

IDE	Google Analytics	Performance and analysis	This cookie from Google is used to register and report the user's actions on the website after clicking on an advertisement from the provider. The purpose behind this is to measure the effectiveness of an advertisement and display targeted ads to the user.	Art. 6 1 lit. a GDPR	doubleclick.net	Consent (Art. 49 lit. a GDPR)	292 Days
DSID	Google Analytics	Performance and analysis	This cookie from Google is used to coordinate ads on different devices and measure conversion events.	Art. 6 1 lit. a GDPR	doubleclick.net	Consent (Art. 49 lit. a GDPR)	1 Hour
DV	Google Analytics	Marketing	This cookie from Google is used to optimize advertising services from Google.	Art. 6 1 lit. a GDPR	www.google.com	Consent (Art. 49 lit. a GDPR)	10 Minutes
1P_JAR	Google Tag Manager	Marketing	This cookie from Google is used to track users in order to provide tailored advertising.	Art. 6 1 lit. a GDPR	google.com	Consent (Art. 49 lit. a GDPR)	30 Days
ANID	Google Analytics	Marketing	This cookie from Google is used for the provision of advertising on google.com	Art. 6 1 lit. a GDPR	google.com	Consent (Art. 49 lit. a GDPR)	295 Days
CONSENT	Google Tag Manager (Google Analytics)	Marketing	This cookie from Google is used to optimize advertising services from Google.	Art. 6 1 lit. a GDPR	google.com	Consent (Art. 49 lit. a GDPR)	6453 Days
NID	Google Analytics	Functionality	The cookie is set by Google as part of the use of Google Maps and contains a unique ID that Google uses to collect and store your personal preferences for advertising purposes.	Art. 6 1 lit. a GDPR	google.com	Consent (Art. 49 lit. a GDPR)	183 Days
ANID	Google Analytics	Marketing	This cookie from Google serves for the provision of advertising on google.de	Art. 6 1 lit. a GDPR	google.de	Consent (Art. 49 lit. a GDPR)	365 Days
ARRAffinity	Microsoft Azure essentials	Technically necessary	This cookie from Microsoft is used to associate an instance of the website with a user, so that when the user returns to the website, a new instance does not have to be created each time.	Art. 6 1 lit. f GDPR	konicaminolta.eu	Consent (Art. 49 lit. a GDPR)	End of the session
_dc_gtm_UA-#	Google Analytics	Performance and analysis	This cookie from Google Tag Manager is used to control the loading of a Google Analytics script tag	Art. 6 1 lit. a GDPR	konicaminolta.eu	Consent (Art. 49 lit. a GDPR)	1 Minute
_ga	Google Analytics	Performance and analysis	This cookie from Google registers a unique ID, to generate statistical data about the visitor's use of the website.	Art. 6 1 lit. a GDPR	konicaminolta.eu	-	730 Days

Cookie label Data Processing Service Category Purpose / description Legal Basis Provider / Domain Transfer / Safeguard Retention Period

_gali	Google Analytics	Functionality	This cookie from Google is used to distinguish between different website visitors.	Art. 6 1 lit. a GDPR	konicaminolta.eu	Consent (Art. 49 lit. a GDPR)	1 Second
_gat_UA-#	Google Analytics	Functionality	This cookie is used to limit the amount of data that Google recorded data on websites with high traffic.	Art. 6 1 lit. a GDPR	konicaminolta.eu	-	1 Minutes
_gid	Google Analytics	Performance and analysis	This cookie from Google registers a unique ID, to generate statistical data about the visitor's use of the website.	Art. 6 1 lit. a GDPR	konicaminolta.eu	Consent (Art. 49 lit. a GDPR)	1 Day
_hjAbsoluteSessionInProgress	Hotjar	Performance and analysis	This cookie from Hotjar is used to recognize the first page load (session) of a user.	Art. 6 1 lit. a GDPR	konicaminolta.eu	Consent (Art. 49 lit. a GDPR)	30 Minutes
_hjTLDTest	Hotjar	Functionality	When the Hotjar script is run is run, we try to determine the most generic cookie path to use instead of the site's hostname. This is done so that cookies can be shared across subdomains (if applicable). To determine this, we try to store the _hjTLDTest cookie for different URL substring alternatives until it fails.	Art. 6 1 lit. a GDPR	konicaminolta.eu	-	1 Second
_hjid	Hotjar	Performance and analysis	This cookie is used to store the Hotjar user ID, which is unique to this site, to the browser. This ensures that behavior on subsequent visits to the same website is associated with the same user ID.	Art. 6 1 lit. a GDPR	konicaminolta.eu	-	End of the session

CMSUserPage	Kentico CMS	Performance and analysis	This cookie from Kentico is used for logging web analytics and activity when loading and exiting the website.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	20 Minutes
ProductQuestionnaireAnswers	Konica Minolta - Questionnaire	Performance and analysis	This cookie from Konica Minolta is used to analyze questionnaires.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	End of the session
_hjIncludedInSample	Hotjar	Functionality	This cookie is set, to tell Hotjar whether this visitor is included in the pattern used to generate funnels.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	End of the session
UserMatchHistory	LinkedIn Insight Tag	Marketing	This cookie from LinkedIn is used to track visitors across multiple websites to present relevant ads based on the visitor's preferences.	Art. 6 1 lit. a GDPR	linkedin.com	Consent (Art. 49 lit. a GDPR)	30 Days

bcookie	LinkedIn Insight Tag	Functionality	This cookie is used by the social networking service LinkedIn for tracking the use of embedded services.	Art. 6 I 1 lit. a GDPR	linkedin.com	Consent (Art. 49 I lit. a GDPR)	730 Days
lfdc	LinkedIn Insight Tag	Functionality	This cookie from LinkedIn is used to transmit the visitor's routing.	Art. 6 I 1 lit. a GDPR	linkedin.com	Consent (Art. 49 I lit. a GDPR)	1 Day
lssc	LinkedIn Insight Tag	Performance and analysis	This cookie is used by the social networking service LinkedIn for tracking the use of embedded services.	Art. 6 I 1 lit. a GDPR	linkedin.com	Consent (Art. 49 I lit. a GDPR)	460 Days
lang	LinkedIn Insight Tag	Functionality	This cookie is used for LinkedIn Ad Analytics to provide the user's language.	Art. 6 I 1 lit. a GDPR	ads.linkedin.com	Consent (Art. 49 I lit. a GDPR)	End of the session