

Toyota Material Handling- Cookie script

Collection of data

Functional	Script/cookie/web beacon	Domain	Description
	Cookie	toyota-forklifts.eu shop.toyota-forklifts.xx (subdomains)	Functional cookie to facilitate interaction and ease of use on site.com. This pertains for example to log-in of the user, remembering chosen country - language combinations, and having completed (or not) the online questionnaire.
	Javascript	Livechatinc.com	This script is used to trigger the web-chat, with which it's possible to ask support to a chat agent.
Analytics			
	Javascript	Hotjar	Analytics & tag management & cookiebar manager. This script is used for measuring the website to get insights into the effectiveness and quality.
Google Analytics	Javascript	google-analytics.com	Analytics. This script uses a single cookie to assign a unique identifier to the visitor. This is a random generated number. Once the ID is generated and stored in the cookie, this is

Toyota Material Handling- Cookie script

			transmitted with every hit to Google Analytics. This ID is used on the Google Analytics servers to compute aggregate statistics like the number of users, sessions and campaign-data. This information is not shared with third-parties and no IP-address information is used.
Google Adwords Conversion	Javascript	googleadservices.com	This script is used for tracking the website to get insights into the effectiveness and performance of Google Adwords campaigns.
Marketing			
Google dynamic remarketing	Javascript	doubleclick.net	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of display advertising campaigns and anonymized gathering of data. This data gathering pertains to the countrylanguage combination in combination with the product that was searched for, in order to show an advertisement with the right content and in the right language on an external website, in particular for text ads through the Google display network (GDN).
Facebook custom audience	Javascript	Facebook.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of social

Toyota Material Handling- Cookie script

			media advertising campaigns and anonymized gathering of data. Besides, this cookie is also make sure the social media widget on the homepage functions properly.
Hubspot		Hubspot.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of display advertising campaigns and anonymized gathering of data. This data gathering pertains to the country-language combination in combination with the product that was searched for, in order to show an advertisement with the right content and in the right language on an external website.
Webpower	Javascript	Webpower.com	Tracking & remarketing. This cookie (placed through a script) is used to gather information for advertising purposes, in detail for anonymized tracking of display advertising campaigns and anonymized gathering of data. This data gathering pertains to the country-language combination in combination with the product that was searched for, in order to show an advertisement with the right content and in the right language on an external website.