

## Marketing cookies

Name of cookie	Goal description	Period of storage
_fbp	used to distinguish and keep track of unique users on Facebook	3 months
_ym_d	contains the date of the visitor's first visit to the website	1 year
_ym_isad	used to determine if the visitor has any adblocker software in their browser	1 day
_ym_uid	used to collect non -personal information on the visitor's website behavior and non -personal visitor statistics	1 year
_ym_uid	collects data on the user's navigation and behavior on the website, this is used to compile statistical reports and heatmaps	persistent
_ym_visorc	saves information of actions that have been carried out by the user during the current visit to the website, including searches with keywords included	1 day
ads/ga-audiences	used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites	session one, deleted once a browser window is closed
common/cavalry_endpoint.php	collects data on visitor behaviour from multiple websites to present more relevant advertisement, this also allows the website to limit the number of times that they are shown the same advertisement	session one, deleted once a browser window is closed
fr	used to provide ad delivery or retargeting	3 months
metrika_enabled	used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences	session one, deleted once a browser window is closed
tr	used by Facebook to deliver a series of advertisement products	session one, deleted once a browser window is closed
yabs-sid	registers data on visitors' website-behaviour, this is used for internal analysis and website optimization регистрирует данные о поведении	session one, deleted once a browser window is closed

	посетителей на сайте – используется для внутреннего анализа и оптимизации сайта	
yuidss	collects information on user behaviour on multiple websites, this information is used to optimize the relevance of advertisement on the website	1 year
watch/56291782	-	session one, deleted once a browser window is closed
webvisor/56291782	-	session one, deleted once a browser window is closed
metrika/advert.gif	-	session one, deleted once a browser window is closed
_ym#_lastHit	-	persistent
_ym#_lsid	-	persistent
_ym#_reqNum	-	persistent

\* If the description of the goal is missing in the corresponding column, this means that the exact goal of the cookies, with the exception of the fact that they are classified as “marketing”, is not known to the cookie repository. We are constantly updating the repository with cookies, their classifications and descriptions of goals, but sometimes it can take a while.