Cookies within bol.

All cookies and cookie-like technologies within the bol.com domain



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On our websites, including the web store and the partner portal, we distinguish the following categories:

Functional

Essential for the website to work correctly, including basic functions like page security, navigation and logging in.

Analytical

Supports us in understanding website usage, allowing us to continually improve the user experience.

Marketing

Assists us in providing relevant offers on our websites and third-party websites.

In our mobile apps, we utilize SDKs, which are third-party software integrations designed to facilitate integration with their software.

The table below shows the cookies and cookie-like technologies we use. When a name contains an *, it indicates that there are variations of that name where one or more other characters replace the *.

Name	Category	Purpose	Technology	Duration	
_cf_bm	Functional	Helps to secure the website.	Cookie	Persistent	30 minute(s)
.AspNet.ApplicationCookie	Functional	Identifies a session.	Cookie	Persistent	1 day(s)
__RequestVerificationToken	Functional	Identifies a session.	Cookie	Session	
__Secure-BAT=*	Functional	Identifies a logged-in user.	Cookie	Session	30 minute(s)
__SECURE-BAT-RL_*	Functional	Identifies a logged-in user.	Cookie	Session	12 month(s)
_abck	Functional	Helps to secure the website.	Cookie	Persistent	12 month(s)

Name	Category	Purpose	Technology	Duration
_GRECAPTCHA	Functional	Helps to secure the website.	Session storage	Session
ak_*	Functional	Helps to secure the website.	Cookie	Persistent 2 hour(s)
AntiXsrfToken	Functional	Helps to secure the website.	Cookie	Session
ARRAffinity*	Functional	Monitors the browser's connection to the server.	Cookie	Session
ASP.NET_SessionId	Functional	Identifies a session.	Cookie	Session
async-css	Functional	Monitors which website files have been loaded.	Session storage	Session
bc_*	Functional	Stores user feedback.	Local storage	Persistent
bm_*	Functional	Helps to secure the website.	Cookie	Persistent 2 hour(s)
bm_sz	Functional	Helps to secure the website.	Cookie	Persistent 4 hour(s)
bol.com.comparatorData	Functional	Tracks the products a user wants to compare.	Local storage	Persistent
BOL_APM_SITEBAR	Functional	Records sitebar activation by affiliate partners.	Cookie	Persistent 3 month(s)
bolColorScheme	Functional	Helps to optimize the display on a user's screen.	Cookie	Persistent 2 year(s)
bolConnectLastVisit	Functional	Logs the user's last visit to the feedback page.	Cookie	Persistent 10 year(s)
bolConsentChoices	Functional	Manages granting and storage of consent.	Cookie	Session

Name	Category	Purpose	Technology	Duration
BUI	Functional	Helps to identify unique users per browser.	Cookie	Persistent 3 year(s)
BV_VOTE_HISTORY	Functional	Assists in interactions with product reviews.	Cookie	Persistent 1 year(s)
chakra-ui-color-mode	Functional	Stores user preferences and product list configuration.	Local storage	Persistent
chatrToken	Functional	Stores data related to chat.	Cookie	Persistent
Ctauth	Functional	Identifies a logged-in user.	Cookie	Persistent 30 minute(s)
cui:*	Functional	Stores data related to chat.	Local storage	Persistent
cui_cid	Functional	Helps switching from chat to email.	Cookie	Session
current-chunktree	Functional	Enhances website performance.	Local storage	Session
disagreement-form-submitted	Functional	Stores user preferences and product list configuration.	Local storage	Session
DYN_USER_CONFIRM	Functional	Identifies a logged-in user.	Cookie	Persistent 1 year(s)
DYN_USER_ID	Functional	Identifies a logged-in user.	Cookie	Persistent 1 year(s)
een-vliegende-start-in-10-stappen-*	Functional	Tracks the progress of the steps in the slider.	Local storage	Persistent 1 day(s)
fdbk	Functional	Tracks displayed messages.	Cookie	Session
GATEKEEPER-*	Functional	Identifies a session.	Cookie	Persistent 10 minute(s)

Name	Category	Purpose	Technology	Duration
hggns_journey_group	Functional	Keeps a record of completed e-learnings by the user	Local storage	Persistent 1 day(s)
hgob_acknowledged	Functional	Tracks displayed messages.	Cookie	Session
hideEmergencyNotificationBar	Functional	Tracks displayed messages.	Cookie	Session
introductionSeen	Functional	Tracks displayed messages.	Cookie	Persistent 25 year(s)
iron-session	Functional	Identifies a logged-in user.	Cookie	Persistent 1 month(s)
JSESSIONID	Functional	Identifies a session.	Cookie	Session
language	Functional	Remembers the user's language preference.	Cookie	Persistent 2 year(s)
locale	Functional	Remembers the user's language preference.	Cookie	Persistent 2 year(s)
mail_vwd	Functional	Tracks viewed sections of the site.	Cookie	Persistent 3 month(s)
mopDeploy	Functional	Identifies a session.	Local storage	Persistent 7 day(s)
myass-disable-onboarding-v1	Functional	Stores user preferences and product list configuration.	Local storage	Session
myassortment-poll-disabled	Functional	Stores user preferences and product list configuration.	Local storage	Session
myass-pending-bulk-action	Functional	Stores user preferences and product list configuration.	Local storage	Session
myass-sup-*-pills	Functional	Stores user preferences and product list configuration.	Local storage	Session

Name	Category	Purpose	Technology	Duration
myass-sup-*-query	Functional	Stores user preferences and product list configuration.	Local storage	Session
P	Functional	Stores the page server number.	Cookie	Session
partneracademy	Functional	Keeps a record of completed e-learnings by the user	Local storage	Persistent 1 day(s)
pll_language	Functional	Remembers the user's language preference.	Cookie	Persistent 1 year(s)
px_*	Functional	Helps to optimize the display on a user's screen.	Cookie	Session
rc::*	Functional	Helps to secure the website.	Session storage	Session
rudder_*	Functional	Enhances website performance.	Local storage	Persistent 1 year(s)
sbsd-*	Functional	Helps to secure the website.	Cookie	Persistent 31 day(s)
sdd-performance-onboarding	Functional	Tracks displayed messages.	Cookie	Persistent 1 year(s)
sdd-performance-spr	Functional	Keeps track of page views.	Cookie	Persistent 1 year(s)
sec_cpt	Functional	Helps to secure the website.	Cookie	Persistent 2 hour(s)
shopping_session_id	Functional	Identifies a session.	Cookie	Session
shoppingContextChannel	Functional	Determines whether to display the header and footer.	Cookie	Persistent 1 day(s)
sp_landing	Functional	Identifies a session.	Cookie	Persistent 1 day(s)

Name	Category	Purpose	Technology	Duration
sp_t	Functional	Identifies a session.	Cookie	Persistent 1 year(s)
storingen-closed	Functional	Tracks displayed messages.	Local storage	Persistent
SUPHOME_ONBOARDING	Functional	Tracks viewed sections of the site.	Cookie	Persistent 10 day(s)
swap-settings-fincat-version	Functional	Stores user preferences and product list configuration.	Local storage	Session
USER-TRACE	Functional	Assists in detecting errors on the website.	Cookie	Persistent 7 day(s)
versnel-je-groei-in-8-stappen-*	Functional	Tracks the progress of the steps in the slider.	Local storage	Persistent 1 day(s)
x-font-*	Functional	Saves data on applied fonts.	Local storage	Persistent
XSC	Functional	Helps to secure the website.	Cookie	Persistent 2 year(s)
XSC	Functional	Helps to secure the website.	Local storage	Persistent
XSRF-*	Functional	Helps to secure the website.	Cookie	Session
YSC	Functional	Monitors the browser's connection to the server.	Cookie	Session
_boomr_akamaiXhrRetry	Analytic	Supports measuring website performance, using Akamai (3rd-party software).	Local storage	Persistent
_ga	Analytic	Assists in interaction analysis and website insights using Google Analytics 360 (3rd-party software).	Cookie	Persistent 2 year(s)
Adobe	Analytic	Generates visitor statistics, using Adobe Analytics (3rd-party software).	SDK	Persistent 26 month(s)

Name	Category	Purpose	Technology	Duration
ajs_anonymous_id	Analytic	Takes measurements within a browser session.	Cookie	Session
ajs_group_id	Analytic	Takes measurements within a browser session.	Cookie	Persistent 1 year(s)
ajs_user_id	Analytic	Takes measurements within a browser session.	Cookie	Persistent 1 year(s)
bltgSessionId	Analytic	Takes measurements within a browser session.	Cookie	Session
Google Firebase	Analytic	Collects user behavior within the app to assist us in improving the app.	SDK	Persistent 14 month(s)
Moat	Analytic	Counts how often an advertisement is displayed, using Moat (3rd-party software).	Pixel	n/a
MSopened	Analytic	Prevents repeated feedback requests after prior participation.	Cookie	Persistent 30 year(s)
Msopened_*	Analytic	Prevents repeated feedback requests after prior participation.	Cookie	Persistent 30 year(s)
PerformanceTiming	Analytic	Supports measuring the performance of the Supply Chain Portal.	Cookie	Session
rl_anonymous	Analytic	Supports a user session.	Local storage	Persistent 1 year(s)
rl_session	Analytic	Supports a user session.	Local storage	Persistent 1 year(s)
rl_user_id	Analytic	Supports a user session.	Local storage	Persistent 1 year(s)
rt	Analytic	Supports measuring website performance, using Akamai (3rd-party software).	Cookie	Persistent 1 week(s)
s_cc	Analytic	Generates visitor statistics, using Adobe Analytics (3rd-party software).	Cookie	Session

Name	Category	Purpose	Technology	Duration
s_fid	Analytic	Generates visitor statistics, using Adobe Analytics (3rd-party software).	Cookie	Persistent 5 year(s)
s_vi	Analytic	Generates visitor statistics, using Adobe Analytics (3rd-party software).	Cookie	Persistent 2 year(s)
SQsession	Analytic	Takes measurements within a browser session.	Cookie	Session 30 minute(s)
__eoi	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Persistent 6 month(s)
__gads	Marketing	Ensures showing relevant advertisements, using Google Ad Manager (3rd-party software).	Cookie	Persistent 2 day(s)
__gpi	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Persistent 13 month(s)
_fbc	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Pixel	Persistent 90 day(s)
_fbp	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Cookie	Persistent 90 day(s)
_ga_*	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Persistent 2 year(s)
_gali	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session
_gat*	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session
_gcl_*	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Persistent 90 day(s)
_gd*	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session
_gid	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Persistent 1 day(s)

Name	Category	Purpose	Technology	Duration
_uetmsclkid	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session 90 day(s)
_uetsid	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session 30 minute(s)
_uetvid	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session 13 month(s)
adjustedBounceRate	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Session storage	Session
AEC	Marketing	Assists in displaying videos on YouTube (3rd-party software), with YouTube also remembering the viewed videos.	Cookie	Persistent 6 month(s)
Airship	Marketing	Ensures notifications reach the intended app users.	SDK	Persistent 5 month(s)
AppsFlyer	Marketing	Analyzes the effectiveness of promotional messages for using the bol app and helps to improve these messages.	SDK	Persistent 24 month(s)
bcookie	Marketing	Tracks visitors across various websites to deliver relevant advertisements, using LinkedIn (3rd-party software).	Cookie	Persistent 2 year(s)
bscookie	Marketing	Tracks visitors across various websites to deliver relevant advertisements, using LinkedIn (3rd-party software).	Cookie	Persistent 2 year(s)
CONSENT	Marketing	Ensures showing relevant advertisements on Google Search, using Google Adsense (3rd-party software).	Cookie	Persistent 18 year(s)
GoogleAdServingTest	Marketing	Ensures showing relevant advertisements, using Google Ad Manager (3rd-party software).	Cookie	Session
https://*.2mdn.net	Marketing	Ensures showing relevant advertisements, using Google Ad Manager (3rd-party software).	Web beacon	n/a
https://*.doubleclick.net	Marketing	Ensures showing relevant advertisements, using Google Ad Manager (3rd-party software).	Web beacon	n/a
https://*.google-analytics.com	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Web beacon	n/a

Name	Category	Purpose	Technology	Duration
https://ad.doubleclick.net/ddm/activity/src=*	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Pixel	n/a
https://pagead2.googlesyndication.com	Marketing	Ensures showing relevant advertisements, using Google Ad Manager (3rd-party software).	Web beacon	n/a
https://tpc.googlesyndication.com	Marketing	Ensures showing relevant advertisements, using Google Ad Manager (3rd-party software).	Web beacon	n/a
https://www.facebook.com	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Web beacon	n/a
lang	Marketing	Tracks visitors across various websites to deliver relevant advertisements, using LinkedIn (3rd-party software).	Cookie	Session
lastExternalReferrer	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Local storage	Persistent 90 day(s)
lastExternalReferrerTime	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Local storage	Persistent 90 day(s)
li_gc	Marketing	Tracks visitors across various websites to deliver relevant advertisements, using LinkedIn (3rd-party software).	Cookie	Persistent 2 year(s)
lidc	Marketing	Tracks visitors across various websites to deliver relevant advertisements, using LinkedIn (3rd-party software).	Cookie	Persistent 1 day(s)
lissc	Marketing	Tracks visitors across various websites to deliver relevant advertisements, using LinkedIn (3rd-party software).	Cookie	Persistent 1 year(s)
MR	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session 7 day(s)
MSPTC	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session 13 month(s)
MUID	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Cookie	Session 13 month(s)
pdpVisitedSession	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Session storage	Session

Name	Category	Purpose	Technology	Duration
sb	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Cookie	Persistent 2 year(s)
sb_*	Marketing	Aids in optimizing email campaigns, analytics and personalization, using Selligent (3rd-party software).	Cookie	Persistent 1 year(s)
sbss_*	Marketing	Aids in optimizing email campaigns, analytics and personalization, using Selligent (3rd-party software).	Cookie	Persistent 1 year(s)
sbt_*	Marketing	Helps to identify users and show personalized content, using SelligentBehavioralTracking (3rd-party software).	Cookie	Persistent 10 year(s)
sbt_dnt	Marketing	Helps to identify users and show personalized content, using SelligentBehavioralTracking (3rd-party software).	Cookie	Persistent 31 day(s)
spin	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Cookie	Persistent 1 day(s)
startSession	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Session storage	Session
timeOnSite120	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Session storage	Session
uniqueSessionIdentifier	Marketing	Helps to enhance campaigns, display relevant advertisements on 3rd-party websites, and calculate conversions, using Google Gtag, Google Analytics 360, Google Ads, and FloodLight Tags (all 3rd-party software).	Session storage	Session
UserMatchHistory	Marketing	Tracks visitors across various websites to deliver relevant advertisements, using LinkedIn (3rd-party software).	Cookie	Persistent 6 month(s)
VISITOR_INFO1_LIVE	Marketing	Assists in displaying videos on YouTube (3rd-party software), with YouTube also remembering the viewed videos.	Cookie	Persistent 6 month(s)
wd	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Cookie	Session
xs	Marketing	Supports in displaying relevant advertisements to visitors on Facebook, using Facebook (3rd-party software).	Cookie	Persistent 90 day(s)
YT_VIDEO_TRACKING	Marketing	Assists in displaying videos on YouTube (3rd-party software), with YouTube also remembering the viewed videos.	Cookie	Persistent 6 month(s)