

MOECO COOKIE POLICY

Cookies are small text files that can be used by websites to make the User's experience more efficient.

According to EU legislation, we can store cookies on your device if they are strictly necessary for the operation of this website. For all other types of cookies, we need your permission. We use different types of cookies. Some cookies are placed by third party services that appear through the Services. You can at any time change or withdraw your consent from the Cookie Policy. Learn more about who we are, how you can contact us, and how we process personal data in our Privacy Policy.

WHAT TYPE OF COOKIES DO WE USE?

Regarding the purpose of cookies, we use the following cookies

- Necessary cookies
- Preference cookies
- Analytics cookies
- Marketing cookies

Necessary cookies:

Necessary cookies make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Purpose	Expiration
_gat	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named _dc_gtm_<property-id>.	1 minute
AMP_TOKEN	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error	30 seconds to 1 year

	retrieving a Client ID from AMP Client ID service.	
utmt	Used to throttle request rate.	10 minutes
utmb	Used to determine new sessions/visits. The cookie is created when the javascript library executes and no existing __utmb cookies exist. The cookie is updated every time data is sent to Google Analytics	30 mins from set/update
utmc	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie operated in conjunction with the utmb cookie to determine whether the User was in a new session/visit	End of browser session
_gaexp	Used to determine a User's inclusion in an experiment and the expiry of experiments a User has been included in.	90 days
_opt_utmc	Stores the last utm_campaign query parameter.	24 hours

Preference cookies:

Preference cookies enable a website to remember information that changes the way the website behaves or looks like your preferred language or the region that you are in.

Name	Purpose	Expiration
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_gid	Used to distinguish Users.	24 hours
utmv	Used to store visitor-level custom variable data. This cookie is created when a developer uses the _setCustomVar method with a visitor level custom variable. This cookie was also used for the deprecated _setVar method. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update

Analytics cookies:

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Purpose	Expiration
utma	Used to distinguish Users and sessions. The cookie is created when the javascript library executes and no existing __utma cookies exist. The cookie is updated every time data is sent to Google Analytics.	2 years from set/update

Marketing cookies:

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual User and thereby more valuable for publishers and third-party advertisers.

Name	Purpose	Expiration
_opt_awcid	Used for campaigns mapped to Google Ads Customer IDs.	24 hours
_opt_awmid	Used for campaigns mapped to Google	24 hours

	Ads Campaign IDs.	
_opt_awgid	Used for campaigns mapped to Google Ads Ad Group IDs	24 hours
_opt_awkid	Used for campaigns mapped to Google Ads Criterion IDs	24 hours
gac<property-id>	Contains campaign related information for the User. If you have linked your Google Analytics and Google Ads accounts, Google Ads website conversion tags will read this cookie unless you opt-out.	90 days

HOW DO WE UPDATE OUR COOKIES POLICY?

This Cookies Policy may vary according to new legislative or regulatory requirements.

Last update: May 2022