

# 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/>