

Cookie label	Data Processing Service	Category	Purpose / description	Legal Basis	Provider / Domain	Transfer / Safeguard	Retention Period
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
datr	Facebook Security	Technically necessary	This cookie from Facebook is used to prevent cyber attacks and thus contributes to the security of the website.	Art. 6 1 lit. f GDPR	facebook.com	Consent (Art. 49 lit. a GDPR)	722 Days
fr	Facebook Pixel	Marketing	This cookie from Facebook Pixel is used to personalize ads.	Art. 6 1 lit. a GDPR	facebook.com	Consent (Art. 49 lit. a GDPR)	90 Days
sb	Facebook Pixel	Marketing	This cookie is used by Facebook to optimize friend suggestions.	Art. 6 1 lit. a GDPR	facebook.com	Consent (Art. 49 lit. a GDPR)	730 Days
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
_fbp	Facebook Pixel	Marketing	This cookie is used by Facebook, to deliver advertising products, such as real-time offers from third parties	Art. 6 1 lit. a GDPR	konicaminolta.eu	Consent (Art. 49 lit. a GDPR)	125 Days
_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

_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
_mkto_trk	Marketo	Performance and analysis	This cookie from Marketo is used to link visitor behavior to the recipient of an email marketing campaign to measure the effectiveness of the campaign.	Art. 6 1 lit. a GDPR	konicaminolta.eu	-	758 Days
ASP.NET_SessionId	Microsoft .NET	Technically necessary	This cookie from Microsoft is used to maintain an anonymized user session by the server.	Art. 6 1 lit. f GDPR	www.konicaminolta.eu	-	End of the session
CMSCookieLevel	Kentico CMS essentials	Technically necessary	This cookie from Kentico indicates which cookies are allowed by the visitor are allowed.	Art. 6 1 lit. f GDPR	www.konicaminolta.eu	-	365 Days
CMScsrfCookie	Kentico CMS essentials	Technically necessary	This cookie from Kentico is a security token and helps protect against cross-site scripting.	Art. 6 1 lit. f GDPR	www.konicaminolta.eu	-	End of the session
CMSLandingPageLoaded	Kentico CMS	Functionality	This cookie from Kentico is used to indicate that the landing page has already been visited and the landing page activity is not logged again for the current visitor.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	20 Minutes
CMSPreferredCulture	Kentico CMS essentials	Technically necessary	This cookie from Kentico is used to store the visitor's preferred content culture, i.e. which country they are from.	Art. 6 1 lit. f GDPR	www.konicaminolta.eu	-	365 Days

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
CurrentContact	Kentico CMS	Performance and analysis	This cookie from Kentico is used to track activity on the website.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	18250 Days
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
UrlRefferer	Kentico CMS	Performance and analysis	This cookie from Kentico indicates from which previous web page the visitor came.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	1 Day
VisitorStatus	Kentico CMS	Performance and analysis	This cookie from Kentico is used for tracking visitor statistics in web analytics.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	7305 Days
_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
_mkto_trk	Marketo	Performance and analysis	This cookie from Marketo is used to link visitor behavior to the recipient of an email marketing campaign to measure the effectiveness of the campaign.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	758 Days
ai_session	Microsoft Azure	Performance and analysis	This cookie is used by Microsoft for Microsoft Insights software to collect statistics about user behavior.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	30 Minutes
ai_user	Microsoft Azure	Performance and analysis	This cookie is used by Microsoft for the Microsoft Insights software to distinguish between users.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	365 Days
dealer-locator-address	Google Maps	Functionality	This cookie from Google is used to display the address of the supplier on embedded Google Maps map.	Art. 6 1 lit. a GDPR	www.konicaminolta.eu	-	365 Days
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 1 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 1 lit. a GDPR	linkedin.com	Consent (Art. 49 1 lit. a GDPR)	730 Days
lidc	LinkedIn Insight Tag	Functionality	This cookie from LinkedIn is used to transmit the visitor's routing.	Art. 6 1 lit. a GDPR	linkedin.com	Consent (Art. 49 1 lit. a GDPR)	1 Day
lissc	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 1 lit. a GDPR	linkedin.com	Consent (Art. 49 1 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 1 lit. a GDPR	ads.linkedin.com	Consent (Art. 49 1 lit. a GDPR)	End of the session
AWSELB	Amazon Web Services	Functionality	This cookie from Amazon is used to distribute traffic on the website across multiple servers to optimize response times.	Art. 6 1 lit. a GDPR	39942.global.siteimproveanalytics.io	-	End of the session
JSESSIONID	Java Server Pages	Technically necessary	This cookie is used to maintain an anonymous user session by the server.	Art. 6 1 lit. f GDPR	nr-data.net	-	End of the session

guest_id	Twitter	Performance and analysis	This cookie is set by Twitter to identify and track the website visitor.	Art. 6 1 lit. a GDPR	twitter.com	Consent (Art. 49 I lit. a GDPR)	730 Days
personalization_id	Twitter	Marketing	This cookie from Twitter is used, to deliver personalized ads based on interests and to measure the effectiveness of an advertising campaign.	Art. 6 1 lit. a GDPR	twitter.com	Consent (Art. 49 I lit. a GDPR)	730 Days
g2w_attendee_email	GoToWebinar	Technically necessary	This cookie from GoToWebinar is used to identify the participants of our webinar offers based on the e-mail address used.	Art. 6 1 lit. f GDPR	register.gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	365 Days
g2w_attendee_firstName	GoToWebinar	Technically necessary	This cookie from GoToWebinar is used to identify the participants of our webinar offers by the first name used.	Art. 6 1 lit. f GDPR	register.gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	365 Days
g2w_attendee_lastName	GoToWebinar	Technically necessary	This cookie from GoToWebinar is used to identify the participants of our webinar offers by the last name used.	Art. 6 1 lit. f GDPR	register.gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	365 Days
JSESSIONID	GoToWebinar	Technically necessary	This cookie from GoToWebinar is used for the technical realization of the webinar.	Art. 6 1 lit. f GDPR	global.gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	End of the session
OREO	GoToWebinar	Technically necessary	This cookie from GoToWebinar is used for the technical realization of the webinar.	Art. 6 1 lit. f GDPR	global.gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	15 Minutes
mp_b#_mixpanel	GoToWebinar	Performance and analysis	This cookie from GoToWebinar is used to analyze the network traffic that arises in the course of participation in a webinar.	Art. 6 1 lit. a GDPR	gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	365 Days
utag_main	GoToWebinar	Performance and analysis	This cookie from GoToWebinar is used to record user behavior (when which page was accessed) and optimize the visitor experience based on this.	Art. 6 1 lit. a GDPR	gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	365 Days
__mp_opt_in_out_b#	GoToWebinar	Technically necessary	This cookie from GoToWebinar indicates whether the visitor objects to further setting of certain cookies.	Art. 6 1 lit. f GDPR	gotowebrinar.com	Standard Contractual Clauses (Art. 46 II lit. c GDPR)	-