

## Lista cookies di prima e di terza parte aggiornata al 12/09/2024

(\*1 - Cookies strettamente necessari; 2 - Cookies di prestazione; 3 - Cookies funzionali; 4 - Cookies per pubblicità mirata

FIRST PARTY					
Dove appare	Com'è chiamato	Per cosa è usato	Durata cookie	Unità durata	Tipo (*)
ho-mobile.it	LEANFESESSIONID		0	Days	1
ho-mobile.it	utag_main	This cookie name is associated with the Tealium data platform and is used for web analytics.	1	Years	1
supporto.ho-mobile.it	LISESSIONID	Session management cookie to enable users to login.	0	Days	1
ho-mobile.it	visid_incap_XXXXXX	Incapsula DDoS Protection and Web Application Firewall: cookie for linking certain sessions to a specific visitor (visitor representing a specific computer). In order to identify clients that have already visited Incapsula. The only cookie that is persistent for the duration of 12 months.	1	Years	1
ho-mobile.it	test	This cookie is associated with Adobe Analytics. It checks to see if cookies are enabled.	0	Days	1
ho-mobile.it	incap_ses_*	Incapsula DDoS Protection and Web Application Firewall: cookie for linking HTTP requests to a certain session (AKA visit). Re-opening the browser and accessing same site are registered as different visits. In order to maintain existing sessions (ie, session cookie)	0	Days	1
ho-mobile.it	ntbi_XXXXXX	N/A	0	Days	1
ho-mobile.it	check		0	Days	1
ho-mobile.it	OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	2	Years	1
www.ho-mobile.it	stickiness		0	Days	1
ho-mobile.it	OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	2	Years	1

ho-mobile.it	_vapi	Cookie that contains a session identifier used to authenticate the use and deliver different APIs	0	Days	1
supporto.ho-mobile.it	LithiumVisitor	This cookie collects and stores data on a per browser basis (with a unique ID per browser), but the data is used only in the aggregate to compile statistics about different types of site / page visits. These statistics are then used to provide a unique visitor report to Lithium customers to track their usage of their community, and for Lithium to track usage for purposes of enforcing usage limits / charging fees for excess usage.	6	Months	1
ho-mobile.it	s_ecid	Adobe Analytics cookie containing the the Adobe Experience Cloud 1st party visitor id if the Analytics AMCV visitor id is not found.	1	Years	
ho-mobile.it	s_plt		0	Days	2
ho-mobile.it	s_sq	Adobe Site Catalyst cookie, stores information about the previous link clicked within the site	0	Days	2
ho-mobile.it	AMCV_	This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier, and uses an organisation identifier to allow a company to track users across their domains and services.	2	Years	2
ho-mobile.it	s_pltp		0	Days	2
ho-mobile.it	s_cc	This cookie is associated with the Adobe Site Catalyst. It determines whether cookies are enabled in the web browser.	0	Days	2
supporto.ho-mobile.it	AWSALB	AWS ELB application load balancer	6	Days	2
ho-mobile.it	AMCVS_	This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier, and uses an organisation identifier.	0	Days	2
www.ho-mobile.it	__utmxxxxxxxxxxxxxxxx	__utm	0	Days	3
supporto.ho-mobile.it	AWSALBCORS	This cookie is managed by AWS and is used for load balancing.	6	Days	3
supporto.ho-mobile.it	LithiumUserInfo	The user will not be able to view secure pages and will be redirected to the login page	0	Days	3
ho-mobile.it	mbox	Used by Adobe Target to generate dynamic content in a marketing box on the page. Contains the following values: PC ID - ID for visitor's browser. Removed when cookie deleted. Session ID - A unique ID for a user session. Check - checks if cookies are supported. Set on each page load.	2	Years	3
ho-mobile.it	fanplayr		1	Years	3
supporto.ho-mobile.it	LithiumUserSecure	The user will not be able to view secure pages and will be redirected to the login page	0	Days	3
ho-mobile.it	_ttp		1	Years	4

supporto.ho-mobile.it	VISITOR_BEACON	This cookie collects and stores data on a per browser basis (with a unique ID per browser), but the data is used only in the aggregate to compile statistics about different types of site / page visits. These statistics are then used to provide a unique visitor report to Lithium customers to track their usage of their community, and for Lithium to track usage for purposes of enforcing usage limits/ charging fees for excess usage.	6	Months	4
ho-mobile.it	_tt_enable_cookie		1	Years	4
supporto.ho-mobile.it	criteo_write_test	This is a Criteo cookie used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.	0	Days	4
ho-mobile.it	_uetvid	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.	0	Days	4
ho-mobile.it	cto_tld_test	This is a Criteo cookie used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.	0	Days	4
www.ho-mobile.it	__rtbh.uid		1	Years	4
ho-mobile.it	tfpsi		0	Days	4
ho-mobile.it	cto_bundle	This cookie is associated with Criteo's advertising platform. It tracks user activity and ad engagement to provide targeted advertising.	1	Years	4
ho-mobile.it	tfpvi		0	Days	4
ho-mobile.it	AMCVS_	This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier, and uses an organisation identifier.	0	Days	4
ho-mobile.it	_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	2	Months	4
ho-mobile.it	_uetvid	This is a cookie utilised by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website.	1	Years	4
www.ho-mobile.it	criteo_write_test	This is a Criteo cookie used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.	0	Days	4
www.ho-mobile.it	__rtbh.uid		1	Years	4
ho-mobile.it	_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	2	Months	4

THIRD PARTY					
Dove appare	Com'è chiamato	Per cosa è usato	Durata cookie	Unità durata	Tipo (*)
emea-vodafone.netmng.com	evo5_VODAFONEGROUPLC		6	Months	2
creativecdn.com	ar_debug		1	Years	3
bing.com	MUID	This domain is owned by Microsoft - it is the site for the search engine Bing.	1	Years	3
t.co	__cf_bm	This is a CloudFoundry cookie	0	Days	4
everesttech.net	everest_g_v2	This domain is owned by Adobe. The main business activity is: Advertising	1	Years	4
dpm.demdex.net	dpm	This domain is owned by Adobe Audience Manager. The main business activity is online profiling for targeted marketing.	6	Months	4
amazon-adsystem.com	ad-privacy	This domain is owned by online retailer Amazon and is used as part of its affiliate marketing programme.	5	Years	4
id5-sync.com	cip	This domain is associated with ID5, a company that provides online identification solutions for ad tech companies, enabling them to create and distribute a unique user ID to track individuals for advertising purposes.	0	Days	4
onaudience.com	done_redirects147	This domain is owned by OnAudience. The company provides a range of marketing and advertising services.	0	Days	4
criteo.com	optout	This domain is owned by Criteo. The main business activity is: Advertising	1	Years	4
adform.net	uid	This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.	0	Days	4
w55c.net	matchadform	This domain is owned by Dataxu. The main business activity is: Advertising	1	Months	4
amazon-adsystem.com	ad-id	This domain is owned by online retailer Amazon and is used as part of its affiliate marketing programme.	6	Months	4
rflhub.com	rud	This domain is owned by Rocketfuel. The main business activity is: Advertising	1	Years	4
adswizz.com	OAID	Adswizz is an online advertising business specialising in audio advertising.	1	Months	4
ads.stickyadstv.com	uid-bp-xxx	This domain is owned by StickyAdsTV, a French company providing online video advertising services.	1	Months	4
ads.stickyadstv.com	UID	This domain is owned by StickyAdsTV, a French company providing online video advertising services.	1	Months	4
t.co	muc_ads	This domain is owned by Twitter. It is used as a URL shortening service, which allows Twitter to collect data on how links are shared.	1	Years	4
casalemedia.com	CMPS	This domain is owned by Casale Media. The main business activity is: Advertising	2	Months	4

adform.net	_qca	This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.	1	Years	4
onaudience.com	cookie	This domain is owned by OnAudience. The company provides a range of marketing and advertising services.	1	Years	4
adnxs.com	anj	This domain is owned by AppNexus Inc. The company provides a range of online advertising technology and services.	2	Months	4
tiktok.com	_ttp		1	Years	4
youtube.com	YSC	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	0	Days	4
adform.net	_dlt	This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.	0	Days	4
adform.net	CM14	This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.	1	Days	4
demdex.net	demdex	This cookie helps Adobe Audience Manager perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.	6	Months	4
tapad.com	TapAd_3WAY_SYNC	This domain is owned by Tapad Inc. a US based company that provides technology to track users across devices to enhance targeting capabilities.	1	Months	4
netmng.com	dsp_id	This domain is owned by NetMining. The main business activity is: Consumer Profiling for Online Advertising	6	Months	4
quantserve.com	mc	This domain is owned by Quantcast. The main business activity is: Market and Audience Segmentation, Targeted advertising services	1	Years	4
weborama.fr	AFFICHE_W	This domain is owned by Weborama, a France based online advertising business.	1	Years	4
adform.net	C	This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.	1	Months	4
adfarm1.adition.com	UserID1	This domain is owned by Adition Technologies AG. The main business activity is: Advertising	2	Months	4
eyeota.net	SERVERID	This domain is owned by Eyeota, a global company specialising in audience data to enable targeting of advertising based on visitor profiling.	0	Days	4
rflhub.com	eud	This domain is owned by Rocketfuel. The main business activity is: Advertising	1	Years	4
creativecdn.com	c		1	Years	4
adotmob.com	partners	Adotmob is a mobile advertising company that provides targeted advertising services.	5	Months	4
creativecdn.com	g		1	Years	4

twitter.com	guest_id	Twitter does not currently provide information on the use of specific cookies.	1	Years	4
mediarithmics.com	mics_vid	This domain is associated with a French company that provides a data marketing platform, including data management, analytics, and programmatic advertising services.	1	Years	4
dnacdn.net	browser_data	This domain is commonly associated with the delivery of digital advertising material and tracking of user interactions with ads, often as part of a content delivery network (CDN) for advertising content.	1	Years	4
id5-sync.com	callback	This domain is associated with ID5, a company that provides online identification solutions for ad tech companies, enabling them to create and distribute a unique user ID to track individuals for advertising purposes.	0	Days	4
tum.com	uid	This domain is owned by Tum. The main business activity is: Marketing and Data Management Platform provider	5	Months	4
w55c.net	matchliveramp	This domain is owned by Dataxu. The main business activity is: Advertising	1	Months	4
id5-sync.com	cf	This domain is associated with ID5, a company that provides online identification solutions for ad tech companies, enabling them to create and distribute a unique user ID to track individuals for advertising purposes.	0	Days	4
creativecdn.com	ts		1	Years	4
tapad.com	TapAd_DID	This domain is owned by Tapad Inc. a US based company that provides technology to track users across devices to enhance targeting capabilities.	1	Months	4
audrte.com	arcki2_adfom		14	Days	4
id5-sync.com	car	This domain is associated with ID5, a company that provides online identification solutions for ad tech companies, enabling them to create and distribute a unique user ID to track individuals for advertising purposes.	0	Days	4
youtube.com	VISITOR_INFO1_LIVE	This cookie is used as a unique identifier to track viewing of videos	6	Months	4
bluekai.com	bku	This domain is owned by Blue Kai. The main business activity is: Advertising/Audience Targeting	5	Months	4
mediarithmics.com	mics_lts	This domain is associated with a French company that provides a data marketing platform, including data management, analytics, and programmatic advertising services.	1	Years	4
tapad.com	TapAd_TS	TS	1	Months	4
doubleclick.net	test_cookie	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange	0	Days	4

doubleclick.net	IDE	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange	1	Years	4
adform.net	CM	This domain is owned by Adform. The main business activity is: Real time bidding for display advertising to targeted audiences.	1	Days	4
casalemedia.com	CMID	This domain is owned by Casale Media. The main business activity is: Advertising	1	Years	4
casalemedia.com	CMPRO	This domain is owned by Casale Media. The main business activity is: Advertising	2	Months	4
live.rezync.com	sd-session-id	This domain is associated with the Rezync real-time messaging service, which is often used for live chat and customer support functionalities on websites.	5	Months	4
adotmob.com	uid	Adotmob is a mobile advertising company that provides targeted advertising services.	5	Months	4
rezync.com	zync-uuid	Rezync.com appears to be associated with providing online advertising technologies and services.	5	Months	4
criteo.com	uid	This domain is owned by Criteo. The main business activity is: Advertising	1	Years	4
media.net	visitor-id	Media.net is a global online advertising technology network.	1	Years	4
bing.com	MSPTC	This domain is owned by Microsoft - it is the site for the search engine Bing.	1	Years	4
semasio.net	SEUNCY	This domain is owned by Semasio, a German business specialising in profiling and behavioural targeting of consumers.	1	Years	4
twitter.com	guest_id_ads	This domain is owned by Twitter. The main business activity is: Social Networking Services. Where twitter acts as a third party host, it collects data through a range of plugins and integrations, that is primarily used for tracking and targeting.	1	Years	4
criteo.com	uid	This domain is owned by Criteo. The main business activity is: Advertising	1	Years	4
agkn.com	ab	This domain is owned by Aggregate Knowledge, which has been acquired by Neustar Inc. Aggregate Knowledge provides a data management platform which enables real time targeting and consumer profiling functionality.	1	Years	4
id5-sync.com	gdpr	This domain is associated with ID5, a company that provides online identification solutions for ad tech companies, enabling them to create and distribute a unique user ID to track individuals for advertising purposes.	0	Days	4
id5-sync.com	gpp	This domain is associated with ID5, a company that provides online identification solutions for ad tech companies, enabling them to create and distribute a unique user ID to track individuals for advertising purposes.	0	Days	4
rflhub.com	ruds	This domain is owned by Rocketfuel. The main business activity is: Advertising	0	Days	4

youtube.com	VISITOR_PRIVACY_METADATA	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	5	Months	4
adnxs.com	uuid2	This domain is owned by AppNexus Inc. The company provides a range of online advertising technology and services.	2	Months	4
audrte.com	arckl2		14	Days	4
bluekai.com	bkdc	This domain is owned by Blue Kai. The main business activity is: Advertising/Audience Targeting	5	Months	4
w55c.net	wfivefivec	This domain is owned by Dataxu. The main business activity is: Advertising	1	Years	4
adotmob.com	uuid	Adotmob is a mobile advertising company that provides targeted advertising services.	5	Months	4
twitter.com	guest_id_marketing	This domain is owned by Twitter. The main business activity is: Social Networking Services. Where twitter acts as a third party host, it collects data through a range of plugins and integrations, that is primarily used for tracking and targeting.	1	Years	4
twitter.com	personalization_id	This domain is owned by Twitter. The main business activity is: Social Networking Services. Where twitter acts as a third party host, it collects data through a range of plugins and integrations, that is primarily used for tracking and targeting.	1	Years	4
media.net	data-rk	Media.net is a global online advertising technology network.	1	Years	4
mediarithmics.com	mics_uid	This domain is associated with a French company that provides a data marketing platform, including data management, analytics, and programmatic advertising services.	1	Years	4
rlcdn.com	pxrc	This domain is owned by Live Ramp Inc, providers of a platform for targeted marketing and profiling.	1	Months	4
www.youtube.com	TESTCOOKIESENABLED	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	0	Days	4
id5-sync.com	cnac	This domain is associated with ID5, a company that provides online identification solutions for ad tech companies, enabling them to create and distribute a unique user ID to track individuals for advertising purposes.	0	Days	4
rflhub.com	euds	This domain is owned by Rocketfuel. The main business activity is: Advertising	0	Days	4
bluekai.com	bkpa	This domain is owned by Blue Kai. The main business activity is: Advertising/Audience Targeting	5	Months	4



rlcdn.com	rlas3	This domain is owned by Live Ramp Inc, providers of a platform for targeted marketing and profiling.	1	Years	4
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