Cookie ID	Cookie friendly name	Cookie purpose	"Cookie type (Session or Persistent)"	"Expiry if Persistent (# days till it expires"	Cookie type (1st or 3rd)	Domain cookie is on	Cookie content	Purpose	Impact if the cookie is not used
IPE122630	iPerception	Site performance measurement	Persistent	90 days	1st	home.kpmg.com	Example value: IPE122630	"Set to prevent showing the iPerceptions voice of customer survey invitation on future visits, after the invitation has been shown before. The number shown is the unique identifier for a single visitor and is to be seen as an example. More information about data collection and sharing: http://www.ghostery.com/apps/iperceptions"	iPerceptions survey repeatedly served to site visitor for feedback.
IPE_REG	iPerception	Site performance measurement	Session		1st	home.kpmg.com	Value: 0 or 1	"Prevents the iPerceptions voice of customer survey invitation from being called multiple times in the same visit. This is a custom cookie for KPMG because KPMG has custom JavaScript code to handle the different country sites part of the kpmg.com domain. The iPerceptions voice of customer survey is not shown again if a site visitor has completed the survey on another KPMG country website or has declined participation on another KPMG country website. More information about data collection and sharing: http://www.ghostery.com/apps/iperceptions"	iPerceptions survey served to site visitor for feedback multiple times during same visit.
IPE_S_106479	iPerception	Site performance measurement	Session		1st	home.kpmg.com	Example value: 106479	"Prevents attempting to call the iPerceptions voice of customer survey invitation multiple times in the same visit, in case the invitation is called but not shown (could be related to technical issues, browser incompatibility, browser settings, etc). This is part of our standard system. More information about data collection and sharing: http://www.ghostery.com/apps/iperceptions"	iPerceptions survey served to site visitor for feedback multiple times during same visit.
ucid	Gigya	Site performance measurement/ Site functionality	Persistent	1 year	3rd	home.kpmg.com	Example value: AnrXTpXHKIqqz6laDiYuGQ==	"Unique computer identifier for unique users reporting purposes in Gigya's reporting tool. More information about data collection and sharing: https://apps.ghostery.com/en/apps/gigya%20toolbar "	Gigya toolbar for content sharing will display, but not function for site visitor.

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http://servedby. flashtalking.com/ spot/	Flashtalking	Marketing campaign performance	Session		3rd	home.kpmg.com	Example value: advertisement name	"This cookie is used to track and report on performance of online ad campaigns, helping us to evaluate their effectiveness and optimise media allocation in the future. These cookies collect information in an anonymous format on pages visited by individuals exposed to online advertising activity. Flashtalking products facilitate the management, delivery and tracking digital advertising across desktop, tablet and mobile. Core aspects include: display (including standard ads, dynamic, rich media, video, HTML5 and mobile), search, social and affiliates. KPMG uses Flashtalking to measure the effectiveness of KPMG produced display advertising leading visitors to kpmg.com, to make decisions on ad spending. Reporting happens on an amalgamated data level, not on the individual user level. More information about data collection and sharing: http://www.ghostery.com/apps/ flashtalking"	Campaign impact reporting will not include metrics on how many site visitors came to home.kpmg. com from advertsiements placed on third party sites (by KPMG).
_sdsat_Visitor ID	Adobe Analytics	Site performance measurement	Persistent	2 years	1st	home.kpmg.com	Example value: 01872E464BFF9EE1-1D5C600A696B821E	"Writes the Adobe Analytics unique browser identifier key/ID. More information about data collection and sharing: https://apps.ghostery.com/en/apps/ omniture_(adobe_analytics) and https://apps. ghostery.com/en/apps/adobe_tagmanager "	Site visitor is not counted as unique visitor in Adove Analytics.
li3_st	Adobe Analytics	Site performance measurement	Persistent	5 years	1st	home.kpmg.com	Example value: %5B%5B%27publica-tion%2520series%27%2C%271445615 178557%27%5D%5D	"Indicates all terms searched internally/on-site prior to a search conversion More information about data collection and sharing: https://apps.ghostery.com/en/apps/ omniture_(adobe_analytics) and https://apps. ghostery.com/en/apps/adobe_tagmanager "	Adobe Analytics will not report on search terms used within on-site search.
recentSearchKeyList	Adobe Analytics	Site performance measurement	Persistent	1 yr, 30 days	1st	home.kpmg.com	Example value: %5B%7B%22la-bel%22%3A%22video%22%2C%22val-ue%22%3Anull%7D%2C%7B%22la-bel%22%3A%22consumer%20 currents%22%2C%22value%22%3An-ull%7D%2C%7B%22label%22%3A%-22publication%20series%22%2C%22val-ue%22%3Anull%7D%5D	"Collects search terms typed into the on-site search box. More information about data collection and sharing: https://apps.ghostery.com/en/apps/ omniture_(adobe_analytics) and https://apps. ghostery.com/en/apps/adobe_tagmanager "	Adobe Analytics will not report on search terms used within on-site search.
s_cc	Adobe Analytics	Site performance measurement	Session		1st	home.kpmg.com	Value: true OR false	"Collects information about location (Country code). More information about data collection and sharing: https://apps.ghostery.com/en/apps/ omniture_(adobe_analytics) and https://apps. ghostery.com/en/apps/adobe_tagmanager "	Adobe Analytics will not report on location of the site visitor.

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s_fid	Adobe Analytics	Site performance measurement	Persistent	5 years	1st	home.kpmg.com	Example value: 01872E464BFF9EE1-1D5C600A696B821E	"Stores Adobe Analytics fallback ID for unique browser identifier key/ID. More information about data collection and sharing: https://apps.ghostery.com/en/apps/omniture_(adobe_analytics) and https://apps.ghostery.com/en/apps/adobe_tagmanager "	Site visitor is not counted as unique visitor in Adove Analytics.
s_invisit	Adobe Analytics	Site performance measurement	Persistent	1 day	1st	home.kpmg.com	Value: true OR false	"Sets the start/end times of a sessions within a day. More information about data collection and sharing: https://apps.ghostery.com/en/apps/omniture_(adobe_analytics) and https://apps.ghostery.com/en/apps/adobe_tagmanager "	Adobe Analytics will exclude site visitor from session reporting data.
s_nr	Adobe Analytics	Site performance measurement	Persistent	30 days	1st	home.kpmg.com	Example value: 1447164231427-Repeat	"Stores date of visit and if visitor is new or returning. More information about data collection and sharing: https://apps.ghostery.com/en/apps/omniture_(adobe_analytics) and https://apps.ghostery.com/en/apps/adobe_tagmanager "	Adobe Analytics will exclude site visitor from new vs. returning visitor reporting data.
s_ppn	Adobe Analytics	Site performance measurement	Persistent	1 day	1st	home.kpmg.com	Example value: no%20value	"Stores data on device recognition. More information about data collection and sharing: https://apps.ghostery.com/en/apps/omniture_(adobe_analytics) and https://apps.ghostery.com/en/apps/adobe_tagmanager "	Adobe Analytics will exclude site visitor from devices used to access home.kpmg.com reporting data.
s_vi	Adobe Analytics	Site performance measurement	Persistent	5 years	1st	home.kpmg.com	Example avlue: [CS]v1|2AEE3A920507AFE9-40000112E004E341[CE]	"Stores the visitor ID provided by Omniture's servers whenever a user first visits your site. More information about data collection and sharing: https://apps.ghostery.com/en/apps/omniture_(adobe_analytics) and https://apps.ghostery.com/en/apps/adobe_tagmanager "	Site visitor is not counted as unique visitor in Adove Analytics.
s_vnum	Adobe Analytics	Site performance measurement	Persistent	15 days	1st	home.kpmg.com	Example value: 1448946000917%26vn%3D11	"Stores data on number of visits by a visitor. More information about data collection and sharing: https://apps.ghostery.com/en/apps/omniture_(adobe_analytics) and https://apps.ghostery.com/en/apps/adobe_tagmanager "	Site visitor is not counted as unique visitor in Adove Analytics.
sat_track	Adobe Analytics	Site performance measurement	Session		1st	home.kpmg.com	Value: true OR false	"Stores value for enabling EU compliance for Adobe Analytics (a setting in the tool). More information about data collection and sharing: https://apps.ghostery.com/en/apps/omniture_(adobe_analytics) and https://apps.ghostery.com/en/apps/adobe_tagmanager "	Adobe Analytics will not store data in EU cpmpliant standard way.

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_utma	Google Universal Analytics	Site performance measurement	Persistent	2 years	3rd	home.kpmg.com	Example value: 1.813903071.144051126 8.1446503597.1446570137.5	"Cookie used to distinguish users and sessions to allow for reporting on site visitor behavior (path analysis) and session behavior (all site activities performed by a single site visitor across multiple sessions. The cookie is created when the JavaScript library executes and no existing __utma cookies exists on a site visitor's machine. The cookie is updated every time data is sent to Google Analytics. More information about data collection and sharing: http://www.ghostery.com/apps/ google_analytics and https://developers.google. com/analytics/devguides/collection/analyticsjs/ cookie-usage"	Site visitor is not counted as unique visitor in Google Analytics
_utmz	Google Universal Analytics	Site performance measurement	Persistent	150 days	3rd	home.kpmg.com	Example value: 1.1445520940.1.1.ut-mcsr=(direct)|utmccn=(direct)|utmcm-d=(none)	"Cookie used to store the traffic source or campaign that explains how the user reached your site (from what referring source/site). The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics. More information about data collection and sharing: http://www.ghostery.com/apps/ google_analytics and https://developers.google. com/analytics/devguides/collection/analyticsjs/ cookie-usage"	Site visitor is not included in campaign reporting data in Google Analytics
KPMG_ privacyCookie_nl_ ver:1	KPMG Privacy Solution	Site Functionality	Persistent	90 days	1st	home.kpmg.com	Value: isTrackEnabled=false&value=true OR isTrackEnabled=true&value=false	Collects the "privacy consent status" of a site visitor (as response to serving the privacy notification bar upon the first visit to home. kpmg.com.	All cookies (except the privacy solution cookie) are suppressed/ not set and not collecting data.

Cookie ID	Cookie friendly name	Cookie purpose	"Cookie type (Session or Persistent)"	"Expiry if Persistent (# days till it expires"	Cookie type (1st or 3rd)	Domain cookie is on	Cookie content	Purpose	Impact if the cookie is not used
Google preferences	Google+	Functionality	Persistent	2 years	3rd	home.kpmg.com	Value: Google ID (if logged into Google Profile), preferred language, and whether you want Google's safe search filter turned on/off	"Social networking and identity service that is owned and operated by Google Inc. Google has described Google+ as a ""social layer"" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. It is the second-largest social networking site in the world after Facebook. Google+ allows for interacting socially with Google+'s enhanced properties, like Gmail, +1 button, and YouTube comments. KPMG has implemented the Google+ on the kpmg.com website to increase following of the corporate KPMG Google+ account and its content. Google places a Google authentication cookie (session based cookie) that is used to remember that you are logged into an Google account (Gmail, Google+, Google AdWords, etc) and to maintain your session with Google active (if cookie comes back as empty users will be prompted by Google to login before proceeding to Google+. This Google cookie is used to keep users logged in. The number associated to the user and displayed in the cookie, for example BCSI-CS-3c015791fec43d5b, is a randomly selected number. More information about data collection and sharing: https://www.ghostery.com/en/apps/google+_platform"	Sharing content out to Google+ on the Social page/Social media widget used within home.kpmg.com will not be possible, without manual login into Google+ profile first.

Cookie ID	Cookie friendly name	Cookie purpose	"Cookie type (Session or Persistent)"	"Expiry if Persistent (# days till it expires"	Cookie type (1st or 3rd)	Domain cookie is on	Cookie content	Purpose	Impact if the cookie is not used
Facebook preferences	Facebook Connect	Functionality	Persistent	90 days	3rd	home.kpmg.com	Example value: ggGHIyAyaBBnT61JDqusl7rw	"Allows users to ""connect"" their Facebook identity, friends and privacy to any site. This will now enable third party websites to implement and offer even more features of Facebook Platform off of Facebook – similar to features available to third party applications today on Facebook. A few of the coming features of Facebook Connect: ***Trusted Authentication*** Users will be able to connect their Facebook account with any partner website using a trusted authentication method. Whether at login, or anywhere else a developer would like to add social context, the user will be able to authenticate and connect their account in a trusted environment (offered by Facebook themselves). The user will have total control of the permissions granted. ***Real Identity*** Facebook users represent themselves with their real names and real identities. With Facebook Connect, users can bring their real identity information with them wherever they go on the Web, including: basic profile information, profile picture, name, friends, photos, events, groups, and more. ***Friends Access*** Users count on Facebook to stay connected to their friends and family. With Facebook Connect, users can take their friends with them wherever they go on the Web. Developers will be able to add rich social context to their websites. Developers will even be able to dynamically show which of their Facebook friends already have accounts on their sites. ***Dynamic Privacy*** As a user moves around the open Web, their privacy settings will follow, ensuring that users' information and privacy rules are always up-to-date. For example, if a user changes their profile picture, or removes a friend connection, this will be automatically updated in the external website. More information about data collection and sharing: https://www.ghostery.com/en/apps/facebook_connect "	Sharing content out to Facebook on the Social page/Social media widget used within home.kpmg.com will not be possible without manual login into Facebook profile first.

Cookie ID	Cookie friendly name	Cookie purpose	"Cookie type (Session or Persistent)"	"Expiry if Persistent (# days till it expires"	Cookie type (1st or 3rd)	Domain cookie is on	Cookie content	Purpose	Impact if the cookie is not used
Facebook Social Plug-ins	Facebook Social	Functionality	Persistent	90 days	3rd	home.kpmg.com	Example value: ggGHIyAyaBBnT61JDqusI7rw	"Allow Facebook users to see what their Facebook friends have liked, shared, or commented on across the Web. KPMG has only implemented the Like button plugin. A single click on the Like button will 'like' pieces of content on the web and share them on Facebook. More information about data collection and sharing: http://www.ghostery.com/apps/facebook_social_plugins"	Sharing content out to Facebook on the Social page/Social media widget used within home.kpmg.com will not be possible without manual login into Facebook profile first.
Facebook Social Graph	Facebook API	Functionality	Persistent	90 days	3rd	home.kpmg.com	Example value: ggGHIyAyaBBnT61JDqusI7rw	"Refers to a Facebook API which is the primary way to get data in and out of Facebook's social graph. It is used in combination with the Facebook apps that are offered through KPMG's Facebook profile, which is a Facebook friendly version of the world map of KPMG social media profiles: https://www.facebook.com/KPMG/app_190322544333196. It's a low-level HTTP-based API that you can use to query data from a Facebook profile. KPMG uses the API to look for a user's profile picture (no other data). The Graph API is named after the idea of a 'social graph' - a representation of the information on Facebook composed of: — nodes (User, a Photo, a Page, a Comment) — edges (Page's Photos, or a Photo's Comments) — fields (birthday of a User, or the name of a Page). Facebook Social Graph API requests will require the use of access tokens which a Facebook app can generate by implementing Facebook Connect. The KPMG implementation of Facebook Social Graph only looks for "nodes" (picture/photo), nothing else. More information about data collection and sharing: http://www.ghostery.com/apps/facebook_social_graph"	Facebook apps stop working.

Cookie ID	Cookie friendly name	Cookie purpose	"Cookie type (Session or Persistent)"	"Expiry if Persistent (# days till it expires"	Cookie type (1st or 3rd)	Domain cookie is on	Cookie content	Purpose	Impact if the cookie is not used
Twitter Follow button	Twitter Follow	Functionality	Persistent	30 days	3rd	home.kpmg.com	Value: Twitter ID (if logged into Twitter Profile), preferred language.	"The Twitter Follow Button is a small widget which allows Twitter users to easily follow a Twitter account from the KPMG Social Media Dashboard page: http://www.kpmg.com/Global/en/Pages/twitter.aspx. There are two simple Follow Button user interaction flows, depending on the user's current state: • Signed in to twitter.com: When clicking the Follow Button, the user will instantly be following the target user. • Not signed in to twitter.com: This will open the Intent box and prompt the user to sign in to twitter.com. More information about data collection and sharing: http://www.ghostery.com/apps/twitter_button"	Sharing content out to Twitter on the Social page/Social media widget used within home.kpmg.com will not be possible without manual login into Twitter profile first.
db_dmdbase	all pages	performance of getting data to adobe faster.	session (30 minutes)	30 minutes	1st	kpmg.com	"demandbase related data. **Standard attributes:** - audience - audience_segment - company_name - industry - sub_industry - revenue_range - employee_range - demandbase_sid **Custom attributes:** - State - country_name - marketing_alias - Ultimate Parent DUNS # - Tiering - Audit/Non-Audit - Special Focus Group - Lead Partner - Lead Partner email "	the cookie is for collecting company data like name and industry as returned by Demandbase to adobe analytics for reporting on company data	no data will be collected