WeTransfer cookie list

Functional cookies

Cookie: wt_trk
- Description: Track the origin of user.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Holds the key that allows us to track the origin of the user.
- Retention period: 7 days, after every time there's a trk parameter in the URL.

Cookie: wt_from
- Description: Enhances user experience.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Enhances user experience by remembering the last sender's email for a transfer. Retention period: 1 year, after every time an email type transfer upload is completed.

Cookie: wt_to
- Description: Enhances user experience.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Enhances user experience by remembering all the last recipients' (email) of a transfer to use it as an auto suggestion.
- Retention period: 1 year, after every time an email type transfer upload is completed.

Cookie: wt_plus
- Description: Plus or free user.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: It helps us identify if the current user is a Plus or a free user.
- Retention period: 1 year after a user signs in, resets password or signs up.

Cookie: wt_wp
- Description: Count user has seen the Sign.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Holds the count of the number of times a user has seen the Sign in panel automatically.

- Retention period: 1 year after every time (which is twice) a user sees the Sign in panel automatically.

Cookie: wt_newlayout
- Description: Design/layout changes.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Is set when a Plus user has seen the notifcation notifying them of the design/layout changes, so we don't show the notifcation twice.
- Retention period: 1 year.

Analytical cookies

Cookie: _ga
- Description: Google Analytics.
- Website on which the cookie is dropped: https://wetransfer.com.

Cookie: wt_frst_visit
- Description: First visit's Timestamp.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Timestamp of a user's first visit to the website.
- Retention period: 1 year.

Cookie: wt_team_onboarded
- Description: Track if a user has seen onboarding tips.
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Holds a true or false value, signifying if a user saw the onboarding tips or not. Retention period: 1 year after the last visit.

Cookie: _wt_session
- Description: session cookie
- Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Stores a region and a user ID when you are logged in. Hashed and encrypted by default.
- Retention period: 2 years retention

Cookie: _wt_snowplow
- Description: Track product analytics, like page path, button clicks, transfer ID of up- and download.
- Website on which the cookie is dropped: https://wetransfer.com.

- Purpose: Collect product related user analytics to improve the product.
- Retention period: 2 years after the last visit.

In-house tracking cookie

Cookie: Launchdarkly
- Description: A/B testing and feature fagging Website on which the cookie is dropped: https://wetransfer.com.
- Purpose: Releasing features, by storing a user ID for free users, or email address for Plus users.
- Retention period: 1 year after the last visit for free users, indefnitely for Plus users.

Third party tracking cookies

Cookie: OpenX
Privacy policy: http://openx.com/legal/privacypolicy/

Cookie: Integral Ad Science
Privacy policy: https://integralads.com/privacy-policy/

Cookie: DoubleClick
Privacy policy: https://www.google.com/intl/en/policies/

Cookie: Moat
Privacy policy: https://moat.com/privacy

Cookie: AppNexus
Privacy policy: https://www.appnexus.com/en/company/privacy-policy

Cookie: Sizmek
Privacy policy: https://www.sizmek.com/privacy-policy/

Cookie: Google Analytics UTM code
Privacy policy: https://www.google.com/intl/en/policies/privacy/

Cookie: Nielsen
Privacy policy: http://www.nielsen.com/nl/nl/privacy-policy.html

Cookie: Millward Brown

Privacy policy: http://www.millwardbrown.com/footer/privacy-terms

Cookie: Meetrics

Privacy policy: https://www.meetrics.com/en/data-privacy/

Cookie: VisualIQ

Privacy policy: https://www.visualiq.com/privacy

Cookie: DoubleVerify

Privacy policy: https://www.doubleverify.com/privacy/

Cookie: Adform

Privacy policy: https://site.adform.com/uncategorized/product-and-services-privacy-policy/

Cookie: Adfarm

Privacy policy: http://www.adfarm.in/privacypolicy

Cookie: Weborama

Privacy policy: https://www.weborama.nl/privacy

Cookie: Gemius

Privacy policy: https://www.gemius.com/privacy-policy.html

Cookie: Flashtalking

Privacy policy: https://www.flashtalking.com/privacypolicy

Cookie: Mediaplex

Privacy policy: https://www.conversantmedia.com/legal/privacy

Cookie: Krux DMP

Privacy policy: https://www.salesforce.com/products/marketing-cloud/sfmc/salesforce-dmp-privacy/

Cookie: Dynata

Privacy Policy: https://www.dynata.com/privacy-policy/

Cookie: Adzerk

Privacy Policy: https://dev.adzerk.com/docs/privacy-policy-ad-server