# Overview of Cookies Used by Analytics and Marketing Tools on the TYMA CZ Website

## TYMA CZ Own Website Cookies

| Name | Retention period | Purpose | Applies to | Consent |
|---|---|---|---|---|
| ad_personalization | 1 year | Stores the decision on Personalization and Data Association consent | Consent Management | Mandatory |
| ad_storage | 1 year | Stores the decision on Marketing Cookies consent | Consent Management | Mandatory |
| ad_user_data | 1 year | Stores the decision on Personal Data consent | Consent Management | Mandatory |
| analytics_storage | 1 year | Stores the decision on Statistical Cookies consent | Consent Management | Mandatory |
| consentId | 1 year | Stores the user's decision identifier for recording the link to the consent management settings and the content of the consent management interface at the time of decision | Consent Management | Mandatory |
| currency | 1 year | Allows the selection of the currency for displaying prices in the Eshop | Web | Mandatory |
| eid | 1 year | Stores the email address used when interacting with the website after modification according to the Google | Google Analytics, Google Ads | Personal Data |

| | | methodology and subsequent hashing (conversion into checksums by a one-way encryption mechanism) | | |
|---|---|---|---|---|
| ms_eid | 1 year | Stores the email address used when interacting with the website after modification according to the Microsoft methodology and subsequent hashing (conversion into checksums by a one-way encryption mechanism) | Microsoft Clarity, Microsoft Advertising | Personal Data |
| PHPSESSID | 1 hour | Manages user data during the visit, e.g. allows registered users to sign in and then browse the Eshop in signed-in mode, is necessary for the proper function of forms and the checkout process | Web | Mandatory |
| tymadata_basket data | 12 hours | Creates a link between the user and the contents of the cart | Web | Mandatory |

## Google Tools and Services Cookies

| Name | Retention period | Purpose | Applies to | Consent |
|---|---|---|---|---|
| _ga | 2 years | For user identification | Google Analytics | Statistical Cookies |
| _ga_* | 2 years | For storing user interactions during the visit | Google Analytics | Statistical Cookies |

| _gac_* | 2 years | For tracking conversions from ads, or for experimenting with ad system features | Google Ads | Marketing Cookies, Personalization and Data Association |
|---|---|---|---|---|
| _gcl_* | 90 days | For attributing ad campaigns | Google Ads | Marketing Cookies |
| _gid | 1 day | For distinguishing between users and visits | Google Analytics | Statistical Cookies |
| DSID | 2 weeks | To recognize a user logged into Google services to respect their ad personalization settings | Google Ads | Marketing Cookies, Personalization and Data Association |
| id | 13 months (EEA / UK / Switzerland) or 24 months (elsewhere) | For identifying a user for targeting personalized ads | Google Ads | Marketing Cookies, Personalization and Data Association |
| IDE | 13 months (EEA / UK / Switzerland) or 24 months (elsewhere) | For storing information about user interactions for ad personalization | Google Ads | Marketing Cookies, Personalization and Data Association |
| NID | 6 months | For personalizing preferences of a user not logged into Google services | Google Ads | Marketing Cookies, Personalization and Data Association |
| RUL | 1 year | To assess whether an ad was displayed correctly | Google Ads | Marketing Cookies, Personalization and Data Association |

## Microsoft Tools and Services Cookies

| Name | Retention period | Purpose | Applies to | Consent |
|---|---|---|---|---|
| _clck | 1 year | Stores the Clarity user ID and their preferences for the website | Microsoft Clarity | Statistical Cookies |
| _clsk | 1 day | Connects page views within a session into a single record | Microsoft Clarity | Statistical Cookies |

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|---|---|---|---|---|
| `_uetsid` | 1 day | For session identification for targeting personalized ads | Microsoft Advertising | Marketing Cookies |
| `_uetvid` | 13 months | For user identification for targeting personalized ads | Microsoft Advertising | Marketing Cookies |
| `_uetmsclkid` | 90 days | Ensures more accurate conversion tracking | Microsoft Advertising | Marketing Cookies |
| `ANID` | 1 year | For targeting personalized ads | Microsoft Advertising | Marketing Cookies, Personalization and Data Association |
| `ANON` | 1 month | Browser identification without linkage to personalized ad targeting | Microsoft Clarity | Statistical Cookies |
| `ANONCHK` | 10 minutes | Indicates whether the `MUID` is transferred to the `ANID` cookie of the ad system | Microsoft Clarity, Microsoft Advertising | Statistical Cookies |
| `CLID` | 1 year | Identifies the user's first visit to the website recorded by the Clarity tool | Microsoft Clarity | Statistical Cookies |
| `MR` | 1 week | Indicates the need to update the `MUID` | Microsoft Advertising | Marketing Cookies |
| `MUID` | 1 year | Browser identification for targeting personalized ads | Microsoft Advertising | Marketing Cookies, Personalization and Data Association |
| `SM` | 1 year | For synchronizing `MUID` across Microsoft domains | Microsoft Advertising | Marketing Cookies, Personalization and Data Association |

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