

Annex A: Types of Cookies Used on This Website

Type of Cookie	Source	Purpose	Expiry	How to Block
Cookies served by Johnson & Johnson (Ireland) Ltd (First Party Cookies)				
<p>Adobe Analytics (previously known as Adobe Site Catalyst & Adobe Omniture) and Adobe Target.</p> <p>Cookie Names: s_vnum, s_lv, s_cc, s_cfix, s_cm, s_cpm, s_dl, s_fid, s_gpPN, s_invisit, AMCV_###@AdobeOrg, has_js, s_sq, s_ppv mbox.js</p>	<p>Adobe Analytics (previously known as Adobe Site Catalyst & Adobe Omniture)</p>	<p>s_vnum, used by the getVisitNum plug-in determines how many visits a user has made to your site and captures this number in a Analytics variable.</p> <p>s_lv, used by the getDaysSinceLastVisit plug-in to determine the number of days since a user last visited your site, and captures this information in a Analytics variable.</p> <p>s_cc, set and read by the JavaScript code to determine if cookies are enabled (simply set to "True")</p> <p>s_cfix, used to migrate Analytics cookies from a 3rd party cookie if present to a first party cookie set by the local domain.</p> <p>s_cm, used by the channelManager plugin to record the channels used to access a site.</p> <p>s_cpm, used by the crossVisitParticipation plugin to record the channels used to access a site.</p> <p>s_dl, used by the channelManager plugin to record the channels used to</p>	<p>s_vnum - 30 days</p> <p>s_lv - 365 days</p> <p>s_cc - The cookie we set for this purpose is removed by the end of session.</p> <p>s_cfix - 92 days</p> <p>s_cm - The cookie we set for this purpose is removed by the end of session.</p> <p>s_cpm - 4.6 years</p> <p>s_dl - 1 day</p> <p>s_fid - ~4.25 years</p> <p>s_gpPN - 1 day</p> <p>s_invisit - 1 day</p> <p>AMCV_###@AdobeOrg - 2 years</p> <p>has_js - The cookie we set for this purpose is removed by the end of session.</p> <p>s_sq - The cookie we set for this purpose is removed by the end of session.</p> <p>s_ppv, The cookie we set for this purpose is removed by the end of session.</p> <p>mbox.js - 14 days</p>	<p>You can opt out of the cookies here: http://www.d1.sc.omtrdc.net/optout.html</p>

		<p>access a site.</p> <p>s_fid, used by Adobe Marketing Cloud to set a "fallback" visitor ID with a time/date stamp</p> <p>s_gpPN, used by the getPreviousValue plugin to record the prior page's pageName.</p> <p>s_invisit, used by the getVisitNum plug-in determines how many visits a user has made to your site and captures this number in a Analytics variable.</p> <p>AMCV_###@AdobeOrg , used by Adobe Marketing Cloud to store unique visitor IDs used by Marketing Cloud Solutions.</p> <p>has_js, set and read by the JavaScript code to determine if JavaScript is enabled (set to 1)</p> <p>s_sq, This cookie is set and read by the JavaScript code when the ClickMap functionality is enabled; it contains information about the previous link that was clicked on by the user</p> <p>s_ppv, used to record the portion of a page (0-100%) that the user views and pass the value into a variable on the next page view.</p> <p>mbox.js, Adobe Target JavaScript library file that allows your site to communicate with the Target servers to create A/B and MVT tests.</p>		
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Remarketing tag	Google AdWords / Google Analytics	Collecting pools of users who have visited certain sections of your website - in this way we can use these user lists to better target our PPC activity. E.g. if someone has been to site in past 30 days we know they are already engaged with the brand and therefore we can double our bid to reach these users. Similarly we can negatively target visitors to ensure we are gaining new & incremental traffic to site.	You can set day length - 0 days - 540 days (recommended: 30 days)	Using incognito browser / deleting browser history & cookies
Cookies and other tracking technologies served by Johnson & Johnson (Ireland) Ltd service providers and other companies				
Analytics cookies and technologies. Cookie Names: id	DoubleClick.net	The cookie is generated b double-click floodlight tags. This cookie holds random string values.	The cookie we set for this purpose is removed after 2 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies and technologies. Cookie Names: Test_cookie	DoubleClick.net	The cookie is generated b double-click floodlight tags. This cookie holds CheckForPermission value	The cookie we set for this purpose is removed after 10 minutes.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Content Sharing. Cookie Name: Reg_fb_gate	Facebook	The cookie contains the first FaceBook page the web browser visited	The cookie we set for this purpose is removed by the end of session.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you

				should visit your browser's Help menu for more information.
Content Sharing. Cookie Name: Reg_fb_ref	Facebook	The cookie contains the last FaceBook page the web browser visited.	The cookie we set for this purpose is removed by the end of session.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Content sharing Cookie names: Xtc, uid, uvc, uit, psc	AddThis	These cookies are for the purpose of sharing pages and content that interests you on our site through third party social networking or other websites. Psc and xtc hold binary values. Uid, uvc and uit cookies hold random string values.	The Xtc cookie expires in 2 years. The Uid cookie expires in 2 years. The Uvc cookie expires in 2 years. The Uit cookie expires in a day. Psc cookie expires in 2 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Content sharing Cookie name: _atuvc	AddThis	This cookie makes sure user sees the updated count if they share a page and return to it before share count cache is updated	The cookie we set for this purpose is removed after 2 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Content sharing Cookie names: Ssh, sshs, ssc	AddThis	Ssh and sshs are for service share history, Used for optimizing sharing settings for the user. Ssc records user sharing and social activity. It is a 3rd party cookies and help you by remembering your preferred social media choices and displaying them	These cookies are removed after 2 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.

		on the screen.		
Analytics cookies and technologies Cookie names: _utma, _utmb, _utmc, _utmz, _ga	Google Analytics	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site. Where visitors have come to the site from and the pages they visited.	Some of the cookies set for this purpose are automatically removed from your device once you close your browser. Others may last for a period of up to 24 months from your last visit to our site.	You can opt out of tracking by Google Analytics by visiting: http://tools.google.com/dlpage/gaoptout?hl=en-GB .
User matching, targeting and optimisation;reporting and attribution Click Tracking Cookie; cookie mapping days; cookie mapping seat; cookie mapping version Cookie UID CLK RDS RRS RV	Turn	Turn uses persistent cookies. Turn uses cookies only to store user IDs and opt-out information. All data and segment membership information is stored inTurn’s server side profile stores. These highly available ultra-high speed profiles are able to ingest data and make it available for targeting in near-real-time. Turn has two sets of user profiles that are accessed by clients: Highly available server side profile stores and larger profiles that are housed within a hadoop-based storage system that enable deep analytics over prolonged periods of time.Server side profiles for targeting include	180 days	http://www.turn.com/privacy/customer-opt-out

		data and information on; impressions, clicks, and actions, beacon (website) data, urls on which ads have been shown, segment membership information, and 3rd party data including data onboarded from CRM systems. Cookies may expire after a prolonged period of inactivity. Given Turn's reach and volume, such periods are very likely indicate a defunct user profile/cookie/browser		
Retargeting Pixel: rtd.tubemogul.com	Tubemogul	Cookie users for retargeting for surveys and ad delivery	These cookies will be automatically removed from your device when your browser cookies are cleared - either manually or by your browser. Typical expiration is about 30 days, though may last up to 90 days.	http://www.tubemogul.com/compliance/privacy-policy/#opt-out
Analytics cookies: uuid2	Appnexus	Tracking conversions and segmenting users for analytics	365 days	You can opt out of tracking by Appnexus and Media iQ by visiting http://www.youronlinechoices.com/uk/your-ad-choices and deselecting Appnexus
Conversion tracking	Millennial Media	To store unique clicks ID from the users visit to enable event tracking & matching within Millennial's	typically up to 6 months	Change the browser settings to accept or block cookies

		Database		
Website functionality cookies and technologies Cookie names: VISITOR_INFO1_LIVE, use_hitbox, PREF	YouTube	These cookies are used to provide functionality on our website that is supplied by third parties. Without these cookies, certain website functionality will be unavailable to our visitors. The data collected by our service providers for this purpose may be shared on an anonymised basis with third parties, and may be used for targeted advertising purposes.	YouTube uses Adobe Flash files (or "Flash cookies") for this purpose. These are stored indefinitely on your device, but can be removed by following the instructions for blocking. Other cookies set by YouTube for this purpose may last for a period of up to 8 months from your last visit to our site.	You can choose to accept or refuse Flash cookies by visiting Adobe's web settings manager at: http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html . You can opt out of tracking by YouTube by visiting: http://googleads.g.doubleclick.net/ads/preferences/naiv0optout .
User preferences Cookie names: NID, PREF	Google	These cookies are unique identifiers used by Google applications to store user preference information on the website being browsed	The expiry date differs from 6 months to 20 months.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Content sharing Cookie names: guest_id, pip	Twitter	These cookies and technologies enable you to share pages and content that interests you on our site through third party social networking or other websites. The companies that serve these cookies and technologies may share your information with third parties and/or use your information to serve targeted advertising to you on other	The expiry date differs from 20 months to 24 months.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.

		websites."		
Analytics cookies and technologies Cookie names: ACOOKIE	Webtrends	This cookie is used to collect information about how visitors use the site	The cookie set for this purpose will expire after 10 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie name: _chartbeat2	ChartBeat	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	The cookie we set for this purpose will expire after 30 days.	For more information on the cookies ChartBeat sets please visit: http://chartbeat.com/privacy/
Analytics cookies Cookie name: _chartbeat4	ChartBeat	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	The cookie we set for this purpose will expire after 1 day.	For more information on the cookies ChartBeat sets please visit: http://chartbeat.com/privacy/
Analytics cookies Cookie name: _chartbeat5	ChartBeat	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	The cookie we set for this purpose will expire after 1 day.	For more information on the cookies ChartBeat sets please visit: http://chartbeat.com/privacy/
Analytics cookies Cookie name: _chartbeat_uuniq	ChartBeat	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	The cookie we set for this purpose will expire after 30 days.	For more information on the cookies ChartBeat sets please visit: http://chartbeat.com/privacy/
Performance cookies Cookie name: _cb_cp	ChartBeat	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	The cookie we set for this purpose will expire after 1 day.	For more information on the cookies ChartBeat sets please visit: http://chartbeat.com/privacy/
Analytics cookies Cookie name: Tuuid, um	ad.360yield.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	These cookies will expire in 2 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you

				should visit your browser's Help menu for more information.
Analytics Cookies Cookie name: ab	adadvisor.net	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	These cookies will expire in 2 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: rb2, apache	adbrite.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	Rb2 cookie will expire in 90 days. Apache cookie will expire in 20 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: sess, uuid2	adnxs.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	Sess cookie will expire after a day. Uuid2 will expire in 90 days	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: Bkdc, bklc, bkp1, bku, bk, bkc, bko, bkst, bkw5	bluekai.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	Bkdc cookie will expire in 30 days. bkp1, bku Bk, bkc , bko, bkst, bkw5 and Bklc cookies will expire in 180 days.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: V, pb_rtb_ev	contextweb.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	v cookie and pb_rtb_ev cookie will expire after a year.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for

				more information.
Analytics cookies Cookie names: ud	exelator.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	Id cookie will expire in 120 days.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: ljtrtb	lijit.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	ljtrtb cookie will expire in a year.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: Uuid, mt_mop, ts	mathtag.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	uuid cookie will expire in a year. Mt_mop cookie will expire in 30 days. ts cookie will expire in a year.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: i	openx.net	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	I cookie will expire in 2 years.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: rpx	pixel.rubiconproject.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	Rpx cookie will expire in 30 days.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for

				more information.
Analytics cookies Cookie names: KRTBCOOKIE_27, PUBRETARGET	pubmatic.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	KRTBCOOKIE_27 cookie will expire in 2 years. PUBRETARGET cookie will expire in 30 days.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: Rpb, put_1512	rubiconproject.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	Rpb and put_1512 cookies will expire in 30 days.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.
Analytics cookies Cookie names: meld_sess	tag.admeld.com	This cookie is generated by double-click floodlight tags. This cookie holds random strings.	meld_sess cookie will expire in a year.	You can change your browser settings to accept or refuse these cookies. As the means vary from browser to browser, you should visit your browser's Help menu for more information.