, this cookie has to be stored again in order to secure that a previously expressed dissent to the use of Google Analytics will be maintained.	**24 months** Cookie will be automatically deleted after 24 months if not deleted by user manually or by installing the browser plug-in or by respectively activating the Google Analytics opt-out cookie before the date of expiration.

	or other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to a Google server in the USA and is truncated there. Google will not associate the user's IP address with any other data collected or held by Google.		
__gads (doubleclick.net/Google Remarketing)	This Cookie is used to understand **how internet users react to our own advertising campaigns**. It is used to evaluate the advertising impact and allows Ligatus to understand and comprehend the clicks on our own adverts to help us improve our offers on third party websites. Basically, it stores, which contents have been shown to the user on our websites and it is utilised to **recognize the user** (by using an anonymous ID-number) when he is presented our adverts on third party websites (for instance Google web services) and tracks his reaction to the display of these ads.	This cookie is **optional** and will not be stored if the user has deactivated the display of interest-related advertisements by Google (in Google under "deactivation settings" www.google.de/settings/ads). This will prevent Google from displaying targeted advertising. An "opt out" cookie is then placed which prevents future collection of the user's data when he visits the Ligatus website (and further websites, which also use Google Remarketing). Please note, that after deletion of all cookies in the browser's cookie directory, this cookie has to be stored again in order to secure that a previously expressed dissent to the displaying of targeted advertising will be maintained.	**24 months** Cookie will be automatically deleted after 24 months if not deleted by user manually or by deactivating the display of interest-related advertisements by Google before the date of expiration.
cookietest	This cookie is used on the directads website to **check if the browser's cookie functionality is turned on**. If this cookie cannot be written, a warning message appears with a request to adjust browser settings.	This Cookie is technically **mandatory** for the proper functioning of the web services.	**1 minute** Cookie will be automatically deleted after 1 minute if not deleted by user manually before the date of expiration.

General Ligatus cookies used in advertisements and on third party websites:

Cookie Name	Description (function and purpose of the cookie)	Optional / mandatory	Time-Interval / validity (maximum storage duration)
LIG_TKN	This cookie is used as a **technical security** means **to avoid** XSS attacks against the LIG_OPT cookie and **misuses** of the Ligatus web services. Basically, this cookie keeps information about the user's browsing history and validates and authenticates the user for the duration of that session.	This Cookie is **technically mandatory** for security reasons and for the proper functioning and maintenance of the web services.	**End of the session** Cookie will be automatically deleted after closing of web browser, interruption of session or when user logs out.
LIG_PV	This cookie is stored to define and to **mark the user as a user, who has been shown certain adverts and campaigns** of our partners and clients as advertisers ("Postview user") with an anonymous tag (consisting of a digit). It refers to the adverts and campaigns the user has been shown or which he has clicked on our Ligatus websites and it allows to recognize the user on the corresponding websites of Ligatus partners and clients he may visit afterwards. This cookie is used for **charging and accounting purposes** with Ligatus partners and clients.	This cookie is **optional** and will be stored only if the user consents to the storage of cookies (either by confirming explicitly by clicking the „agree-button" or implicitly through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen.	**31 days** Cookie will be automatically deleted after 31 days if not deleted by user manually before the date of expiration.
LIG_CONV	This cookie is stored, when a user has **clicked on an advert or a campaign** presented to him on our partner's websites and it is used to **recognize the user after this conversion** (by using an anonymous ID-number) on the websites of our clients as advertisers. It anonymously tracks the adverts and campaigns the user has been shown and those he has clicked on. Further, the cookie allows to recognize the user on the corresponding websites of Ligatus partners and clients when completing any commercial transaction on these	This cookie is **optional** and will be stored only if the user consents to the storage of cookies (either by confirming explicitly by clicking the „agree-button" or implicitly through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen.	**60 days/1 year** Depending on the type of conversion, this Cookie will be automatically deleted after 60 days (validity for text/image campaigns or popunder campaigns) or 1 year (validity for Postview campaigns), if not deleted by user manually before the date of expiration.

	websites. This cookie is used for **charging and accounting purposes** with Ligatus partners and clients.		
LIG_TKP	This cookie avoids that the user is repeatedly shown adverts or campaigns that he has already been shown or he may have rejected previously (this method is called „**frequency capping**").	This cookie is **optional** and will be stored only if the user consents to the storage of cookies (either by confirming explicitly by clicking the „agree-button" or implicitly through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen. Since this cookie is used to specifically control and to actually limit the display of (certain) adverts or campaigns, it remains functionless in case, when the opt-out cookie is stored within the web browser's cookie directory and will **only function in connection with a valid consent** to the storage of cookies (if user has consented to the storage of tracking cookies or has not revoked a previously expressed consent by activating the opt-out cookie).	**30 days** Cookie will be automatically deleted after 30 days if not deleted by user manually before the date of expiration.
trcn[CampaignID]	This cookie is stored, when a user has **clicked on a CPL-campaign** presented to him on our partner's websites and when he is redirected to our customer's websites. It is used to **recognize the user after this conversion** (by using an anonymous ID-number) on the websites of our clients as advertisers. It anonymously tracks the campaigns the user has been shown and those he has clicked on. Further, the cookie allows to recognize the user on the corresponding websites of Ligatus partners and clients when completing any commercial transaction on these websites. This cookie is used for	The cookie is **optional** and will be stored only if the user consents to the storage of cookies (either by confirming explicitly by clicking the „agree-button" or implicitly through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen.Since this cookie is used to specifically control and to actually limit the display of (certain) adverts or campaigns, it remains functionless in case, when the opt-out cookie is stored within the web browser's cookie directory and will **only function in connection with a valid consent** to the storage of cookies (if user has consented to the	**14 days** Cookie will be automatically deleted after 14 days (standard for external tracking) if not deleted by user manually before the date of expiration.

	charging and accounting purposes with Ligatus partners and clients.	storage of tracking cookies or has not revoked a previously expressed consent by activating the opt-out cookie).	
LIG_HUG_CONV	This cookie is stored, when a user has **clicked on an advert or a campaign** presented to him on our partner's websites and it is used to **recognize the user after this conversion** (by using an anonymous ID-number) on the websites of our clients as advertisers. It anonymously tracks the adverts and campaigns the user has been shown and those he has clicked on. Further, the cookie allows to recognize the user on the corresponding websites of Ligatus partners and clients when completing any commercial transaction on these websites. This cookie is used for **charging and accounting purposes** with Ligatus partners and clients.	This cookie is **optional** and will be stored only if the user consents to the storage of cookies (either by confirming explicitly by clicking the „agree-button" or implicitly through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen.	**7 days** This Cookie will be automatically deleted after 7 days, if not deleted by user manually before the date of expiration.

Ligatus cookies used for Behavioural Targeting purposes:

Cookie Name	Description (function and purpose of the cookie)	Optional / mandatory	Time-Interval / validity (maximum storage duration)
LIG_Y	This cookie is used to show the user **adverts and campaigns that are relevant to him** on the websites of Ligatus partners and advert publishers (e.g. for Behavioral Targeting services, including Retargeting services and special product recommendations) if the user has agreed to the storage and use of such cookies. In this case, it identifies the user as a potential Behavioral Targeting user (by an anonymous ID-number, which is stored within the cookie) and it enables the **display of any adverts or campaigns that have been automatically selected on the basis of the user's interests** (which are presumed on the basis of his previous browsing and clicking behaviour) **and further collection of such data**.	This cookie is **optional** and will be utilised only if the user consents to the use of cookies (either by confirming explicitly by clicking the „agree-button" or implicitly through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen. After storage, the user **may revoke his consent and opt-out at any time** by activating the opt-out cookie here (http://www.ligatus.com/en/privacy-policy.html)\. In this case, the cookie will be deleted and any re-storage will be prevented as long as the opt-out cookie remains stored on the used system. If the user does not consent with the utilisation of this cookie by this website, only random adverts or campaigns may be displayed to him.	**30 days** Cookie will be automatically deleted after 30 days if not deleted by user manually or by activating the opt-out cookie („LIG_OPT") before the date of expiration.
LIG_SRT_M	This cookie is used to show the user **adverts and campaigns that are relevant to him** on the websites of Ligatus partners and advert publishers (e.g. for Behavioral Targeting services, including Retargeting services and special product recommendations) if the user has agreed to the use / storage of such cookies. In this case, it functions as a "master cookie" for **Behavioral Targeting services** and (by using an anonymous ID-number) it **anonymously tracks the user's browsing and clicking behavior** on the websites of our partners and clients, **to show him**	This cookie is **optional** and will be utilized **only if the user consents** to the use of tracking cookies either by confirming explicitly (when clicking the „agree-button") or implicitly (through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen (e.g. by continuously browsing the website without rejection of the storage of cookies). After storage, the user **may revoke his consent and opt-out at any time** by activating the opt-out cookie here (http://www.ligatus.com/en/privacy-policy.html)\ . In this case, the cookie will be deleted and any re-storage will be prevented as long as the opt-out cookie remains stored on the used system.	**13 months** Cookie will be automatically deleted after 13 months if not deleted by user manually or by activating the opt-out cookie („LIG_OPT") before the date of expiration.

	more relevant content. This may be adverts and campaigns, which presumably match with the interests of the user.		
LIG_SRT_O	This cookie is used to show the user **adverts and campaigns that are relevant to him** on the websites of Ligatus partners and advert publishers (e.g. for Behavioral Targeting services, including Retargeting services and special product recommendations) if the user has agreed to the use of such cookies. In this case, it is stored, when a user has **clicked on an advert or a campaign** presented to him on our websites and it is used to **recognize the user after this conversion** (by using an anonymous ID-number) on the websites of our clients as advertisers. It anonymously tracks the adverts and campaigns the user has clicked on and the corresponding websites of our clients he may have visited afterwards. Further, the cookie tracks if the user has completed any commercial transaction on the relevant websites and if such transaction has been completed, the cookie is used for **charging and accounting purposes** with our clients. Finally, after a completed transaction, the cookie avoids that the user is repeatedly shown the corresponding adverts or campaigns again.	This cookie is **optional** and will be utilised **only if the user consents** to the use of tracking cookies either by confirming explicitly (when clicking the „agree-button") or implicitly (through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen (e.g. by continuously browsing the website without rejection of the storage of cookies). After storage, the user **may revoke his consent and opt-out at any time** by activating the opt-out cookie here _(http://www.ligatus.com/en/privacy-policy.html)_. In this case, the cookie will be deleted and any re-storage will be prevented as long as the opt-out cookie remains stored on the used system.	**90 days** Cookie will be automatically deleted after 90 days if not deleted by user manually or by activating the opt-out cookie („LIG_OPT") before the date of expiration.
LIG_SRT_C	This cookie is used to show the user **adverts and campaigns that are relevant to him** on the websites of Ligatus partners and advert publishers (e.g. for Behavioral Targeting services, including Retargeting services and	This cookie is **optional** and will be utilised **only if the user consents** to the use of tracking cookies either by confirming explicitly (when clicking the „agree-button") or implicitly (through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen (e.g. by continuously	**90 days** Cookie will be automatically deleted after 90 days if not deleted by user manually

	special product recommendations) if the user has agreed to the use of such cookies. In this case, it ensures that certain adverts or campaigns are not displayed to the user for a pre-defined period of time to ensure that presumably **more relevant adverts or campaigns are shown** to the user. It functions as a "block cookie" for all those adverts and campaigns, which do not match with the interests of the user (which are automatically presumed on the basis of his previous browsing and clicking behaviour).	browsing the website without rejection of the storage of cookies). Since this cookie is used to specifically control and to actually limit the display of (certain) adverts or campaigns, it remains functionless in case, when the opt-out cookie is stored within the web browser's cookie directory and will **only function in connection with a valid consent** to the storage of cookies (if user has consented to the storage of tracking cookies or has not revoked a previously expressed consent by activating the opt-out cookie).	before the date of expiration.
LIG_ULT	This cookie stores the anonymous ID-number which is used for **Behavioral Targeting services** for the web browser which is used. If the user has agreed to the storage and use of such cookies on this website, this cookie is used to **identify the user to be able to show him adverts and campaigns which are of relevance to him** on the websites of Ligatus partners and advert publishers.	This cookie is **optional** and will be utilised **only if the user consents** to the use of tracking cookies either by confirming explicitly (when clicking the „agree-button") or implicitly (through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen (e.g. by continuously browsing the website without rejection of the storage of cookies). After storage, the user **may revoke his consent and opt-out at any time** by activating the opt-out cookie here _(http://www.ligatus.com/en/privacy-policy.html)_ . In this case, the cookie will be deleted and any re-storage will be prevented as long as the opt-out cookie remains stored on the used system.	**13 months** Cookie will be automatically deleted after 13 months if not deleted by user manually or by activating the opt-out cookie („LIG_OPT") before the date of expiration.
LIG_Uxyz	This cookie stores a User Id defined by one of the connected DSPs. The User ID included has been previously synced between this DSP and Ligatus ."xyz" will be replaced by the DSP ID like stored in the Ligatus database.	This cookie is **optional** and will be utilised **only if the user consents** to the use of tracking cookies either by confirming explicitly (when clicking the „agree-button") or implicitly (through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen (e.g. by continuously browsing the website without rejection of the storage of cookies). After storage, the user **may revoke his consent and opt-out at any time** by activating the opt-out cookie here _(http://www.ligatus.com/en/privacy-policy.html)_ . In this case, the cookie will be deleted and any re-storage	**30 days** (default) depending on the validity mark set by the DSP.

		will be prevented as long as the opt-out cookie remains stored on the used system.	
LIG_OPT	This cookie is used **to ensure that the user may dissent to or opt-out from the storage and use of any cookies for Behavioral Targeting purposes at any time** and it stores the current status (opt-in/opt-out) for the web browser which is used. When this cookie is stored in the browser's cookie directory, it **avoids** the **display of any adverts or campaigns that have been automatically selected on the basis of the user's interests** (which are presumed on the basis of his previous browsing and clicking behaviour) **and any collection of such data**. Only random adverts or campaigns may in this case be displayed to the user.	This cookie is **optional** and will be stored only **on a specific request by the user**, who dissents to the use of tracking cookies or decides to revoke his previously expressed consent by opting out from the utilization of tracking cookies (by means of clicking on the opt-out link here _([http://www.ligatus.com/en/privacy-policy.html_).] Yet, the user may at any time opt-in and consent to the utilisation and storage of tracking cookies to have more relevant adverts and campaigns shown again, by clicking on the opt-in link provided here _(http://www.ligatus.com/en/privacy-policy.html)\ . Please note, that after deletion of all cookies in the browser's cookie directory, this cookie has to be stored again in order to secure that a previously expressed dissent to the use of tracking cookies will be maintained. This however, should be alerted to the user automatically when accessing relevant websites by display of a banner that informs the user about the usage of cookies and offers the opportunity to reject the storage of tracking cookies (please note, that this needs to be ensured be the operator of the relevant website the user may be accessing and that we cannot take any responsibility for the privacy practices of third party´s websites, because we do have no control over their compliance with data protection regulations.)	**68 years** Cookie will be automatically deleted after 68 years if not deleted by user manually before the date of expiration or if the user does not opt-in before the end of this period.
LIG_D	This cookie is used to show the user **adverts and campaigns that are relevant to him** on the websites of Ligatus partners and advert publishers (e.g. for Behavioral Targeting services, including Retargeting services and special product recommendations) if the user has agreed to the storage and use of such cookies. In this case, it identifies the user as a potential Behavioral Targeting user (by an anonymous ID-number, which is stored within the cookie). The cookie "demarks" the user so that campaigns that are potentially not in the user's	This cookie is optional and will be stored only if the user consents to the storage of cookies (either by confirming explicitly by clicking the „agree-button" or implicitly through any further interaction with the website) after an information on the storage of cookies has been displayed on the screen. After storage, the user may revoke his consent and opt-out at any time by activating the opt-out cookie here (http://www.ligatus.com/en/privacy-policy.html\ ). In this case, the cookie will be deleted and any re-storage will be prevented as long as the opt-out cookie remains stored on the used system.	**13 months** Cookie will be automatically deleted after 13 months if not deleted by user manually or by activating the opt-out cookie („LIG_OPT") before the date of expiration.

	interest will not be delivered to 'demarked' user.		

Ligatus cooperation Partners that may use own cookies:

Company Name	Link to Privacy Policy
realzeit GmbH	https://realzeitmedia.com/privacy.html
MediaSmart	http://mediasmart.es/en/politica-de-privacidad/
NEXTPERF	http://www.nextperf.com/privacy/
Bidtellect	http://www.bidtellect.com/privacy-policy/
LiquidM	http://liquidm.com/privacy-policy
ZeBestOf	http://www.zebestof.com/fr/a-propos-de-nous/respect-vie-privee/
AppNexus	https://www.appnexus.com/en/company/cookie-policy

Please note, that due to technical and legal reasons it is not possible to provide an exhaustive list of all clients and cooperation parties that may do so. Therefore, further clients and cooperation partners (not listed here) may as well store cookies for their own purposes. Please refer to their particular websites for further information. However, Ligatus cannot control the usage of these parties and cannot be held responsible for any content provided by third parties.