

RAKUTEN ADVERTISING COOKIE POLICY

Last updated March 2, 2023

In connection with certain features of our Site and our Services, we and certain third-party business partners, vendors and advertisers may use cookies (or other technologies like clear gifs, web beacons or similar devices, including devices that function in the mobile environment) when you interact with websites, applications, or advertisements in our network.

Cookies are small alphanumeric files that are placed on your computer. Along with similar technologies, cookies store information about your browsing, use and download activity within our Site, as well as the network of websites and applications in which our Services operate. To learn about cookies in general you may visit www.iab-performance-marketing-explained.net or <http://www.allaboutcookies.org>.

The cookies we use include session cookies, (i.e., cookies that will persist only until you end your session on a website), and persistent cookies, (i.e., cookies that persist even after you end your session on a website). The cookies and similar technologies contain a unique identifier that can be used to track your activity, including products viewed on a customer website. Information collected through the use of the cookies and similar technologies is used by us for purposes described in this Privacy Policy such as to track the web pages, applications, advertisements and products viewed by you for statistical analysis and to serve targeted advertising content to you on behalf of our advertisers. Cookies and similar technologies may be used by our advertising exchanges, advertising networks and similar third parties (“Ad Networks”), advertisers, Data Providers or other partners. The use of such technologies is governed by the respective privacy policies of the advertisers/Ad Networks, Data Providers and/or partner website.

We use different types of cookies whose functions can be grouped in the following categories (please note that some cookies may be used differently by our Business Customers):

- **Analytical/performance cookies** allow us to recognize a return visitor to the website of a customer to enable such customers to learn more about their user traffic.
- **Functionality cookies** help us recognize you when you return to our Site or our customer’s websites and enables us to remember your preferences (for example, your choice of language or region).
- **Advertising cookies** are used to deliver advertisements that are more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as to help measure the effectiveness of the advertising campaign. You can exercise your rights with regard to cookies we use for Services via this link: <https://go.rakutenmarketing.com/hubfs/legal-notice/Data-Subject-Rights-Request-Confirmation-of-Identify.pdf>. You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookies we use on our Site

Types of cookies	Source	What it does	Link to source
Analytics and Targeting	Rakuten Advertising	Stores details about the traffic source.	https://rakutenadvertising.com/legal-notices/services-privacy-policy
Analytics	SKAI	Search Advertising Tracking	https://skai.io/privacy-policy/
Analytics and Targeting	Adwords	Website Analytics	https://support.google.com/google-ads/answer/7521212
Targeting	DV360	DSP for digital advertising	https://support.google.com/google-ads/answer/7521212
Targeting	Criteo	DSP for digital advertising	https://www.criteo.com/privacy/
Targeting	The Trade Desk	DSP for digital advertising	https://www.adsrvr.org/
Targeting	Liveramp	Cookie Synching	https://liveramp.com/privacy/service-privacy-policy/
Social Targeting	Facebook Ads	Social Advertising	https://www.facebook.com/policy.php
Social Targeting	TikTok	Social Advertising	https://www.tiktok.com/legal/privacy-policy-us?lang=en
Social Targeting	SnapChat	Social Advertising	https://snap.com/en-US/privacy/privacy-policy

Cookies our customers may use as part of our Services

Type of cookie	Cookie/Storage name	Expiry	Domain	Source	What it does
Analytics	stc[site id]	1 year (topped up on each interaction)	1 st party, client domains	Rakuten Advertising Attribution	Stores website user ID, traffic source IDs, page view and order count on client domain.
Analytics	rmStore or rmStore[MID]	30 days	1 st party, client domain	Rakuten Advertising	Holds configuration for conversion code and stores affiliate and search click IDs on client domain
Consent	rmgconsent	13 months		Rakuten Advertising	Rakuten Advertising global consent cookie on Rakuten Advertising domains
Consent	rmIconsent_[domain]	13 months	1 st party, client domain	Rakuten Advertising	Domain specific local consent cookie on client domain
Consent	__rmco	localStorage	1 st party, client domain	Rakuten Advertising	Stores consent information on client domain
Consent	__rmco_cs	localStorage	1 st party, client domain	Rakuten Advertising	Indicator whether consent was given on client domain

Rakuten Advertising

Type of cookie	Cookie/Storage name	Expiry	Domain	Source	What it does
Consent	__rmco_jsv	localStorage	1 st party, client domain	Rakuten Advertising	Purpose IDs consented on client domain
Analytics/Targeting	rmuid	1 year		Rakuten Advertising	Rakuten Advertising ID on Rakuten Advertising domains
Targeting	cid	1 year		Rakuten Advertising Display	Stores details about the traffic source.
Targeting	pID	1 year		Rakuten Advertising Display	Recent products viewed by the user for retargeting.
Targeting	uuid	1 year		Rakuten DSP	Unique user identifier for retargeting
Targeting	tc	1 year		Rakuten DSP	Cookie Check
Targeting	ls_token	5 years		Rakuten DSP	User Opt-out
Targeting	mf_token	5 years		Rakuten DSP	User Opt-out
Targeting	nextperf_token	5 years		Rakuten DSP	User Opt-out
Targeting	rt_status	5 years		Rakuten DSP	User Opt-out
Targeting	opt-out	5 years		Rakuten DSP	User Opt-out
Targeting	ccv2	1 year		Rakuten DSP	Cache Cookie
Targeting	m{cookieName}	0 (session)		Rakuten DSP	Cookie Mapping
Analytics/Targeting	lsn_statp	1 year		Rakuten Advertising Affiliate	Consumer ID

Type of cookie	Cookie/Storage name	Expiry	Domain	Source	What it does
Analytics/Targeting	lsclick_midNNNNN (NNNNN is the MID for the advertiser that the click belongs to)	730 days		Rakuten Advertising Affiliate	Holds click date and publisher ID

Web Browser/Cookie-Based Opt-Out

You may stop or restrict the placement of cookies on your computer or remove them from your browser by adjusting your web browser preferences. There are also many programs that allow you to manually delete your cookies.

The online advertising industry also provides websites from which you may opt-out of receiving targeted ads/interest-based advertising from us, our data partners and our other advertising partners that participate in self-regulatory programs. You may use the NAI opt-out tool at <http://www.networkadvertising.org/choices/>, which will allow you to opt out of seeing targeted ads from us and other members. The DAA's opt-out tool can be found at <http://www.aboutads.info/choices/>. EU users who have provided their consent to our use of cookies and similar technologies to process their personal information (see the paragraph titled RIGHTS FOR EU USERS below) can use the EDAA's opt-out tool which can be found at <http://www.youronlinechoices.eu/>.

The opt-out from targeted ads must be performed on each device and browser that you wish to have opted out. For example, if you have opted out on your computer browser, that opt-out will not be effective on your mobile device. You must separately opt out on each device. However, once you have opted out on one device ("Opted-Out Device"), we will not use any new data from the Opted-Out Device to identify you on another device for interest-based advertising purposes, and will not use data from another device for interest-based advertising purposes on the Opted-Out Device.

If you erase or otherwise alter your cookie/device settings (including upgrading certain browsers or devices) you may need to perform each opt-out process again, unless we can match the device as outlined above.

Even if you opt out of targeted ads based on cookies, you may still see ads based on other general factors such as webpage context or browser type.

Mobile Application-Based Opt-Outs

Cookie-based opt-outs are not effective on mobile applications. Users may opt out of certain advertisements on mobile applications or reset advertising identifiers via their device settings.

- **iOS** – <https://support.apple.com/en-us/HT202074>
- **Android** – <https://support.google.com/ads/answer/2662922?hl=en>

You may also download and set your preferences on the App Choices mobile application(s) available in Google Play or the Apple App stores.

DO NOT TRACK

There is currently no universally recognized standard for Do Not Track signals. Accordingly, at this time, cookies used on our website and used in providing our services do not respond to any Do Not Track signals or browser settings. You may opt-out of receiving cookies by adjusting your web browser settings to reject cookies.