

# Cookie guidelines

A cookie is a small data record that is saved on your end device and contains data such as personal page settings and login information, for example. These data records are produced and sent to you by the web server which you connected to using your web browser. We generally use cookies to analyse interest in our web pages and to make our web pages more user-friendly. You can also essentially access our web pages without enabling cookies. If you want to use our web pages in full and in the most convenient way possible, however, you should accept cookies that allow you to use certain functions or make the website easier to use. You can find information on the purpose of the cookies we use in the overview below. By using our web pages with your browser set to accept cookies, you agree to the use of these cookies. Most browsers are set by default to accept all cookies. However, you can adjust your browser settings in such a way that cookies are displayed before being saved, only certain cookies are accepted or declined, or cookies are declined as standard.

We would like to remind you that changes to the settings always only relate to the browser you change them in. If you use various different browsers or change your end device, you will have to change the settings again.

You can also delete cookies from your data storage device at any time. Please refer to your web browser's help function for information on cookie settings, how to change these settings and how to delete cookies. An explanation of the most frequently used types of cookies is provided in the following for your reference:

## 1. Session Cookies

While you are active on a web page, a session cookie is temporarily stored in your computer's memory. This contains a session ID so, for example, you do not have to log in again for each page you access. Session cookies are deleted when you log off, or cease to be valid upon the automatic expiration of your session.

## 2. Persistent or stored cookies

Persistent or stored cookies save files on your computer until the scheduled expiration date. The cookies enable web pages to remember your information and settings the next time you visit. This makes it easier and quicker to access the web pages; for example, there is no need to re-adjust the language settings for our portal each time you visit. When the expiry date elapses, the cookies are automatically deleted when you visit the web page that created them.

## 3. Third-party cookies

Third-party cookies come from providers other than the operator of the web page. They may be used for example to collect information for advertising or generate custom content and web statistics.

## 4. Flash-Cookies

Flash cookies are stored on your computer as data elements of websites that use Adobe Flash Player. Flash cookies are not time-limited.

### The following cookies are used on this website:

Cookie name	Purpose	Storage period	Cookie type
vwconnect-yt-cookies	This cookie regulates, whether the cookie banner is displayed before the video.	1 year	Persistent or stored cookies
vwconnect-cookies-bar	This cookie regulates, whether the cookie banner is displayed.	1 year	Persistent or stored cookies

s_cc	The cookies determine whether cookies have been activated in the user's browser settings.	When the session ends	Session cookies
s_fid	The cookies are used to determine a unique visitor. The cookies are "Fallback cookies": if the "s_vi" cookies that are usually used are blocked, these are used instead.	2 years	Persistent or stored cookies
s_sq	The cookies save information about links that the user has previously clicked in the pages measured. This information is used to create a ClickMap. A ClickMap is an overview within Adobe Analytics. It shows the location of all user clicks on the page.	When the session ends	Session cookies
s_vi	The cookies are used to determine a unique visitor. An ID and timestamp are issued in order to achieve this. As a result, Adobe Analytics is able to identify a user when they next visit the site.	2 years	Persistent or stored cookies
s_depth	The cookies count the number of pages that users have opened during their visits. Every time users view a new page, this number increases by "1".	When the session ends	Session cookies
s_invisit	The cookies identify whether users are using the domain for the first time. This is noted in the cookie as TRUE or FALSE.	When the session ends	Session cookies
s_ppv	When customers leave the page, cookies save the percentage of the page that the user viewed. This is relevant for example on pages where it is possible for customers to scroll down ("Percent per page viewed").	When the session ends	Session cookies
s_tbm	The cookies identify the marketing channel which has brought users to the site. Paid ads on Google can be a marketing channel, for example.	30 minutes	Persistent or stored cookies
sc_appvn	The cookies save the number of visits per application. Every application that is measured within Adobe Analytics is given a tracking name. In this case the cookie receives the application name "VW Connect".	2 years	Persistent or stored cookies

sc_cmdep	The cookies identify the combination of marketing channel and campaign. Paid ads on Google can be a marketing channel, for example. A campaign may be an advertising banner for Volkswagen AG on an external site.	When the session ends	Session cookies
sc_pCmp	The cookies identify the previous "Campaign Tracking Code". A "Campaign Tracking Code" is also provided, for example, when customers have reached the Volkswagen target page by clicking on a Volkswagen AG advertising banner on an external page.	7 days	Persistent or stored cookies
sc_c68	The cookies allocate a "Custom timestamp" to the visit. This records the date and time of the page visit. This enables the sequence of actions taken by anonymous users to be traced. The cookies are saved to visitors' computers once, at the beginning of each site visit.	When the session ends	Session cookies
sc_v0	The cookies save the current Campaign Tracking Code. An example of a campaign is clicking on a Volkswagen AG advertising banner on an external page.	When the session ends	Session cookies
sc_v44	The cookies save the content of the URL parameter "intcmp". "Intcmp" stands for an internal campaign (e.g. a teaser within a Volkswagen AG page).	When the session ends	Session cookies
sc_v49	The cookies save the content of the URL parameter "vanity". "Vanity" stands for a domain that is within Volkswagen AG but uses a different domain from volkswagen.de.	When the session ends	Session cookies
sc_ttc	The cookies show how much time was needed for the configuration of a desired vehicle in the configuration.	When the session ends	Session cookies
sc_prevpage	The cookies identify the page that users previously visited in the app ("previous page").	When the session ends	Session cookies
sc_prop32	The cookies identify the current application. "VW Connect" is stored as an application in Adobe Analytics tracking.	When the session ends	Session cookies
sc_tsev	The cookies are used as a basis for calculating the length of the visit with the sc_tsv cookie.	When the session ends	Session cookies

sc_tsv	The cookies save the length of the visit on the website on the basis of information in the sc_tsev cookie.	When the session ends	Session cookies
sc_tsp	The cookies provide a current timestamp for customers' visits. Unlike sc_c68 cookies, these cookies are assigned at the beginning of each instance of a page being accessed so that the length of the page visit can be measured.	When the session ends	Session cookies
TrackingOptOut	The cookies show whether a visitor has deactivated tracking by Adobe Analytics.	2 years	Persistent or stored cookie