

Online identifier	Main processing purpose	Lifespan (data retention)	Legal Basis
ADTECH			
cfp=	control for permission, is set in case a request w/o JEB2 cookie coming to the adserver to check if we can set a cookie (roundtrip)	185 days	Legitimit Interest
JEB2=	User ID	185 days	Legitimit
Opt Out=	set when user opts out that we track	185 days	Legitimit
BsC=	browser session	185 days	Legitimit
CS1	is used for cookie sync	185 days	Legitimit
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ADFORM			
C	Identifies if user's browser accepts cookies. 1 – Cookies are allowed, 3 – Opt-out	If C=1 60 days, If C=3 3650 days	Legitimit Interest
TPC	Identifies if user's browser accepts third party cookies	14 days	Legitimit Interest
GCM	Identifies if there is a need to re-check partner's cookie matching existence	1 day	Legitimit Interest
CM	Identifies if there is a need to re-check partner's cookie matching existence (set by AdServing)	1 day	Legitimit Interest
CM14	Identifies if there is a need to re-check partner's cookie matching existence (set by Cookie Matching)	14 days	Legitimit Interest
token	Security token for opt out functionality	session	Legitimit
otsid	Advertiser specific opt-out	3650 days	Legitimit
uid	Unique identifier	60 days	Legitimit
cid	Cookie id (legacy) – same as uid	60 days	Legitimit
adtrc	Check if browser information was gathered	7 days	Legitimit
SR<RotatorID>	Sequential rotator info - contains total-, daily	1 day	Legitimit
CT<TrackingSetupID>	Identifies last click membership for 3rd party pixels on advertiser's pages	1 hour	Legitimit Interest
EBFCD<BannerID>	Identifies daily frequency capping for expanding banner	7 days	Legitimit Interest
EBFC<BannerID>	Identifies total frequency capping for expanding banner	7 days	Legitimit Interest
CFFC<TagID>	Compound banner frequency capping	7 days	Legitimit
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RUBICON			
cd	Indicates whether cookies are disabled for the device.	1 year	Legitimit Interest
cimg*	Contains information about served ads (timestamp, site, internal identifiers for the publisher, buyer, advertiser, and displayed advertisement).	1 hour	Legitimit Interest
c	Used for testing whether 3rd party cookies are enabled or not	Browser session	Legitimit Interest
FPTrust	NAI opt-out process	Browser session	Legitimit Interest

au	Internal user identifier used for internal analytics. Not used for purposes of behavioural targeting.	1 year	Legitim Interest
khaos	Internal user identifier used for internal analytics.	1 year	Legitim Interest
rsid	Session cookie that contains demographic information about a device, including region (derived from IP address, not geolocation data), Operating System, browser, etc., that is used during the auction process.	Browser session	Legitim Interest
trp_optout	Cookie indicating that a user has opted-out of behavioral targeting marketing	5 years (1827 days)	Legitim Interest
fcap	Frequency cap on calls out to sync.php, limiting to N per Exchange API partner per day	30 days	Legitim Interest
put_*	Bidder identifiers placed at the request of a bidder, to sync a bidder's independent information about an end user with Rubicon Project, to allow the bidder (not Rubicon Project) to bid on ads through the Rubicon Project advertising exchange based on behavioural targeting information known only to the bidder (i.e., the value of this cookie will be transmitted in a Bid Request to the bidder that caused this cookie to be placed).	1 month 1 day (can be modified by bidder)	
puX	Dates for when information in the put_* and sput cookies expires and should be refreshed.	90 days	Legitim Interest
rpb	Publisher and partner-owned audience segments used for private marketplaces and audience-based planning and forecasting in Orders.	30 days	Legitim Interest
rpx, rpx_*	Contains expiration dates for information in the rpb cookie.	30 days	Legitim Interest
sput, sput_*	Contains multiple bidder identifiers (i.e., data that would be stored in multiple put_* cookies) in a smaller number of cookies.	180 days	Legitim Interest
ruid	User identifier shared with bidders in Bid Requests, to allow bidders to sync to any independent behavioural data they may have gathered about the relevant device.	90 days	Legitim Interest
ses*	Indicates number of times Rubicon Project has served a user an advert for this particular unit of inventory.	Current day UTC	Legitim Interest
vis*	Indicates number of times this user has initiated an ad request for this particular unit of inventory.	Current day UTC	Legitim Interest
dq	Provides a measure of "data quality" on a particular device.	1 year	Legitim Interest