

WeTransfer Cookie list

Version: 8 May 2018

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_sent

- Description: Count of transfers.
- Website on which the cookie is dropped: <https://wetransfer.com>.
- Purpose: Holds the count of transfers sent so far in the same session.

- Retention period: 1 year after every time a Transfer upload is completed.

Cookie: wt_downloaded

- Description: Number of downloads.
- Website on which the cookie is dropped: <https://wetransfer.com>.
- Purpose: Holds the number of downloads per user, will allow us to distinguish between user's usage type in future.
- Retention period: 1 year after every time a user downloads the complete transfer or a single file.

Cookie: wt_takeover

- Description: Stores data.
- Website on which the cookie is dropped: <https://wetransfer.com>.
- Purpose: Stores the date and count of transfers since the last time the user saw the Splash screen.
- Retention period: 1 year for users visiting the website for the first time.

Cookie: wt_tandc

- Description: Indicates the version.
- Website on which the cookie is dropped: <https://wetransfer.com>.
- Purpose: A date value is set which indicates the version of terms and conditions accepted by the user.
- Retention period: 1 year after every time the user visits the website or refreshes the page.

Cookie: wt_ttype

- Description: Last transfer type.
- Website on which the cookie is dropped: <https://wetransfer.com>.
- Purpose: Holds the last transfer type (email or link) a user selected.
- Retention period: 1 year after every time a Transfer upload is completed.

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 notification notifying them of the design/layout changes, so we don't show the notification twice.
- Retention period: 1 year.

Analytical cookies

Cookie: _ga

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

Cookie: wt_first_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:

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 flagging
- 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, indefinitely 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/>