



# DATA privacy



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## LiquidM & cookies

Everything you need to know about  
the use of cookies at LiquidM

Updated: May 25, 2018

## Introduction

The LiquidM technology partially relies on the use of cookies. A cookie is a text-only string of information stored to the cookie directory of the browser on your computer, tablet, or mobile phone. Cookies alone cannot be used to identify you. Cookies allow the LiquidM websites and certain web elements we operate on behalf of our clients and partners to perform properly and track your interaction with advertising campaigns. 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 of their use.

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 LiquidM. Generally, we have adjusted all LiquidM cookies in a way, that complies with the provisions of the EU cookie directive and applicable European Data Protection legislation. In some European countries this - at least for some types of cookies - however implies, 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 LiquidM client as an advertiser) to implement the cookies in a legally sufficient way. All website operators using LiquidM cookies on their websites are obliged to implement LiquidM cookies only in a legally compliant manner and LiquidM 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. LiquidM 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.

## Content of this document

In the following document you will find a table that lists all cookies, which may be stored or utilized by LiquidM (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 LiquidM and for which purposes each cookie will be used. The document further states the maximum storage period of each cookie, and 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). Finally, it 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 LiquidM.

Nevertheless, please note, that the scope and the extent of the utilisation of cookies specifically depends on which LiquidM services the referenced website uses. Some of the mentioned cookies might not 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 LiquidM 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 LiquidM cooperation partners that particularly may use own cookies at the bottom of this page). If you should have further specific questions on the LiquidM use of cookies, please do not hesitate to contact us:

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Kind regards,  
Your team from LiquidM

## LiquidM cookies stored for users of the LiquidM platform.

(The usage of the platform requires a contract with the LiquidM Technology GmbH)

Cookie Name	Description	Optional/mandatory	Time-Interval / validity (max storage duration)
auth_token	The cookie is a string of random character that identifies a user after he logged in successfully. With the help of that cookie, the user doesn't need to log in again each time he closes the browser.	This Cookie is technically mandatory for the proper functioning of the platform.	No fixed interval given. Cookie will be deleted with a logout.

## General LiquidM cookies used in advertisements and on third party websites under the domain lqm.io

Cookie Name	Description	Optional/mandatory	Time-Interval / validity (max storage duration)
tokens	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 click when it converts into a post-click event (e.g. newsletter signup). We store an anonymous click-ID-number into the cookie with the name "tokens" under the lqm.io domain. The cookie allows to recognize the click on the corresponding websites of LiquidM partners and clients when completing any commercial transaction on these websites. This cookie is used for charging and accounting purposes with LiquidM partners and clients".	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 <a href="http://www.youronlinechoices.com/de/">http://www.youronlinechoices.com/de/</a> . 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.	31 days

<b>userTracking</b>	This cookie is stored in the case of an event defined by one of our customers (e.g. click on a creative, reaching a landing page, etc.). The cookie is triggered by an individually generated segment tag for retargeting purposes that needs to be implemented by the customer. LiquidM saves an userID within the cookie, adding to user to the corresponding segment. This information is synced with the Ligatus SSP and the corresponding LIG_U15 cookie in order to be able to re-identify the user and target him for retargeting and demarketing purposes.	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 <a href="http://www.youronlinechoices.com/de/">http://www.youronlinechoices.com/de/</a> . 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.	1 year
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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 may as well store cookies for their own purposes. Please refer to their particular websites for further information. However, LiquidM cannot control the usage of these parties and cannot be held responsible for any content provided by third parties.